GAUHATI UNIVERSITY
Centre for Distance and Online Education(GUCDOE)

M.A. Second Semester
(Under CBCS)

MASS COMMUNICATION

Paper: MMC 2025
Advertising

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Learning Outcomes

By means of this particular **Paper-MMC-2025(C)(Advertising**), the Learners will be able to acquire a great deal of pertinent knowledge and perspicaciously fathomable ideas about the diverse aspects of the Broad Theme on Advertising. After reading the contents of this particular paper, the Learners will be able to discuss the trends of advertising. In addition, a thorough reading of the contents of this particular **Paper-MMC-2025(Advertising)**,will introduce the learners to the creative elements of ad-making and also will enable them to analyse the different concepts of branding in modern times.

More so, after having a thorough reading of the contents of this particular **Paper-MMC-2025(C)(Advertising**), the Learners will get acquainted with the different aspects of advertising. More so, by means of skimming through the contents of this particular paper, the learners will be familiarized with the tools and terms associated with ad making. Apart from that, a thorough reading of the contents of this particular paper, will enhance the skills of the learners required in effective promotion of products.

More specifically, after skimming through the contents of this **Paper-MMC-2025(C)(Advertising),** the Learners will be deeply benefitted in terms of gathering a wide spectrum of knowledge about the diverse aspects under the Broad Study Area of Advertising**.** In a nutshell, the Learners, after having a thorough study of the contents of this **Paper-MMC-2025(C)(Advertising**) will be able to—

- Discuss the various theoretical aspects related to the Broad Concept of Advertising. They will be able to know specifically about the characteristics, needs, functions and classification of advertising. Also they will be able to know about the elements of advertising, advertising spots and jingles, difference between advertising and publicity, marketing communication and propaganda, relevance of advertising in the marketing mix etc. More so, by means of skimming through the contents of this particular paper, the learners will be able to gain some useful knowledge about the various theories of advertising.
- Grasp a perspicaciously fathomable idea about the various relevant aspects related to the concepts of Creative Strategy and Media Planning. More specifically, they will be able to acquire some precious knowledge about the USP, appeals in advertising, ad strategy, idea generation etc. More so, a thorough reading of the contents of this particular paper, will give the learners some pertinent ideas about copywriting, layout and design principles etc. Also, they will acquire some knowledge about the difference of advertising for various media, media planning and related aspects.
- Know about the diverse relevant aspects of the broad concept of the Advertising Agency and Advertising Media. Also they will be enlightened about the key concepts such as

advertising agency, its organizational structure, types and the functions of the various departments of ad agencies. Also, a thorough reading of the contents of this particular paper, will enlighten the learners about the current status of the ad agencies globally and in the Indian perspective and also they will come to know about some of the significant organizations related to the domain of advertising.

- They will be able to gather some knowledge about the Broad Concept of Brand Building and Advertising Management. More specifically, by means of skimming through the contents of this particular paper, the learners will be able to grasp a perspicaciously fathomable idea about the concept of brands, brand image, brand management and the other pertinent aspects related to brand building and advertising management.

- Be aware about the diverse aspects related to the Legal and Ethical aspects in Advertising. More specifically, they will come to know about the laws and acts concerning advertising, ASCI & advertising ethics, codes and guidelines of advertising and some other relevant aspects in this context.

UNIT:1

Understanding Advertising, Characteristics, Needs, Functions and Classification of Advertising

Unit Structure:

1.0 Introduction

Advertising has become a vital part of modern society which influencing our choices and opinions in one way or another. In earlier times, advertisements were not given much emphasis as it is being given today. We see various forms of advertising every day from the radio, television, internet, social media and so on. While individuals would have to comprehend marketing agencies' persuasive techniques as well as how their consumer behaviour is affected by them regarding product or service choice, awareness about advertising and what it entails is critical. The aim of this self-study module is to provide comprehensive overview of advertising as a concept; looking at its nature, functions as well as types used in advertisements.

1.1 Objectives

This unit is an attempt to provide an overview of the concept of advertising. After going through this unit you will be able to:
- *Explain* the concept and significance of advertising in contemporary society
- *Examine* the various functions of advertising in the marketing process

- *Explore* the different needs that advertising fulfils for businesses and consumers.
- *Classify* advertising based on different criteria and understand the implications of each type

1.2 Concepts of Advertising

Advertising is the practice and techniques employed businesses, institutions and organisationsto bring attention to the intended audience about a product or service or an idea. The word 'Advertising' is derived from a Latin word '*advertere'* whichmeans 'turn attention of people to a specific thing.' According to Oxford Dictionary, the word, 'to advertise' means to make generally or publicly known, describe publicly with a view to increase sales. In simple terms it the act of transmitting information to an intended audience that might have a bearing on their understanding, actions or thinking about a product, service, idea and brand. It is a marketing communication tool used to develop consumer consciousness, create consumer interest, stimulate demand and ultimately facilitate the sale of goods or services. Advertising is thus, a mass communication tool, which is essentially in paid form by a firm or an individual and the ultimate goal of which is to give relevant information, develop attitudes and induce action, which are useful to the advertiser for increasing their sales or promotion of brands. So, all types of advertisements made use different media channels try to turn the attention of the audience towards the product, service or idea being offered by businesses, institutions and organisations.

STOP TO CONSIDER

The word 'Advertising' is derived from a Latin word '*advertere'* whichmeans 'turn attention of people to a specific thing.' It is an act of transmitting information to an intended audience that might have a bearing on their understanding, actions or thinking about a product, service, idea and brand. It is a marketing communication tool used to develop consumer consciousness, create consumer interest, stimulate demand and ultimately facilitate the sale of goods or services. All types of advertisements made using different media channels try to turn the attention of the reader or listeners towards the product, service or idea being offered in the advertisement.

1.3 Definition of Advertising

There are different definitions of advertising given by various experts and agencies such as:

- **Philip Kotler**: A prominent figure in marketing, Philip Kotler defines advertising as "any paid form of non-personal presentation of ideas, goods or services by an identified sponsor."

- **David Ogilvy**: An advertising legend, David Ogilvy defined advertising as "advertising is not an art form, it's a medium for information, a message for a single purpose: to sell."

- **Institute of Practitioners in Advertising (IPA)**: The IPA defines advertising as the 'presentation of the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.'

- **American Marketing Association (AMA)**: According to the AMA, advertising is the "the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, non-profit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience about their products, services, organizations, or ideas."

STOP TO CONSIDER

Advertising plays a vital role of linking producers to potential customers. It makes known ideas commodities and services to the market that would have gone unnoticed otherwise. The main aim is to make potential buyers aware of products existence and identity as well their producers thus giving information to those interested. Additionally, advertising is used for mass persuasion affecting the perceptions and preferences of consumers. Consequently, advertising serves the purpose of educating the customer in addition to persuading them where necessary hence it is very crucial in influencing consumer behaviour towards making buying choices and preferences.

1.4 Functionsof Advertising

Advertising serves varied purposes. The functions of advertising include various key goals that businesses aim to achieve through their advertising efforts. Some important functions of advertising are:

- **Introduce a Product**: Advertising is a common method to introduce a new productto the market, informing the customers about the latest offerings.
- **Awareness Creation**: Advertising helps in creating mass awareness about a product, service or an idea
- **Introduce a Brand**: Advertising plays a crucial role in establishing and promoting the brand identity
- **Generate Demand**: Advertising generatehelps in generating demand by consumer for products or services.
- **Encourage Product Usage**: Advertising has the ability to stimulate desire for a product within consumers.
- **Increase Sales**: Advertising increases market share of products and service, thereby generating revenue for businesses.
- **Brand Endorsement**: Advertising aids in brand endorsement helping to distinguish products from their competitors.

STOP TO CONSIDER

Advertising provides consumers with critical information about goods, services or even concepts such as their characteristics, benefits and availability. In addition, advertising alters how consumers behave by influencing their beliefs and perceptions by using persuasive language as well as appealing graphics. It enhances brand recall which means that brand is kept at the top of customer

minds while making purchases. It also aids in differentiating products and services from others by adding value to them hence making consumers find them attractive compared to those of competitors. All these roles of advertisements are essential for successful marketing strategies.

1.5 Characteristics of Advertising

Advertising encompasses various traits crucial for its effectiveness and success. The characteristics of advertising include several key aspects that define effective advertising campaigns. The following are some of the essential characteristics of advertising which collective shape advertising campaigns:

- **Communication:** Advertising effectively conveys a distinct message to the intended audience regarding a product, service or an idea.
- **Relevance:** It aligns with intended audience's needs, desires, choices and interests.
- **Ingenuity:** It distinguishes itself from other ads while captivating the target audience's attention, desire and interests.
- **Consistency:** It reinforces the brand identity and value over time.
- **Measurable:** Advertising requires specific goals and methods for determining the success of the advertising campaign.
- **Appeals to Emotion:** It creates an emotional connection between the product and the consumer
- **Collaborative:** It necessitates coordination with various marketing channels such as television, radio, social media, email marketing, and website
- **Legal and Ethical:** All advertisers need to comply with advertising laws and ethical principles, avoiding false or misleading claims, and respecting customer privacy.

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STOP TO CONSIDER

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There are a number of key factors that determine the success of advertising campaigns such as a distinct message to the intended audience, creativity in message delivery, consumer behaviour,

communication channels, adherence to legal and ethical standards, maintaining trust and credibility. These characteristics collectively define the success of advertising endeavours of any business.

1.6 Classification of Advertising

Advertising takes various forms. Each advertisementis usually tailored to different purposes, needs, intended audience and communication platforms. The following are some of the important types of advertising.

- **Print Advertising:** Print advertising refers to the use of physically printed media such as daily newspapers, magazines, brochures, flyers, posters, booklets etc., to convey the messages to the target audience.

- **Broadcast Advertising:** It encompasses the use of broadcast media such as radio and television to reach a wide audience with advertising messages. Broadcast advertising involves creating creative commercials that are aired on television and radio, targeting specific time slots to maximize its reach and impact.

- **Digital Advertising**: Digital advertising encompasses online advertising formats such as display ads, social media ads, Search Engine Marketing (SEM), as well as promotional email marketing. Digital advertising leverages the vast reach of the Internet and offers accurate targeting of the audience based on users' behaviour and demographics.

- **Mobile Advertising:** Mobile advertising targets individuals through different gadgets that have internet connection. This could be a tablet or a smartphone. Such adverts can be in form of pop-ups when one is using social media, be embedded within apps or appear in websites. For instance, someone playing a game on their phone can get adverts of related games during breaks. The good thing is that these ads are capable of reaching the target audience wherever they are located. Additionally, brands may localize their messaging should people opt in location services.

- **Outdoor Advertising:** Also known as 'Out-of-Home (OOM), these types of advertising include billboards, digital signage, posters, transit ads usually displayed in place spaces, providing exposure to a wide group of audience. It is effective in promoting products or services in specific geographical to reach out the potential customers.

- **Product Placement Advertising:** Product Placement Advertising a strategic and systematic advertising technique where brands integrate their advertisements within movies, TV shows, video games, podcast, and other media contents. This techniqueallows seamless integration of the product and message into the media contents to give more natural exposure to the intended audience.

- **Native Advertising:** Native advertising, also known as sponsored content, is a type of advertising in which the promoted content match the appearance, feel and function of the media format where they appear. They fit natively and seamlessly on the web page. Unlike banner or display ads, these ads do not really appear like ads, so they do not disrupt the user's interaction with the page.

- **Influencer Marketing:** Thisform of advertising involves strategic collaboration with brands and individuals, who have dedicated followers on social media platforms, to promote products or services. It simply leverages the influencer'scredibility, influence and reach to reach out to the intended audience.

- **Guerrilla advertising:** Guerrilla advertising refers to methods of advertising that are unconventional and cost less and make use of creative techniques in attracting attention. Ambient advertising is a common strategy in this field where ads are placed in public places in a manner that does not conform to the norm. A good example is where instead of advertising on a bus stop, a company might opt to use painting such as a mural on the sidewalk to advertise their products.

Print advertising makes use of physically printed media such as brochures, papers, and magazines in conveying messages, whereas the broadcast advert uses radio and television to air creative ads during particular time slots. Digital advert comprises of online forms like display advertisements, social media as well as email promotions which use internet to reach out to audience directly. Outdoor adverts involve billboards and transit ads placed at specific public places. Product Placement Advertising that integrates them gently within the media content in its appearance, native advertising closely resembles the content surrounding it. Influencer advertising entails partnering with social media influencers in order to market products.

Check Your Progress

Question 1.What are the important functions of Advertising?
Question 2.What are the important characteristics of Advertising?
Question 3.Which are the major types of advertising?

1.7 Need for Advertising

Advertisement is necessary for both the business as well as the customers.The need for advertising is multifaceted and crucial for businesses across various industries. It stems from several factors that drive businesses to promote their product, services, or ideas to an intended audience. In the present day, advertising is necessary because:

- **Increasing Competition:** In today's competitive market scenario, businesses, institutions, and organisations need advertising to promote their products, services, or ideas to reach the target audience.

- **Creating Brand Awareness:**Advertising plays a crucial role in brand awareness, making a brand recognisable and increases its acceptance by the customers. It helps in attracting new customers and increase sales.

- **Customer Acquisition:** One of the most significant factors that bring new customers to a business is advertising. It

creates mass awareness about a product or service to the potential buyers thus generating interest and enticing them to make purchases.

- **Differentiation and Competitive Edge:**In a competitive market environment, advertising aids one business to distinguish itself from its business adversaries.It enables the consumers to make their best choices and preferences from among the rest of the products.

- **Market Expansion:** Advertising facilitates market expansion by reaching out to the new demographic groups, expanding into unexplored geographical regions, and tapping into untapped consumers' needs, desires and preferences.

- **Sales and Revenue Growth:** Being successful in marketing requires good advertising strategies that can drive sales and profit increase by influencing customer behaviour, creating demand for products, and creating potential customers who could buy.

- **Building Trust and Credibility:** Advertising that is reliable and genuine helps in establishing a close relationship with the customers thus increase the reputation of the brand and long-term customer relationships.

- **Customer Engagement:** Advertising engages the customers through different communication avenues such as feedback, loyalty, interaction, and also strengthens customers' relationship with business.

STOP TO CONSIDER

In today's competitive market, businesses, institutions, and organizations must advertise their products effectively. This is because they must be able to attract new customers as well as increase their sales by creating awareness of their brands. By being different, advertising help businesses to be ahead of competitors. Businesses can even get into new markets through advertising because they will be able to reach new geographical areas and

consumer segments. Advertising strategies that are effective are those that cause consumers to buy more and demand as well. Creation of trust and credibility is another way through which advertising builds long-term relationships with customers. Through different communication media, advertising involves customers hence making them more attached to the businesses.

Check Your Progress

Question 1. Why advertising is necessary?

Question 2. How does advertising help in increasing brand awareness?

Question 3. In what ways does advertising aid in the expansion of the market for products or services?

Self-Asking Questions

Question 1. What are the fundamental concepts underlying advertising? Discuss

Question 2. How do various experts and institutions define advertising, and what are the key components of these definitions?

Question 3. What are the essential characteristics that distinguish effective advertising campaigns from ineffective ones?

Question 4. How does advertising effectively communicate messages to target audiences, and what role does relevance play in this process?

Question 5. What are the primary functions of advertising, and how do they contribute to the overall marketing strategy of a business?

Question 6. How does advertising introduce new products to the market, and what strategies are commonly employed for this purpose?

Question 7. In what ways does advertising create awareness about products, services, or ideas, and why is this crucial for businesses?

Question 8. How does advertising contribute to the establishment and promotion of brand identities, and why is brand recognition important in marketing?

Question 9. What methods does advertising use to generate demand for products or services, and how does this impact consumer behaviour?

Question 10. Why is advertising necessary in today's competitive market environment, and what specific factors drive businesses to invest in advertising?

1.8 Summing up

Advertising is a crucial part of the present-day world and influences individuals' decisions and viewpoints in various ways. We are exposed to different forms of advertisements each day through radio, television, Internet, social networks among others. However, while individuals might need to understand the persuasive techniques of marketing agencies and how their consumption patterns are influenced in terms of product or service selection, it is important to have some awareness about advertising in general. This module provides a comprehensive overview on key concepts of advertising.

1.9 References and Suggested Readings

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2. Kumar, J. Keval. *Mass Communication in India.* JAICO, 2013
3. Hopkins, C. Claude. *Scientific Advertising.* Sanage Publishing House, 2022
4. Ogilvy, David. *Ogilvy on Advertising.* RHUS, 1st Vintage Books edition, 1985
5. Ruchi, Gupta. *Advertising Principles and Practice.* S Chand & Company, 2012
6. Smith, Mike & Smith, Michael. *Targeted: How Technology is Revolutionising and the Way Companies Reach Consumers, 2014*
7. Schafer, Ian & Solomon, Robert. *The Art of Client Service: The Classic Guide.* Wiley, 2016

1.10 Model Questions

1. Define advertising and explain its significance in modern society.
2. Discuss the various definitions of advertising provided by experts such as Philip Kotler and David Ogilvy.
3. What are the key characteristics of effective advertising campaigns, and why are they important?
4. How does advertising effectively communicate messages to target audiences?
5. Explain the primary functions of advertising and provide examples of each.
6. How does advertising contribute to brand awareness, and why is it essential for businesses?
7. Discuss the role of advertising in introducing new products to the market.
8. What strategies does advertising use to generate demand for products or services?
9. How does advertising stimulate consumer interest and encourage product usage?
10. Describe the ethical considerations that advertisers must adhere to in their campaigns.
11. Discuss the importance of advertising in differentiating a brand from its competitors.
12. How does advertising contribute to market expansion and reaching new demographic groups?
13. Explain the significance of customer engagement in advertising campaigns.
14. Discuss the role of advertising in influencing consumer behaviour and purchasing decisions.
15. How does advertising leverage emotional appeal to connect with audiences?
16. Explain the concept of native advertising and its benefits for brands.
17. Discuss the role of influencers in modern advertising and their impact on consumer behaviour.
18. Why is advertising necessary in today's competitive market environment, and what are the key drivers behind businesses' investment in advertising?

Unit: 2

Unit Structure:

2.1 Objectives

> After going through this unit, you should be able to---
>
> - understand the concept of the various parts or elements of advertising,
> - grasp a perspicaciously fathomable idea about the significance of the various parts or elements of advertising,
> - comprehend the functions of the various parts or elements of advertising,
> - acquire some key and pertinent ideas about the advertising spots and jingles.

2.2 Introduction

In this Unit-2 of Block-1(Introduction to Advertising) under the Paper-MMC-2025(Advertising),we will begin by trying to acquaint you with the concept of the various parts or elements of advertising. Every product, corporation, or non-profit institution eventually takes on a personality by means of which people visualize it, remember it, and describe it to either people. Creative people must, therefore, understand the process of putting the different elements in an infinite number of ways. When they start putting their creative strategy in action, they must know, which part or element of the advertising should come first, whether the Headline, Slogan, Picture, Brand Name and so on. By skimming through this particular unit, you will be able to acquire some pertinent ideas about the diverse elements or parts of advertising such as Headline, Picture, Logo/Trademark, Slogan, Body, Tagline etc. These elements play a very crucial and significant role in the entire process of advertising. Every element or part can make an advertisement attractive and catchy which can veritably allure the consumers or the target audiences of the products or services being advertised. This knowledge on the various elements or parts of advertising, which you will be able to accumulate by means of going through this particular unit, will be of immense benefit for you in the future course of your professional career, especially, if you choose the broad area of advertising, as your professional domain in the future. Because, for working in the field of advertising, you must have the basic idea about the various elements or parts of advertising, such as the Headline, Picture, Logo/Trademark, Slogan, Body, Tagline etc. More so, in this particular unit, we will try to give you some key and relevant ideas about the advertising spots and jingles. The spots and jingles are also two pretty important components in the process of advertising. The jingles are short, catchy tunes that promote a company's brand, often accompanied by a memorable slogan. Jingles aim to create an indelible connection between the consumer and the product, making them a powerful tool in the world of advertising. Advertising spots are powerful marketing tools, capable of capturing the attention and persuading the audiences. An advertising spot is a multimedia advertisement that is aired at a specific time. Businesses choose where and when they want their advertisement to appear, also known as the spot. Advertising spots first became popular on televisions, where 30- and 60-second ads

ran during commercial breaks. In a nutshell, it can be stated that by means of going through this particular unit, you will be able to gather some vital informations and comprehensive understanding about the diverse aspects of the various elements or parts of advertising and also after reading this particular unit, you will be able to understand comprehensively about the two other important components in the process of advertising, i.e. the advertising spots and jingles. Now, let us focus upon the sub-sections to be covered under this Unit-2(Block-1) of the Paper-2025 as quoted underneath.

2.3 Elements of Advertising—Headline

An advertising headline can be one sentence telling the entire story of the product to give the product information in brief, which is not possible sometimes in slogan. A group of words used to attract the attention of the customers is called headline. In other words, headline is a collection of words set at the head of an advertising copy to introduce or categorize the product or service. John Caples describes that headline is the most important element in most advertisements which plays a significant role. It introduces product to consumer. It is that introductory line which builds the identity of a new product. Headline, if not changed according to the festal, seasons and even moods of human beings, then it may become a boring and static headline. It must be changed frequently comprising of catchy sentences. Headline can be placed anywhere in the advertisement. But it must be easily identified.

The following are some of the important functions of advertising headlines---

- The primary function of headline is to gain immediate attention. Sometimes the headline is expected to this job alone; more often it works hand in hand with the illustration or other visual elements. A headline with illustration is productive of meaningful results for the advertisers. The promise of reward is inherent in the headline. It attracts the target audience to the text of the advertisement. It invites the reader to stay with the text. It tells the whole story in a few words developed by the text. However, it is not a complete

advertisement. It attracts only the interested people and assists in the selection of the right prospects. Headline attracts suitable persons willing to purchase the advertised products. It spells out useful guidelines for creative people. The presentation devices and rewards are the two important attention-getting methods. Connotations are used to draw attention of readers. Some headlines are effective as they attract the attention of the consumers. Attention is drawn by 'reward' headlines. Advertisements should mention a particular reward for the purchase of the product. The headline should be written in flash and signal ways to attract attention to achieve success. It should be a reward in itself. It should be pleasant to read. The text is prepared after selecting the headline.

- The secondary function of headline is to tell the whole story of the advertisement.

- Another important function of most headlines is to lure the readers into the text. Not only does the headline attract and select but also it invites the readers to step in and stay a while. Instead of telling the whole story, it tells just enough to arouse interest.

- Communication with an attractive headline, is very effective for advertising purposes. Individual attitude, interest, beliefs affect the information-seeking experience. Advertisers evaluate the impact of headlines on the audiences. The headlines should be modified from time to time.

Characteristics of Headlines------

- Headings should have an immediate impact on the readers.

- It should include some promise of reward either direct or indirect.

- It should be understandable at a glance because people will not spend time trying to figure out what you are saying.

- Headlines should be specific and to the point. It should not be general and applicable to any product.

- It should be coordinated with other elements of the advertisement.
- It should attract attention.
- It should have a selecting capacity.
- It should promise a reward.
- It should contain words and cues that help in the selection of prospects from the total audience.
- It should contain effective words and have symbolic values.
- It should be understood at a glance.
- It should be coordinated with other components of advertising.

There is no rule saying that you have to include a headline in every advertisement. If some other elements can fulfil its functions more effectively, by all means omit the head. However, mostly headlines are used in the print media as well as broadcasting media advertisements. Television uses selective headlines to convey ideas, repeat a sales point, establish slogans and recapitulate ideas. A headline is used to reinforce the spoken words. The print media must use headlines.

Classification of Headlines---
- Direct Headlines---Direct headlines are straight forward and informative. The news value of the product is effectively put across in it. It arouses interest, stimulates sales response and motivates people to purchase the product. It is more important to get readers to remember the product than merely to get them to read the copy. The target audience is influenced by the headline and take decisions on that basis. Illustrations add attraction to direct headlines and motivate people to read the message as well as to purchase the product. It tells people whether the message is in line with their predispositions. If the features of the product are strong and can arouse the interest, stimulate sales response, direct headline is better. It can state the fact, but it could not explain the

method. For example—10% off on *Vishal Products…Hurry..Stock is limited.*

- Indirect Headlines—If the appeal of the product is not very strong, then the indirect headline should be used. It is useful for the audiences which read headlines by way of curiosity and lack of predisposition. People are attracted by indirect headlines, which draw their attention unintentionally. They read the headline when their attention is captured by a word or picture in a headline. They read the text of the advertisements if they find the headline attractive. For example--- *'Scratch & get the gift'.*

- Combination Headlines—Combination headlines seek to combine the virtues of direct and indirect headlines. In other words, headlines prepared to convey direct as well as indirect information are more attractive to curious as well as to the 'predisposed' readers. For example—*10% off +scratch & get the prize'.*

- News Headlines—These types of headlines have some news for the consumers. For example— *'Cigarette smoking is injurious to health'.* In other words, these types of headlines can be the most effective of all where the product or service has something new to provide for the consumers. Also the news headlines are more effective when the product brands are new. The news should be interesting to the audiences. Readers read the product news when it promises something new.

- Method Headlines----Headlines show the method of approaching people. 'How to approach' is the promise that interests people. For example—*'How to use coffee', 'How to Accept the Product', 'How to Tell Your friend'.*

- 'How to Headlines'---It can be either direct or indirect. In this type of headline, the words 'how to' can be implied as well as spelled out.

- Question Headlines---When a writer frames a headline as a question, he expects to make his audiences seek the answer in the text. A question headline will be more provocative if it carries some interesting informations or a stimulating idea. '*What is your best choice*?' In other words, these are interesting because they stimulate people to answer various problems. These are provocative if they carry some interesting information or stimulating idea. For example—'*Why wait for the next summer* ? *Purchase the cooler immediately.*' Curiosity and inquisitiveness are used to frame the headline.

- Command Headline---A command headline politely 'orders' the reader to do something. For example—'*Click here-- & send this card*'(internet advertisement). Another example---'*Give Your Child Colgate to Fight Tooth Decay*', *'Eat Fresh Mango With The Bottle', 'Avoid Chances of Loss With a Life Policy'* are used to instruct the people to work in a specific way.

- Sub Headline/Subheads----- Very often, advertisements have only one headline. Some have several, of these, one is usually the main headline, and the others are subordinates. Subheads serve several purposes. For example, a writer who expresses a provocative thought in his main headline may want to expand on that thought in a subhead directly following. In other words, an advertisement can carry several headlines. Of these, one is usually the main headline and the others are subordinates. Sub headlines can serve several purposes.

- Headline Length----As long headlines are not read by the audiences, they should have the minimum possible length. Single-word or single-line headlines are used very effectively. Not more than 10 words should be used to make up a headline. Sub-heads may be used

effectively, if the message is very long and the main headlines can't serve the purpose. For example— *'Enjoy Top Tree'—Juice From Fresh Mangoes, 'Watch out---a Wonderful Opportunity'*. However, it is also believed that there is no ideal length for a headline. It should use the words necessary to accomplish its job-no more, no less.

- Combining Headline and Visualization----The Headline and Visualization are combined to convey the message effectively. The headline in the print media is visualized on television to demonstrate the attributes of the product. When used simultaneously, headlines and visualization are very effective.

Stop to Consider-1

- An advertising headline can be one sentence telling the entire story of the product to give the product information in brief, which is not possible sometimes in slogan. A group of words used to attract the attention of the customers is called headline. In other words, headline is a collection of words set at the head of an advertising copy to introduce or categorize the product or service.

- The primary function of headline is to gain immediate attention. Sometimes the headline is expected to this job alone; more often it works hand in hand with the illustration or other visual elements.

- Another important function of most headlines is to lure the readers into the text. Not only does the headline attract and select but also it invites the readers to step in and stay a while. Instead of telling the whole story, it tells just enough to arouse interest.

- 2.4----- Elements of Advertising—-Picture---- It is usually the most important visual element in an advertisement. We know that one visual is equal to

thousands of words. So, picture selection can make the ad very effective or very dull. It is a blatant fact now-a-days that 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 product be announced by a photograph, we associate realism and authenticity with photographs. Photographs are used extensively in industrial and trade publications so that the technicians who read them will lead what the products look like and how they will perform. Many a times, visual symbols are used to identify a product, visual symbols include rains, mountains, rivers, jungles, green areas etc. These denote the inherent quality of the product. Diamonds, circles, squares, ovals, animals and people are generally used in India with the advertising message in case of the product associated with fashion, nature and luxury. Advertisers should ensure that the images and symbols adopted by the producers will not be imitated. These should be registered with the industry directorate. Their registration protects their use against imitations. Sometimes in advertisement, diagrams are also used as another important form artwork, especially for illustrating complicated products.

2.5 Elements of Advertising—Logo/Trademark

The term Trademark/Logo includes any word, name, symbol, or device or any combination thereof adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others. Identifying marks which illustrate brand names, corporate or store name are symbols for brands or companies. Trademarks/logos are generally affixed to the products. A trademark/logo may be a product mark, a service mark, a certification mark, or a collective mark. Identifying marks are more important. Purchasers rely on identifying mark or trademark or logo of a reliable firm that makes the merchandise qualitative. Identifying marks are capitalized through mass communication. Under this concept we have three main types identification marks :

(i) Brand Names, (ii) Corporate or Store Names, and (iii) Identifying Symbols for Brands or Companies.

- Brand Names : A brand name may come from almost any source. It may come from company name such as Nestley company use 'Nescafe' or from personal name as 'Vimal' sarees or Jindal Strips Ltd., etc. Sometimes, a word that has no relevance to the product advertised may be used effectively as a brand name. For example "Arrow" for shirts is a familiar example. In other words, a brand name is the trademark/logo used for identification purposes. It includes the product's trademark/logo, the company's name, personal name and common name.

- Corporate or Store Name : Some companies use the firm name throughout the product line. For example, 'Lakme' lipstick and cream manufactured by Lakme company. Corporate Name/Store Name is utilized for specification. The corporate name identifies the product and its utility. Many organizations have succeeded in their mission through their own names.

- Visual Symbols : Visual symbols have long been used to identify goods and services. The visual symbols are used to identify a product. Visual symbols include rains, mountains, rivers, jungles, green areas etc. These denote the inherent quality of the product. Diamonds, circles, squares, ovals, animals and people are generally used in India with the advertising message in case of the product associated with fashion, nature and luxury.

  It is to be quoted in this context that the brand names, corporate names and identifying names are used as marks to identify the product. Familiar names should be avoided to identify the product. Legal requirements prohibit the use of names already in use. Only the imitator use the close name to get the market for existing trademark/logo. As sound appearance and common meanings are used by imitators, it is essential to select a name and mark other than the existing ones. The most commonly used trademarks/logos are not

used for different products. The attributes of the product are not used as a name. A chemical ingredient may be used as a trademark or logo to identify the product. The family name of the product is not to be used as it creates confusion about the other products of the company. The trademark/logo should not represent a geographical place as it limits the market for the product. Trademark or logo or trade name should be easy to remember and identify, easy to pronounce and announce to draw the attention of the target audience. Unpleasant names or connotations annoy the customers. Trade names should be easy to use by the media. A universal name is more suitable than a national name. More so, the advertisers should ensure that the images and symbols adopted by the producers will not be imitated. These should be registered with the industry directorate. Their registration protects their use against imitations.

Although brand names, firm names and other identifying trade symbols differ in format, certain principles apply in the creation of all of them. Some of these stem from certain legal requirements, some from the principles of effective communication. A mark should not be confusingly similar to an existing one in sound, appearance, or generally accepted meaning. It will not do simply to alter the spelling; obviously some people may only hear the name and never see it at all. The name should be pronounced quite differently from an existing one, but the consumer may pronounce it the way it looks, not necessarily the way you propose.

- Importance of Trademarks/Logos —
a) It gives the legal protection to the manufacturers.
b) It increases the credibility of the firm because the buyer buys the product only after looking at the brand name.
c) Registration of trademarks/logos prohibits duplication.

Stop to Consider-2

- It is usually the most important visual element in an advertisement. We know that one visual is equal to thousands of words. So, picture selection can make the ad very effective or very dull.

- Sometimes in advertisement, diagrams are also used as another important form artwork, especially for illustrating complicated products.

- The term Trademark/Logo includes any word, name, symbol, or device or any combination thereof adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others. Identifying marks which illustrate brand names, corporate or store name are symbols for brands or companies. Trademarks/logos are generally affixed to the products.

2.6 Elements of Advertising—-Slogan

Slogan is a phrase or a sentence that describes either the benefit derived from the product or one of the product's most important

attributes. It is the soul of advertising. It is very easy to remember and slogan is also called the heart of advertisement. It consists of a single phrase by which an advertiser conveys an important idea which will presumably lead readers to remember and think favourably of his company. It may play either a principal or a subsidiary role. In short, slogan is a brief attention getting pharse used in advertising or promotion. For example—*Yeh Dil Mange More*.

Slogan has two most common purposes : One, to provide continuity for a campaign, perhaps for a year or for many years. Two, to crystallize in a few memorable words the key idea or theme one wants to associate with a product.

An advertiser is most likely to use a slogan when he has some basic idea or theme he wants to establish and continue for a long time. For example, "*Toothpaste that promises glowing skin'*. There may be political slogans, like — "*The leader you can trust In war, In peace*" Similarly, there can be social as well as religious slogans also.

Types of Slogans----To be effective, a slogan should be consistent with the purpose of the advertisement. Therefore, if there is a drastic change in a campaign's purpose, it is usually wise to change the slogan also. Mainly there are two types of slogans, one that emphasizes a product, two that emphasizes action to be taken.

- *Slogan that emphasizes product or reward*---Every product has some rewards to offer to the consumers. It may have some hidden quality that differentiates a product from the competitors. The trick, then, is to find some way of dramatizing in effective words a particular product's advantage. For example, '*Toothpaste that promises glowing skin'*. '*Thanda Matlab Coca-Cola.'*
- *Slogans that emphsize action to be taken*---The slogan might urge directly that you use the product or service for example. For example---*Bright spare for your bright ideas*.

Characteristics of Slogan----
- Slogan should be brief, well balanced and easy to say.
- It should be built on one idea.
- Easy to remember.

- Make it help differentiate the product.
- Make it provoke curiosity, if possible.
- Make sure it highlights either a product, reward or an action.
- Use rhythm and rhyme.
- Make sure the slogan is not likely to confuse the consumer.

In a nutshell, slogans are repeated forms of advertising. A slogan is like a headline. Its purpose is continuity of a campaign and crystallizing a few memorable words. To remind and persuade consumers to purchase the product the basic ideas or themes are put together in slogans. Slogans should be consistent with the purposes of the advertisement. They should be changed to meet the purposes of advertising. They should emphasize upon the qualities of the product to stimulate action and purchase. They should mention specific qualities to differentiate a product from other products. They should dramatically place product's advantages before the consumer and demonstrate them directly or indirectly. The product advertiser should emphasize the quality of the product. The slogans referring to advantages or rewards, should be advertised subtly and directly. The slogans should be framed cautiously as they might be misunderstood. Advantages and actions are combined together to make effective slogans at a particular time. For example--An airline's slogan may be effective in summer because large number of persons move from one country to another on tour and for enjoyment purposes during summer. Males are more aware of the slogans than females. Higher income people prefer slogans presented after careful research. Children and less educated persons are responsive to emotional slogans. Because of slogan advertising consumption products achieve higher sales. Easy to remember slogans should differentiate the product, provoke curiosity and be reward-oriented and artistic. Rhyme and alliteration and other pleasant sounds are employed for the purpose.

2.7 Elements of Advertising—-Body/Copy/Body Copy

Copy/Body/Body Copy is the written portion of an advertisement. The basic idea of an advertisement is to motivate people. It is the

main body of words or the textual matter of an advertisement. The copy/body/body copy, regardless of medium, is basically an amplication of the headline theme. If you have a headline, body text should explain it. Before writing any actual copy/body copy, a copy writer can wisely draw up a copy policy. "A copy policy/body copy policy is a diagram or blueprint of a number of pieces of copy that are to be written". It should explain the following-----

- To whom the copy/body copy is addressed any why?
- What media are being used?
- The exact purpose of this piece of copy/body copy.
- The points that are to be made and the sequence in which they are to be made.

Functions----
- The copy/body copy must arouse interest.
- It must provide believable information that is easy to understand and likely to what desire to own the product.
- It must compel the readers to see the product and to try it out or at least accept the image the writer has presented.

Rules for Copy/Body Copy Writing----
- Gain a thorough understanding of the consumers to whom the message is to be addressed.
- State what consumers want to hear.
- Know the language of the reader and talk to him in his own language.
- Stress on one appeal preferably.
- Do not talk too many things.
- Employ the present tense.
- Be specific.
- Avoid fine writing, write simply.
- Make sure that the copy/body copy is readily understandable to consumers at the first instance.
- Break the copy/body copy into paragraphs, not only for the purpose of conveying the message properly but for easy reading also.

- Make no untrue statements or statements which are likely to be doubted by readers.
- Brevity is the best gift of copy/body copy.
- Say maximum in the minimum space.
- Thoughts should be conveyed properly.
- Make the copy interesting which will lead the readers to read rest of the body text.
- Use short rather than long words wherever possible, but do not discard the long word if it reflects your meaning more exactly.
- Copy/body copy should be timely, relevant, crispy and juicy.

Classifications of Copy/Body Copy----
- Reason Why Copy--- Any copy/body 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. This copy explains why the product should be purchased or preferred to other similar products. It gives the consumers the reasons—why they should buy the product. The problems of people and how they are avoided are given in it. The audience is educated and told how to overcome a problem, prevent its emergence and how to get more satisfaction by purchasing the product which offers an economical method of cleaning clothes. For example—people buy instant coffee as they have no time to wail. They are examples of reason why copy. Salesman use the reason-why copy to explain the advantages of the products. The réason why approach is more common in print than in broadcast advertising. In print, readers can proceed at their own speed from headline to copy/body 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.

- Humorous Copy--- Advertisement can be made more appealing by a touch of humour. It makes the

audience happy and persuades them to purchase the product. With a touch of humour advertisements become more appealing. The happy mood, a joke, fun add a new dimension to advertising. The humour copy is better appreciated and it is successful in attracting attention, facilitating comprehension, reducing counter-arguments, increasing source credibility, creating a positive mood and increasing the effectiveness of message. According to television consultant Harry Wayne McMohan, the number of television commercials that use humour in communicating their message is increasing. Humorous copy may have the following generalizations ----: (a) Humorous messages attract attention. (b) Humorous messages may detrimentally affect comprehension. (¢) 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.

- Descriptive Copy---When copy/body 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/body copy to make it clear to prospective buyers. It describes the product's characteristics, rewards and promises. Confusion and ambiguity are avoided in a descriptive copy. The description is made pleasant to attract attention.

- Testimonial Copy---- It has been in use for a long time. Used in music, motion pictures, sports and other visible fields, it features celebrities. Important perosons selected to present the copy, demonstrate the virtues of the product. A testimonial copy is frequently used. Advertisers tend to prefer celebrities who are widely known, easily recognized, 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.

- Straight Copy----Straight copy has a very straight message. It identifies the needs of the people you call it in simple words, "*Warm in Dhaliwal Shawl*".

- Dialogue Copy---- A copy should be well written in interesting, convincing and persuasive dialogue. Poor and unnatural dialogue can not be effective. Dull dialogue vitiates the very purposes of advertising. The question-answer series has no impact on the market. Well balanced dialogue and an interesting theme are effective in influencing the audience's attitude and purchase decision. 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.

- Narrative Copy---It tells some interesting story. 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. That is words, pictures and captions are suitably used. The story is pictured in an attractive manner to attract the audience to the picture and read what is written about the picture. The solution of the problem is linked with the advertised product which is made interesting and shown to be useful for the common people.

- Body Copy-----Presented after headlines and subheads, body copy generates a liking and preference for the advertised product. It explains the product features and preference for the advertised product. It

explains the product features and values. It supports claims logically and convincingly. It uses emotional appeals and rational arguments to make the product appear useful and want-satisfying. It makes certain claims about how a product works or is made, its performance, the test results, the testimonials it has received and sales it has achieved. It challenges the competitors and even the audience to try the product and feel the differences. It uses the type of product and the buying motives to make rational and emotional appeals. While consumption products are presented with rational appeals. Unless carefully used, emotional appeals would destroy the credibility of the entire message.

Stop to Consider-4

- Copy/Body/Body Copy is the written portion of an advertisement. The basic idea of an advertisement is to motivate people. It is the main body of words or the textual matter of an advertisement. The copy/body/body copy, regardless of medium, is basically an amplication of the headline theme.

- If you have a headline, body text should explain it. Before writing any actual copy/body copy, a copy writer can wisely draw up a copy policy. "A copy policy/body copy policy is a diagram or blueprint of a number of pieces of copy that are to be written".

Check Your Progress-4

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Quote a few functions of advertising body copy.

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2) Enumerate a few rules for Copy/Body Copy Writing.

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3) Quote a few of the classifications of Copy/Body Copy.

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2.8 Elements of Advertising—-Tagline

A tagline is a quick and memorable statement associated with your business, brand, or product. A tagline is used for advertising and marketing as part of your overall branding strategy, helping you stand out among competitors and stick in a current or potential client's mind In other words, a tagline is a short, easily remembered phrase that a company uses in its advertisements, especially on television or the internet, so that people will recognize it or its products: Writing a tagline is a good way to add character to your brand. A tagline is a catchy phrase or short sentence that summarizes the value a company brings to its customers. Many businesses use taglines alongside logos or the company's name in advertising and other branding scenarios. The goal of a tagline is for the customer to remember it and associate it with the company. It is an attention-getting word or phrase used to publicize something (as a campaign or product). Taglines and slogans share a lot of similarities. They're both short, catchy, and linked to your business or a specific product or service. However, the two statements differ by their use. Taglines are supposed to be a permanent part of your branding, while slogans are more specific to a marketing campaign. While both are prominently associated with your brand, one has a more permanent place in your advertising and marketing, and the other has an expiration date, even if it's still memorable to your audience long after the advertising campaign is complete. Let's

illustrate this with a famous example: Nike. "Just Do It" is arguably the most recognizable tagline in modern advertising history: Just saying it immediately creates an association with Nike. While "Just Do It" is ever-present for Nike, they have introduced other campaign-specific slogans throughout the years. Take the slogan "Believe in something. Even if it means sacrificing everything," for example. This slogan is immediately recognizable just like the tagline, but is associated specifically with a 2018 advertising campaign featuring Colin Kaepernick.

Another great example is Allstate's use of "You're In Good Hands." This tagline is a prominent feature in many instances of Allstate's logo. However, when the question "Are You In Good Hands?" is posed in a commercial, this is a variant on the tagline that is specific to the advertising campaign — in other words, a slogan — that immediately evokes the Allstate brand and mission.

In entertainment, a tagline (alternatively spelled tag line is a short text which serves to clarify a thought for, or is designed with a form of, dramatic effect. Many tagline slogans are reiterated phrases associated with an individual, social group, or product. As a variant of a branding slogan, taglines can be used in marketing materials and advertising.

The idea behind the concept is to create a memorable dramatic phrase that will sum up the tone and premise of an audio/visual product, or to reinforce and strengthen the audience's memory of a literary product. Some taglines are successful enough to warrant inclusion in popular culture. Consulting companies which specialize in creating taglines may be hired to create a tagline for a brand or product.

The tagline is sometimes confused with a headline because information is only presented with the one or the other. Essentially the headline is linked to the information; Once the information changes, the headline is abandoned in favour of a new one. The tagline is related to the entertainment piece and can, therefore, appear on all the information of that product or manufacturer. It is linked to the piece and not to the concept of a specific event. If the sentence is presented next to a logo, as an integral part, it is likely to be a tagline.

A tagline is sometimes used as a supplementary expression in promoting a motion picture or television program. It is an explanatory subtitle, in addition to the actual title, on posters or the CD/DVD packaging of videos and music. Taglines can have an enticing effect and are therefore an important aspect in the

marketing of films and television programs. Increasingly also found in the advertising world, taglines are a form of advertising slogan.

In the context of branding, a tagline is a memorable motto or phrase that's designed to serve as a permanent expression of your company's greater purpose and mission.

Types of taglines

While there are many types of taglines with as many end goals and purposes, branding experts often categorize taglines into one of five types: imperative, descriptive, specific, provocative, and superlative. Here's a bit about each tagline type, the "why" behind each, and some examples to help you see these theories in action---

● Imperative: An imperative tagline utilizes a verb to communicate a command. These types of taglines encourage customers to take action. Nike's "*Just Do It*" in the above example is an illustration of an imperative tagline. YouTube's "*Broadcast Yourself,*" Hint's "*Drink Water, Not Sugar,*" and WeWork's "*Do What You Love*" are also great examples of imperative taglines.

☐ Descriptive: A descriptive tagline is a succinct statement about the business, product, or service. It is designed to summarize the business's mission or vision in a way that's memorable to customers. Target's "*Expect More. Pay Less.*" does this quite nicely, effectively explaining to the consumer that the store has many items and options at accessible prices. Similarly, Ally Bank's "*The Better Way To Bank — From Wherever You Are*" describes the online bank's accessibility and ease of use.

☐ Specific: A specific tagline underscores the business's product or service and strengthens the brand's connection to that particular item of importance. Volkswagen's "*Drivers Wanted*" tagline exemplifies that: The car company is speaking directly to drivers that may want to purchase its vehicles. Similarly, Bounty's famous "*The Quicker Picker Upper*" speaks directly about its absorbent paper towels.

☐ Provocative: A provocative tagline aims to trigger a thought or association between a brand and a desired outcome. These taglines are often posed as questions, but they don't have to be. One of the most famous provocative taglines is "*Got Milk?*" for the California Milk Processing Board.

☐ Superlative: A superlative tagline awards a place of honor to a brand's product or service. This intends to automatically create a

positive association between the product and being the best in its class. Coors's "*The King Of Beers*" is an excellent example of a superlative tagline, and so is Disneyland's "*The Happiest Place On Earth*."

Steps to create a good tagline----

- Build your team

- Identify your key values

- Identify what you want others to know about you

- Lead with your heart — consider plays to emotion

- Begin brainstorming

- Narrow down your options

- Get feedback and revise

- Polish and present

Tips for creating a good Tagline-------

- Keep it short and sweet
- Be crystal-clear
- Think bigger picture
- Avoid empty statements
- Be catchy
- Be definitive

Stop to Consider-5
A tagline is a quick and memorable statement associated with your business, brand, or product. A tagline is used for advertising and marketing as part of your overall branding strategy, helping you stand out among competitors and stick in a current or potential client's mind In other words, a tagline is a short, easily remembered phrase that a company uses in its

advertisements, especially on television or the internet, so that people will recognize it or its products: Writing a tagline is a good way to add character to your brand. A tagline is a catchy phrase or short sentence that summarizes the value a company brings to its customers.

1) Enumerate a few types of taglines in advertising.

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2) Enumerate a few steps to create a good tagline.

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3) Enumerate a few tips for creating a good Tagline.

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- 2.9----- Advertising Spots and Jingles------ The spots and jingles are also two pretty important components in the process of advertising. The jingles are short, catchy tunes that promote a company's brand, often accompanied by a memorable slogan. Jingles aim to create an indelible connection between the consumer and the product, making them a powerful tool in the world of advertising. Advertising spots are powerful marketing tools, capable of capturing the attention and persuading the audiences. An advertising spot is a multimedia advertisement that is aired at a specific time. Businesses choose where and when they want their advertisement to appear, also known as the spot. Advertising spots first became popular on televisions, where 30- and 60-second ads ran during commercial breaks. An advertising spot is a traditional marketing method that has evolved with changing technology. Because today's customers consume media on multiple platforms, advertising spots can now reach many more people than they could in the past. Knowing the different types of advertising spots can help you choose the method that works best for your business. Now, businesses run advertising spots on several different platforms in order to broaden their reach to potential consumers. The purpose of advertising spots is to promote something at a specific time and place. Businesses use advertising spots as a part of their marketing strategy with the goal of promoting their products or increasing their brand recognition. However, rather than running these advertisements just anywhere, businesses run them at times and in locations that are best for reaching their desired audience.

Types of advertising spots----

Advertising spots now appear on multiple platforms, including:

Live television

Live television remains one of the more popular choices for advertising spots. With the number of live television channels that now exist, there are numerous opportunities for businesses to target their specific audience. Businesses can also decide whether they want to advertise to a local or national audience. With television ads, the business has control over the exact time of day the advertisement airs or whether it occurs during, before or after a specific program. Essentially, businesses can choose where to advertise based on the types of television shows their audience watches.

Streaming content networks

Similar to live television ads are ads that appear on streaming content networks. Streaming channels are increasingly popular, providing their own unique programming along with live TV channels and collections of existing television programs. While not every streaming platform runs advertisements, some offer the users an option to run a version of their app with advertisements for a reduced monthly cost. For those streaming networks that run advertisements, businesses can again run ads based on the program the target consumer streams. However, because much of the content is on-demand, this limits the ability to run advertisements at a specific time of day.

Radio

Radio advertisements were perhaps the original source of advertisement spots. As with television ads, businesses can select programs or times of day to run their ads on specific radio channels. Radio ads are often cheaper to produce than video ads and cost less compared to other advertising spot platforms, making them an attractive option for businesses looking for a cost-efficient advertising strategy.

Online video

Most video hosting websites display advertisements either before or during the video. Unlike television and radio ads, users sometimes have the option to skip past the advertisement after a few seconds. However, online video platforms have an advanced ability to target a specific audience. Businesses can run advertisements to specific groups of people based on their profile or previous viewing history.

Mobile apps

Many mobile apps also include advertising spots during the use of the app. For example, a mobile game may display an advertising spot each time the user completes a level. Similar to online video platforms, mobile app advertising allows businesses to market to specific audiences based on consumer data. While many mobile app advertising spots are in video format, some are static images.

How long should advertising spots be?

The length of an advertising spot depends on several factors, such as the medium you are advertising on and your audience. For example, a 60-second commercial may work on television or the radio but might be unwelcome on a mobile app. Generally speaking, television, streaming and radio spots are either 30 or 60 seconds. Online advertisements have a wider range, with some as short as a few seconds and others lasting a few minutes.

Tips for using advertising spots----

If you plan to use advertising spots for your business, here are a few tips to make them successful:

Catch attention quickly

Regardless of the platform, you are advertising on, it's important to catch your audience's attention quickly. You only have a brief opportunity to gain the viewer's attention and introduce them to your marketing message. Some ways to catch your audience's attention are through the use of humor, exciting narration or eye-catching visuals. Whenever possible, create a positive emotional feeling from the very beginning, as the viewer is then less likely to turn away. You don't need to convince the viewer to become a customer in those first few seconds: the goal is to gain their attention so that they stay for the rest of the advertising spot.

Research your audience

Advertising spots are most effective when they go to the right audience. Before running any advertising spots, research your audience. Find out things such as the type of television programs they like to watch, where they live, which websites they visit, which mobile apps they use or their disposable income level. To discover this information, you can conduct focus groups, send out surveys,

note where your competitors run their advertising spots or use your existing research from other marketing efforts. In some cases, you may need to make educated guesses. For example, if your business sells hockey equipment, it's reasonable to assume your audience is watching the local sports network that airs hockey games or watching online video channels related to hockey.

Track your results

Whenever your business runs an advertising spot, it's a good idea to evaluate the outcome. By learning which of your advertising spots bring in the most customers or which online advertising spots users skip the most, you can better improve your advertising strategy. Try running your advertisement spots at different times or on different channels, then compare the results. Tracking online advertisements is typically easy, as the platform provides businesses with statistics related to their spots. To track television and radio ads, you could look at your website traffic immediately following the airing of the advertisement. Perhaps the most popular medium for spot advertising is television. Television ads run at specific times and programs. The cost depends on the size of the audience watching it. For example, an ad that runs in prime time, usually from 6 p.m. to 10 p.m., is more expensive than at other times. Basically, an advertising spot is a brief advertisement broadcast in a programme break. In other words, an advertising spot is a term that is used in terms of space and time. It is a non-personal network broadcasting paid for by a general advertiser. Whether live, filmed or taped, it originates in the studio of the station from which it is telecast. It may be a short time programme or a long time programme. It is paid for by either a general or a local advertiser. It is flexible because it can be bought market-wise and time-wise. It is the placement of advertising for seasonal sales. It takes into account the appeal of local conditions and requirements.

 On the other hand, a jingle is a short song or tune used in advertising and for other commercial uses. Jingles are a form of sound branding. A jingle contains one or more hooks and meanings that explicitly promote the product or service being advertised, usually through the use of one or more advertising slogans. Overall, jingles in used in marketing can offer several advantages in terms of brand recall, emotional connection, differentiation, engagement, versatility, and consistency, helping brands enhance their marketing efforts and connect with consumers in a memorable and impactful

way. A jingle is a metallic sound — a cowboy's spurs and a set of keys being shaken both jingle. If you drop a bunch of change on the ground, it will jingle. A jingle is also a bit of comic poetry, like a little song. Jingles are often made as advertisements because they tend to be catchy. A jingle is a short, simple tune, often with words, that is easy to remember and is used to advertise a product on radio or television. In marketing, a jingle is a short and catchy musical tune or audio slogan that is used as an advertising tool to promote a product, brand, or service. They are often used in commercials, radio or TV advertisements, and other marketing campaigns to create brand recognition, reinforce brand messaging, and enhance brand recall. Jingles can be an effective marketing technique to create emotional connections with consumers, increase brand awareness, and differentiate a brand from competitors. Jingles have been used in advertising since the early days of radio and television. The first jingle was created in the 1920s for a radio advertisement promoting Wheaties cereal. Since then, jingles have become a staple of advertising and are used in a wide range of media, including television commercials, radio spots, and online ads. Jingles are short, catchy musical tunes used in advertising to promote products or brands. They create emotional connections, enhance brand recall, and differentiate brands, but overuse, cultural differences, and changing preferences can pose challenges. Marketers should always think beyond the tune.

Elements of a Jingle in Advertising---- A successful advertising jingle typically includes a catchy melody, a simple and memorable lyric, and a strong hook or tagline that ties the jingle to the product or brand being promoted. The melody should be upbeat and energetic, and the lyrics should be easy to sing along to and emphasise the key selling points of the product or brand. The key elements of a jingle in advertising typically include---

1. Melody: A memorable and catchy melody that is easy to recall and can create an emotional connection with the audience.
2. Lyrics or Slogan: Lyrics or a slogan that convey the intended message or brand positioning, often with a repetitive and memorable phrase that reinforces the brand or product.
3. Tone and Style: The tone and style of the jingle should align with the brand's image and target audience. It can be upbeat, fun, emotional, or even humorous, depending on the intended effect.

4. Brand Integration: The jingle should effectively integrate the brand name, logo, or other brand elements, ensuring that the brand is prominently featured in the jingle to reinforce brand recognition.
5. Length: Jingles are typically short, usually ranging from a few seconds to a minute, to ensure that they are concise and memorable.
6. Instrumentation and Production: The instrumentation and production of the jingle, including the choice of instruments, vocal arrangement, and overall sound quality, can greatly impact its effectiveness.
7. Call to Action (CTA): A clear and compelling CTA that prompts the audience to take action, such as making a purchase, visiting a website, or contacting the brand.
8. Adaptability: The jingle should be adaptable to different marketing channels, such as radio, TV, online, and social media, and should be able to resonate with the target audience across various platforms.

These are some of the key elements of a jingle in marketing. When they are skillfully crafted together, they can create a memorable and impactful musical advertising tool that can enhance brand recognition, promote brand messaging, and drive consumer engagement.

Stop to Consider-6

- The spots and jingles are also two pretty important components in the process of advertising.
- The jingles are short, catchy tunes that promote a company's brand, often accompanied by a memorable slogan. Jingles aim to create an indelible connection between the consumer and the product, making them a powerful tool in the world of advertising.
- Advertising spots are powerful marketing tools, capable of capturing the attention and persuading the audiences. An advertising spot is a multimedia advertisement that is aired at a specific time.

2.10 Let Us Sum Up

In this Unit-2 of Block-1 under Paper-2025, you have been acquainted with the concepts of Elements of Advertising such as Headline, Picture, Logo/Trademark, Slogan, Body, Tagline & Advertising Spots and Jingles. Now, let us summarize the key points which you can learn by going through this particular unit---

- An advertising headline can be one sentence telling the entire story of the product to give the product information in brief, which is not possible sometimes in slogan. A group of words used to attract the attention of the customers is called headline. In other words, headline is a collection of words set at the head of an advertising copy to introduce or categorize the product or service.

- Picture is usually the most important visual element in an advertisement. We know that one visual is equal to thousands of words. So, picture selection can make the ad very effective or very dull.

- The term Trademark/Logo includes any word, name, symbol, or device or any combination thereof adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others. Identifying marks which illustrate brand names, corporate or store name are symbols for brands or companies. Trademarks/logos are generally affixed to the products.

- Slogan is a phrase or a sentence that describes either the benefit derived from the product or one of the product's most important attributes. It is the soul of advertising. It is very easy to remember and slogan is also called the heart of advertisement. It consists of a single phrase by which an advertiser conveys an important idea which will presumably lead readers to remember and think favourably of his company. It may play either a principal or a subsidiary role.

- Copy/Body/Body Copy is the written portion of an advertisement. The basic idea of an advertisement is to motivate people. It is the main body of words or the textual matter of an advertisement. The copy/body/body copy, regardless of medium, is basically an amplication of the headline theme.

- A tagline is a quick and memorable statement associated with your business, brand, or product. A tagline is used for advertising and marketing as part of

your overall branding strategy, helping you stand out among competitors and stick in a current or potential client's mind In other words, a tagline is a short, easily remembered phrase that a company uses in its advertisements, especially on television or the internet, so that people will recognize it or its products: Writing a tagline is a good way to add character to your brand. A tagline is a catchy phrase or short sentence that summarizes the value a company brings to its customers.

2.11 References and Suggested Readings

1. Aggarwal, V. B., & Gupta, V. S. (2002). *Handbook of Journalism and Mass Communication*. Concept Publishing Company.

2. Kumar, A & Tyagi, C.L. (2004). *Advertising Management*. Atlantic Publishers & Distributors.

3. Kumar, Keval J. (2005). *Mass Communication in India*. Jaico Publishing House.

4. Paper-BMC(F) 03—*Advertising*; The Self Learning Material(SLM) of the Bachelor of Mass Communication(BMC) under the KK Handique State Open University(KKHSOU), Guwahati

2.12---- Self Assessment Questions(SAQs)

1) Elaborate in your own words, about the various elements in advertising and also highlight their functions and significance. Cite suitable examples for your answer.

2) Explain in your own words about the concepts of Advertising Spots and Jingles with suitable examples. Also write in your own words, about whether they are similar or different

from each other and also elucidate upon their significance as tools of advertising.

3) 'Slogan is the Soul or Heart of an Advertisement.' How far do you believe this statement to be true ? Throw some light on this statement in your own words and cite suitable examples for your answer.

2.13 Answers to Check Your Progress

Check Your Progress: Model Answers

Check Your Progress-1
1)
- Headings should have an immediate impact on the readers.
- It should include some promise of reward either direct or indirect.
- It should be understandable at a glance because people will not spend time trying to figure out what you are saying.
- Headlines should be specific and to the point. It should not be general and applicable to any product.
- It should be coordinated with other elements of the advertisement.
- It should attract attention.
- It should have a selecting capacity.
- It should promise a reward.
- It should contain words and cues that help in the selection of prospects from the total audience.
- It should contain effective words and have symbolic values.
- It should be understood at a glance.
- It should be coordinated with other components of advertising.

2) Direct headlines are straight forward and informative. The news value of the product is effectively put across in it. It arouses interest, stimulates sales response and motivates people to

purchase the product. It is more important to get readers to remember the product than merely to get them to read the copy. The target audience is influenced by the headline and take decisions on that basis. Illustrations add attraction to direct headlines and motivate people to read the message as well as to purchase the product. It tells people whether the message is in line with their predispositions. If the features of the product are strong and can arouse the interest, stimulate sales response, direct headline is better. It can state the fact, but it could not explain the method. For example—10% off on *Vishal Products…Hurry..Stock is limited.*

3)

- To gain immediate attention.
- To tell the whole story of the advertisement.
- To lure the readers into the text.

Check Your Progress-2

1) Rains, mountains, rivers, jungles, green areas etc.

2) Brand Names, Corporate or Store Names and Identifying Symbols for Brands or Companies.

3)
- It gives the legal protection to the manufacturers.
- It increases the credibility of the firm because the buyer buys the product only after looking at the brand name.
- Registration of trademarks/logos prohibits duplication.

Check Your Progress-3

1)
- To provide continuity for a campaign, perhaps for a year or for many years.
- To crystallize in a few memorable words the key idea or theme one wants to associate with a product.

2)

- Slogan that emphasizes product or reward.

  - Slogans that emphasize action to be taken.

3)

- Slogan should be brief, well balanced and easy to say.

- It should be built on one idea.

- Easy to remember.

- Make it help differentiate the product.

- Make it provoke curiosity, if possible.

- Make sure it highlights either a product, reward or an action.

- Use rhythm and rhyme.

- Make sure the slogan is not likely to confuse the consumer.

Check Your Progress-4

1)

- The copy/body copy must arouse interest.
- It must provide believable information that is easy to understand and likely to what desire to own the product.
- It must compel the readers to see the product and to try it out or at least accept the image the writer has presented.

2)

- Gain a thorough understanding of the consumers to whom the message is to be addressed.
- State what consumers want to hear.

- Know the language of the reader and talk to him in his own language.
- Stress on one appeal preferably.
- Do not talk too many things.
- Employ the present tense.
- Be specific.
- Avoid fine writing, write simply.
- Make sure that the copy/body copy is readily understandable to consumers at the first instance.
- Break the copy/body copy into paragraphs, not only for the purpose of conveying the message properly but for easy reading also.
- Make no untrue statements or statements which are likely to be doubted by readers.
- Brevity is the best gift of copy/body copy.
- Say maximum in the minimum space.
- Thoughts should be conveyed properly.
- Make the copy interesting which will lead the readers to read rest of the body text.
- Use short rather than long words wherever possible, but do not discard the long word if it reflects your meaning more exactly.
- Copy/body copy should be timely, relevant, crispy and juicy.

3)

- Reason Why Copy
- Humorous Copy
- Descriptive Copy
- Testimonial Copy
- Straight Copy
- Dialogue Copy
- Narrative Copy
- Body Copy

Check Your Progress-5

1)

- Imperative
- Descriptive
- Specific
- Provocative
- Superlative

2)

- Build your team

- Identify your key values

- Identify what you want others to know about you

- Lead with your heart — consider plays to emotion

- Begin brainstorming

- Narrow down your options

- Get feedback and revise

- Polish and present

3)
- Keep it short and sweet
- Be crystal-clear
- Think bigger picture
- Avoid empty statements
- Be catchy
- Be definitive

Check Your Progress-6

1)

- Live television

- Streaming content networks

- Radio

- Online video

- Mobile apps

2)

* Catch attention quickly

* Research your audience

- Track your results

3)Melody
   Lyrics or Slogan
   Tone and Style
   Brand Integration
   Length
   Instrumentation and Production
   Call to Action (CTA)
   Adaptability

Unit: 3

Unit Structure:

3.1 Objectives

3.2 Introduction

3.3 Difference Between Advertising and Publicity

3.4 Difference Between Marketing Communication and Propaganda

3.5 Let Us Sum Up

3.6 References and Suggested Readings

3.7 Self Assessment Questions(SAQs)

3.8 Answers to Check Your Progress

3.1 Objectives

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

● understand the difference between advertising and publicity,
● comprehend the difference between marketing communication and propaganda.

3.2 Introduction

In this Unit-3 of Block-1(Introduction to Advertising) under the Paper-MMC-2025(Advertising), we will begin by trying to acquaint you with the differences existing between Advertising and Publicity. The word advertising has its origins in Latin and it means "to turn attention of people to a specific thing." Advertising is a tool of mass communication. It is essentially paid for by a firm or an individual with the ultimate purpose being to present information, develop attitudes & induce action, which are useful to the advertiser. Advertisement, in other words, is a paid publicity. It has become a major part of today's marketing scenario. On the other hand, publicity is to reflect the performance and get public acknowledgement and appreciation. Many organizations of the new era use publicity to promote their ideas, concepts or products. Publicity has become an essential function of PR. PR executives to

the media provide the contents of news. The media decision makers may or may not use these sets of information. PR expert Cutlip defined publicity as "the information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement". After skimming through this particular unit, you will be able gain a thorough understanding about the concepts of advertising and publicity and also you will become well acquainted with the differences existing between advertising and publicity. This knowledge which you will gather by means of a thorough reading of this particular unit, will be of tremendous benefit for you as students of Mass Communication and Journalism, especially if you decide to choose the field of advertising as your professional domain/horizon in the future. More so, this knowledge on advertising and publicity and the differences between the two, will be fruitful for you in your future academic ventures too, especially if you choose the broad domain of advertising as your study area in the future. Because, both Advertising and Publicity are two very important components in the field of Mass Communication. Also in this particular unit, we will try to throw some light upon the concepts of Marketing Communication and Propaganda and also will try to enlighten you with some key ideas upon the differences existing between the terms Marketing Communication and Propaganda. And this knowledge on Marketing Communication and Propaganda, which you will be acquiring by means of skimming through this particular unit, will be of great value for you in your future professional ventures as students of Mass Communication and Journalism. Because, these days Marketing Communication has literally turned out to be a pretty important branch of advertising studies and of course propaganda also is an inseparable part of the entire gamut of mass communication. Marketing Communications refer to the use of different marketing channels and tools in combination. Marketing communication channels focus on how businesses communicate a message to its desired market, or the market in general. It is also in charge of the internal communications of the organization. Marketing communication tools include advertising, personal selling, direct marketing, sponsorship, communication, public relations, social media, customer journey and promotion. Marketing Communications are made up of the marketing mix which is made up of the 4 Ps: Price, Promotion, Place and Product, for a business selling goods, and made up of 7 Ps: Price, Promotion, Place, Product, People, Physical evidence and Process, for a service-based business. On the other hand, Propaganda is a deliberately evolved and guided campaign to influence people to accept a given view, sentiment or value. In the propaganda process, opposing views are dumped in a dustbin. It is thrust upon the masses to create positive

attitudes towards it without caring for its rational or moral insinuations.

Hence, it can be stated that after having a thorough reading of this particular unit, you will get immensely benefitted in terms of accumulating some key ideas upon the concepts of Advertising, Publicity, Marketing Communication and Propaganda. Now, let us focus upon the sub-sections to be covered under this Unit-3(Block-1) of the Paper-2025 as quoted underneath-----

3.3 Difference Between Advertising and Publicity

The word advertising has its origins in Latin and it means "to turn attention of people to a specific thing." Advertising is a tool of mass communication. It is essentially paid for by a firm or an individual with the ultimate purpose being to present information, develop attitudes & induce action, which are useful to the advertiser. Advertisement, in other words, is a paid publicity. It has become a major part of today's marketing scenario. The London School of Practitioner and Advertising definition says: "Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost." Here we have a combination of creativity, marketing research & buying media space at a cost as less as possible. Advertising may cost a lot of money but that cost is justified if it works effectively and economically. According to Concise Oxford Dictionary, the word 'to advertise' means to make generally or publicly known, describe publicly with a view to increase sales. Advertising presents and upholds the ideas, commodities and services of a recognized advertiser which provides a communication link between the producer and the potential buyers. It gives the information to the prospective buyers about the product and its manufacturer. Advertising may be taken as the most efficient means of reaching people with product information. It presents a mass persuasion apart from disseminating the information to the prospective buyers about the product and the producer. While creating awareness and popularity, it seeks to persuade. It is a more effective, extensive and less expensive way of creating contacts.

In advertising, there are different types of communications to deal with. Some of them are as follows –

- Awareness creation (product, event, etc.)
- Building up Interest
- Announcing the Unique Selling Proposition (USP) of the product *Reminding / Reinforcing the message
- Answering apprehensions of the audience / filling information gaps **Putting together the emotional empathy with the product, subject matter, etc.

Frank Jefkin defined advertising as 'the dissemination of information concerning an idea, service or product to compel action in accordance with the interests of the advertiser'. Actually, advertisement is a promotional message and advertising is a selling idea. In the year 1948, the American Marketing Association developed a definition which is widely quoted---'Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.' There are three key words in this definition. First, advertising is non-personal; which means that advertising is directed towards a large group of anonymous people. Second, advertising is typically a paid publicity or it is paid for. This very fact differentiates advertising from publicity, which is not usually purchased. Sponsors pay for the time and space they use to get their message across(But the organizations such as the Red Cross, Public Relations Department, etc. advertise but do not pay for because they give the social advertisements for the welfare of the people which is called publicity). Broadcast stations, newspapers and magazines run these advertisements free as a public service. Third, for obvious reasons, the sponsor of the advertisement is identified. In fact, in most instances, identifying the sponsor is the prime purpose behind the advertisement otherwise, who advertise ? Perhaps the only situation in which the identity of the advertiser may not be self-evident is political advertising. Because of this, broadcasters and publishers will not accept a political advertisement unless there is a statement identifying those responsible for it. In other words, advertising is the dissemination of information by non-personal means through paid media where the source is clearly identified as the sponsoring organization. The word advertising originates from a Latin word *advertire*, which means *to turn attention to*. The dictionary meaning of the term is 'to give public notice or to announce publicly'. Advertising may be defined as the process of buying sponsor-identified media space or time to promote a product or an idea. It is the most visible of all the

elements in the promotion mix, and is, therefore, subject of much criticism from consumer groups and also it is subject to government regulation.

On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source. The publicity is to reflect the performance and get public acknowledgement and appreciation. Many organizations of the new era use publicity to promote their ideas, concepts or products. Publicity has become an essential function of PR. PR executives to the media provide the contents of news. The media decision makers may or may not use these sets of information.

PR expert Cutlip defined publicity as "the information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement". Good public relations start with good performance as viewed by the public. The function of publicity is to reflect the performance and get public acknowledgement and appreciation for it. It is a communication tool, which is concerned with dissemination of information about an organization to attract attention, to gain recognition, to build image and to win the approval of the target public.

Good relationships with editors, editorial writers, publishers, columnists and news broadcasters are vitally important to secure publicity. Personal contacts, Press conferences, mainly of news readers, media previews, media management launchers and media kits are the most effective weapons of publicity.

The firms and NGOs of the new era use publicity to promote their ideas, concepts or products. News takes birth from PR and surface in the media; through various media vehicles, these news travel to the masses. Hence, publicity has become an essential function of PR by which professionals of the trade provide the contents of news to the media. The decision makers in the media organizations may or may not use these sets of information. However, PR executives keep on feeding the information free of cost to the media. The latter may not change the contents of information received but they can distort

such contents according to their needs. The readers, viewers or listeners consider that the media are the real information sources.

Good PR starts with good performance as viewed by the public. The function of publicity is to reflect the performance and get public acknowledgement and appreciation for it. Publicity that does not reflect good performance is likely to merely destroy credibility. It is a communication tool, which is concerned with dissemination of information about an organization to attract attention or to gain recognition, to build image and to go ahead with the approval of the target public.

Securing publicity is perhaps the most well-known aspect of PR work and so clearly it is the function most associated with public relations. In most people's minds, publicity is public relations. Publicity through news releases and other methods is designed to broaden knowledge and to generate a positive recognition about an organization, its personnel and its activities. Publicity is most often gained by directly interacting with the media, either in reacting to enquiries or in initiating the communication.

Cutlip and Center defined publicity as, the dissemination of information making matters public from the point of view of one who wishes to inform others and also systematic distribution of information about an institution or an individual.

Securing publicity is perhaps the most well known aspect of public relations work. Clearly, it is the function most associated with public relations. In most people's minds, publicity is public relations. Publicity through news releases and other methods is designed to broaden knowledge and to generate positive recognition about an organization, its personnel and its activities. Publicity is most often gained by dealing directly with the media, either in reacting to enquiries or in initiating the communication.

Newspapers, magazines, radio and television are the media used for publicity. The important types of publicity are news releases, business feature articles, service feature articles, financial publicity, product publicity, pictorial publicity and emergency publicity.

Though the terms *Advertising* and *Publicit*y have different connotations in marketing, but are often used interchangeably. Publicity is an effort to make available certain information to the public. It is the sum total of all those activities that are directed to the flow of information to the knowledge of public. Perhaps, the best definition of publicity is the one given by the Association of Teachers of Marketing and Advertising of America. According to its Terminology, 'publicity is any form of non-personal presentation of goods, services or ideas to a group ; such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for.' In this sense, advertising is only a type of paid publicity with a known or identified sponsor. It implies that the term 'publicity' is more comprehensive than the word 'advertising' itself. Therefore, it can be stated that all advertising is publicity, but all publicity is not advertising. However, there are the following distinctions or differences existing between the terms *Advertising* and *Publicity*------

- Advertising is a paid form and hence is commercial in nature. On the other hand, publicity is not paid for by the sponsor. Advertising is a paid form of publicity. Thus, any sponsored communication designed to influence buyer behaviour is advertising.
- Advertising is non-personal .Whatever the form of advertisement(visual, spoken or written), it is directed at a mass audience, and not directly at the individual, as in personal selling.
- Advertisements are identifiable with their sponsoring authority, which is not always the case with publicity.
- Advertising is a paid form of publicity with a known or identified sponsor. Or it can be stated that advertising is the dissemination of persuasive possible selling message to the would be buyers or consumers, with a known or identified sponsor and by means of using media space or time. On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.
- Advertising is essentially a commercial communication of information to the public, while publicity may or may not be related with the communication of commercial information.

In other words, the sponsor is very much particular about the correct absorption of the advertising message by the intended audience.

- The media owners and the advertising agencies bill the advertisers for the message passed on by the advertiser to the audience, while publicity may or may not be paid for by the sponsor for the use of space and time. In case of publicity, the sponsor may or may not foot the bill of publicity.

- In case of publicity, the message of the sponsor is controlled by the media-owners in respect of space and timing with other dimensions such as style, the format, couching and the like. On the other hand, in case of advertising, it is the sponsor who decides on these facts as he is paying for the services of the media-owners and agencies.

- Publicity commands respect, prestige and esteem and is able to gain public acceptance as it comes from the desk of an editor, a responsible and dependable person. On the other hand, the audience will take the advertising messages at high rate of discount as they come from the office of the sponsor—a person known for blowing his own trumpet.

- In case of publicity, the idea of promotion, the identity and the purposes of the sender of the message are less clear and self-illustrative. That is, the sponsor is not known in most of the cases. Someone may carry on the activities of publicity for the sponsor and therefore, the sponsor may be kept in dark. On the other hand, in case of advertising, the promotion, the identity and the purposes of the sponsor are clearly known. That is why, the sponsor is responsible for what he states.

- In case the message of the person giving publicity is ignored by the public, it is the public, which is going to suffer rather than the media-owners and the agencies and sponsor. While in case of advertising, if a given advertising is ignored by the audience, it is the sponsor who suffers the most rather than the media-owners and the agencies. It is so because, it is the sponsor who foots the bill.

- Last, but not the least, publicity is a comprehensive word and means and includes advertising in its fold. Advertising is only a form of paid publicity. Therefore, it can be said that all advertising is publicity but all publicity is not advertising.

That is, the publicity is a generic while, advertising is specific in connotation and coverage.

Stop to Consider-1

The word advertising has its origins in Latin and it means "to turn attention of people to a specific thing." Advertising is a tool of mass communication. It is essentially paid for by a firm or an individual with the ultimate purpose being to present information, develop attitudes & induce action, which are useful to the advertiser.

On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.

Advertising is a paid form of publicity with a known or identified sponsor. Or it can be stated that advertising is the dissemination of persuasive possible selling message to the would be buyers or consumers, with a known or identified sponsor and by means of using media space or time. On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.

Check Your Progress-1

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1)   The word advertising has its origins in the………………language.

2)   In advertising, there are different types of communications to deal with. Enumerate them.

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3) Frank Jefkin defined advertising as

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4) PR expert Cutlip defined publicity as

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5) Write any two differences existing between the terms *Advertising* and *Publicity*.

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3.4 Difference Between Marketing Communication and Propaganda

Marketing Communications refer to the use of different marketing channels and tools in combination. Marketing communication channels focus on how businesses communicate a message to its desired market, or the market in general. It is also in charge of the internal communications of the organization. Marketing communication tools include advertising, personal selling, direct marketing, sponsorship, communication, public relations, social media, customer journey and promotion. Marketing Communications are made up of the marketing mix which is made up of the 4 Ps: Price, Promotion, Place and Product, for a business selling goods, and made up of 7 Ps: Price, Promotion, Place, Product, People, Physical evidence and Process, for a service-based business. The marketing concept provides useful ways of deciding how to choose among many alternatives. Marketing is a broad concept directed primarily at the long range goals of sales. The

emphasis in marketing is given on sales and that's why, it can be stated that in case of marketing communication, the emphasis is predominantly put on communicating for the sake of enhancing the sales of various products or services. Actually, the very term 'marketing' encompasses all business activities involved in the flow of goods and services from physical production to consumption. According to Philip Kotler, "Marketing management is the analysis, planning, implementation and control of programmes designed to bring about desired exchanges with target audiences for the purpose of personal or mutual gain. It relies heavily on the adaptation and coordination of product, price, promotion and place for achieving effective response". In case of marketing communication, although the ultimate purpose is to make a sale, its immediate purpose is to communicate, specifically to communicate a message to a particular target audience. In communicating this sales message, there may be several important objectives, such as creating awareness, creating a favourable image, and soliciting requests for information.

Now, let us give you a glimpse of the concept of 'marketing mix'. An efficient business adjusts its internal capabilities to its changing environment by developing and administering a marketing mix that meets the needs and wants of particular markets at a particular period of time. While the mix can contain numerous elements, the basic ingredients have been designed as the four Ps---What PRODUCT to be sold at what PRICE in what PLACE(Channels of distribution), and its method of PROMOTION. The product mix includes name, packages and design, the price mix covers discounts and terms of sale, the place(or distribution mix) decides about channels of distribution outlets and the promotion mix encompasses advertising, personal selling, publicity and sales promotion. In short, marketing mix is a very integral part of the entire process of marketing communication and it is a combination of procedures used by a firm to achieve its marketing objectives. Advertising is only one ingredient in this mix, but its performance is closely related to the other elements of the product decisions, pricing decisions, the channels of distribution selected by the firm, and all forms of promotion. Product development strategies such as market segmentation, product differentiation and product positioning frequently require advertising support. Pricing the product is a major marketing decision, and the determination of how heavily the

product should be advertised is an important factor in the selection of the ultimate price. Advertising and publicity are forms of mass communication, personal selling offers an exchange, and sales promotion activities supplement and support these other efforts. All these ingredients can be incorporated into a promotional/communication network through which a firm may provide information and/or persuasion to facilitate the sale of a good or service or the acceptance of an idea.

As already stated, advertising is an important part of marketing communication. Now, in this context, it can quoted that once it has been decided to advertise a product in the market, we will have to answer five 'W's and one 'H'. These are who, what, where, when, why and how. With five Ws, we will have to answer measurement and budget. These five Ws, are arranged depending upon their priority in the market.

First of all, the answer to 'Why' has to be found out. This means that setting our objectives and making sure that everything in the marketing plan is related to those objectives.

Secondly, Who are the target audience consumers of the product to be marketed or advertised ? This means the careful analysis of the target group.

Thirdly, where will I communicate my advertisement message ? This means selecting the media for our use.

Fourthly, What do I want to say ? This determines the communication messages.

Fifthly, How will I say it ? This becomes our strategy supported by a series of action oriented programmes.

Sixthly, When will I communicate ? This becomes the time table. Timing can mean success or failure of a programme. This time table disciplines the entire plan.

Budget is the most important ingredient in the entire process of marketing communication and marketing mix. The crucial question is how much a company should spend on advertising and how to allocate these expenditures. In a nutshell, marketing communication

is a business function and as such it requires efficient management. In preparation for this marketing communication effort, the firm must design appropriate managerial framework. In this context, reference of the integrated marketing communication can be put forward. Promotion is the coordination of all seller-initiated efforts to set up channels of information and persuasion to facilitate the scale of a good or service. It is directed towards, facilitating and enhancing specific products and brands. It is intended to be supporting component in a marketing mix. Promotion decisions must be integrated and coordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion mix consists of four basic elements---

a) Advertising----It is the dissemination of information by non-personal means through paid media where the source is clearly identified as the sponsoring organization.

b) Personal Selling----It is the dissemination of information by non-personal, usually face-to-face, contacts between audience members and one or more employees of the sponsoring organization. The source of information is identified as the sponsoring organization.

c) Sales Promotion--- Sales Promotion includes those marketing activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness. It is the dissemination of information in a very broad sense through a wide variety of activities, including free samples, gifts, coupons, point-of-purchase signs and displays, stamp programmes, reduction sales, contests, shows and exhibitions, demonstrations and various non-recurrent efforts not made in the ordinary course.

d) Publicity---- It is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.

In a nutshell, it can be stated that the Integrated Marketing Communication(IMC) is, therefore, 'a concept of marketing

communication planning that recognizes 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.

Now, let us have a discussion upon the other part of this sub theme, i.e. Propaganda. An important influence on public opinion is propaganda. It is a deliberately evolved and guided campaign to influence people to accept a given view, sentiment or value (W. Schramm, Process and Effect of Mass Communication'). In the propaganda process, opposing views are dumped in a dustbin. It is thrust upon the masses to create positive attitudes towards it without caring for its rational or moral insinuations.

Generally it can be said that propaganda is a communication process intended for audience through enlightenment, persuasion, or dedicated religions, charitable, political and social service institutions to influence the thoughts and actions of others for their best interests. Propaganda alters or modifies the uses of people by influencing their emotional attitudes and feelings. Its objective is to implant an attitude in the minds of people that is deemed natural and logical. Propaganda leads to collective actions. It is different from advertising in the sense that advertising tries to influence the actions and thought process of individuals. Propaganda influences the thought process of groups. Hence, Wilbur Schramm opines that propaganda operates to put an end to discussion and reflection. During the elections, the political parties resort to propaganda campaigns to malign the images of their opponents/rivals.

Encarta Encyclopedia describes Propaganda as the tool of dissemination of ideas and information for the purpose of inducing or intensifying specific attitudes and actions.

Propaganda may be disseminated by or for individuals, businesses, ethnic associations, religious organizations, political organizations, and governments at every level. No matter what its objective is, propaganda attempts to persuade through rational or emotional appeal, or through the organization of personal opinion. Efficient use of the communication media is central to these efforts.

Generally, it can be said that propaganda is honest and forthright communication. The main objective of propaganda is to persuade or to influence the common masses with the thoughts and actions of dedicated religious, charitable, political and social service institutions. So propaganda is legitimate persuasive discussions which try to alter or modify the views of people by influencing their emotional attitudes and feelings. Further propaganda tries to create a conviction and gets an action performed according to this commission. Those who share a conviction get emotionally linked to one another. So, they support one another on the issue and the causative factors are primarily emotional.

Frederick E. Lumby wrote 'Propaganda, of every kind, awakens passion by confusing the issues. It makes the insignificant seem weighty, the important seem trifling and it also keeps the channels of communication full of emitting stuff keeping people batting in a fog'.

Jacques Ellul said that contemporary man has a need for propaganda that almost instigates it. He suggests further that propaganda can fulfill its functions only with the propaganda's unconscious complicity'. Today propaganda is a major instrument of international conflict. It is employed in television and radio broadcasts, newspapers, magazines and motion pictures to influence public opinion throughout the world. Growing illiteracy has made it possible for unscrupulous governments and social propagandists to influence the opinions of people of underdeveloped countries through periodicals and pamphlets in many languages. Public relations is sometimes referred to as propaganda. Most of the PR programmes are honest and straightforward efforts to influence public opinion. But nowadays, it is understood that PR is not simply a propaganda. It is important to reiterate here that PR is not a subversive activity that suppresses relevant facts, publishes false and misleading informations, distorts the truth and attempts to manipulate public opinion. Critics of the profession often refer to it as propaganda with the implication that it is an evil force that seeks to submit public opinion.

Tenets of propaganda - in order to implant a desired view or attitude, the attention of people must be gained. The object in which people's interest is to be aroused must be given in an appealing framework; the images to be used to influence the people should be

simple and straightforward. The slogans, images and audio messages ought to be repeated. It is required on the part of the propagandist to assert and re-accept so that the messages are solidly implanted in the minds of receivers.

Wilbur Schramm outlined some methods of propaganda, like —-

(1) Define the facts: misrepresenting facts and supplying wrong sets of information to the public can do propaganda.

(2) Use in-group out-group attitudes - two opponent groups create the feeling of dissent and even venom. The groups also teach their own members to despise other groups. This is called in-group out-group attitude. The propagandist creates positive feelings in the minds of the groups.

(3) Use emotional attitudes — the propagandist can identify the emotional attitudes and prejudices that are already present in people. He creates an association between these attitudes and prejudices and his basic thought that he wants to perpetuate through his propaganda. If he is able to associate his views with some favourable attitudes or prejudices of people, if opposing views are associated with unfavourable attitudes, they are likely to be eschewed. Hence, the propagandist tries his best to create favourable recourses for his thoughts and smartly uses the pre-existing opinions and attitudes of people.

Kumar opined that the grapevine is a process of communication in the organizational content. However, propaganda is an activity that affects people in a large city, geographic area, state and nation or even the world. Grapevine may or may not be harmful, but propaganda is almost always designed to hurt the interests, image or career of a person or a group.

Encarta Encyclopedia describes propaganda as the tool of dissemination of ideas and information for the purpose of inducing or intensifying specific attitudes and actions. Because propaganda is frequently accompanied by distortions of fact and by appeals to passion and prejudice, it is often thought to be invariably false or misleading. This view, however, is relative.

Although some propagandists may intentionally distort facts, others may present it as faithfully as objective observers. A lawyer's brief is as much propaganda as a billboard advertisement. Education,

whatever its objective is, could be regarded ultimately as a form of propaganda. The essential distinction lies in the intentions of the propagandist to persuade an audience to adopt the attitude or action he or she espouses.

It may be disseminated by or for individuals, businesses, ethnic associations, religious organizations, political organizations and governments at every level. Thousands of special-interest groups disseminate propaganda. Among such groups are patriotic and temperance societies, fire prevention and traffic-safety committees, leagues promoting environmental conservation or the prevention of cruelty to animals, trade unions and chambers of commerce. No matter what its objectives are, propaganda attempts to persuade through rational or emotional appeal, or through the organization of personal opinion. Efficient use of the communication media is central to these efforts. The extent to which propaganda succeeds is directly related to the degree of access those at whom the propaganda is aimed have to alternative interpretation.

It can be employed in a variety of contexts - religious propaganda is widespread and has been throughout history, as when notable propagandist St Paul established the first Christian churches in Asia Minor, Greece and Italy. The novel has also been a useful vehicle for propaganda and famous pieces of literary propaganda include Gulliver's Travels (1752) by the Anglo-Irish satirist and political pamphleteer, Jonathan Swift, in which he launches a savage attack on the vanity and hypocrisy of contemporary politics, and Uncle Tom's Cabin (1852) by Harriet Beecher Stowe, which depicts black slavery in the American South and contributed to the growth of the abolitionist movement.

A common form of political propaganda is the so-called "white" propaganda, which is designed to create a favourable view of a particular organization, group or government, such as those disseminated to the German nation during the 1930s by the Nazis that stressed German "supremacy" and prosperity.

Similarly, the unfortunately-named "black" political propaganda aims to cause unrest with regard to the actions or intentions of another entity. One example of this kind of propaganda is the one disséminated during the Cold War (1946-1990) when Voice of America, Radio Free Europe and Radio Moscow were all stressing

the strengths of their own societies and undermining those of their enemies. The technological advances of the mass media - especially those of the electronic media - are expanding the outlets available to propagandists and are likely to have a significant impact on propaganda efforts in the future.

Now, let us throw some light upon the distinctions/differences between the two terms 'Marketing Communication' and 'Propaganda'. Though a layman may not be able to distinguish between eh two terms, still it is possible to draw the line of demarcation between the two terms on the following grounds-----

- Firstly, propaganda is related with the spread of doctrine, a dogma, a principle or a promise to form a definite opinion or a belief or a bias-on the message—may be political, social, religious or cultural. It is not definitely related with a product or a service or an idea of a firm. On the other hand, marketing communication is a deliberate attempt to spread commercial information to the prospects to influence their mind favourably towards the product or a service or an idea to get desired action.

- Secondly, propaganda aims at poisoning the mind of people to get a favourable acceptance to their message so spread. It speaks ill of others or the competitors. It is a sinister design in approach. It is not frank, open and avowed. On the other hand, marketing communication message never speaks ill of others. It is frank, open and avowed.

- Thirdly, as propagandists work behind the curtain, their identity may or may not be known. It is so because, propaganda evades its responsibility for it conveys and is known for the foul game it plays to win the hearts of people. Contrary to this, marketing communication is done by a sponsor whose whereabouts can be known and held responsible for what he says.

- Fourthly, in a broad sense, marketing communication is a form of propaganda as it is connected with the communication of information to the public. That is, propaganda includes

marketing communication as the former makes use of one or other media of marketing communication. However, it would be wrong to say that all propaganda is marketing communication though all marketing communication can be propaganda.

- Fifthly, because the commercial marketing communicators are less inclined than the politicians to believe that their wares are likely to appeal equally to all sorts and conditions of men and women, their marketing communication is much more directed at a particular audience, with special interests or tastes. The propaganda, on the other hand, does not make such distinction and is applied to entire society and not to a particular sector or segment. Only distinction is that of age that brings vote.

- Lastly, but not the least, the claims of the marketing communicators are more easily tested by the customers than the promises of the politicians. Experience can be more easily, surely and cheaply acquired in the daily market place than in the election booth at five yearly intervals. The commercial marketing communication is plainly seen as the enthusiastic and item-oriented pleading of special interests, but the politician and his undeclared supporters in newspapers, radio and television programmes etc. invariably claim to be concerned only with the national interests and take refuge in lofty appeals to fair-play, social justice, equality, patriotism, internationalism and so on.

Stop to Consider-2
- Marketing Communications refer to the use of different marketing channels and tools in combination. Marketing communication channels focus on how businesses communicate a message to its desired market, or the market in general. It is also in charge of the internal communications of the organization. Marketing communication tools include advertising, personal selling, direct marketing, sponsorship, communication, public relations, social media, customer journey and promotion. Marketing Communications are made up of the marketing mix which is made up of the 4 Ps: Price, Promotion, Place and Product, for a business selling goods, and made up of 7 Ps: Price, Promotion, Place, Product, People, Physical evidence and Process, for a

service-based business. The marketing concept provides useful ways of deciding how to choose among many alternatives. Marketing is a broad concept directed primarily at the long range goals of sales. The emphasis in marketing is given on sales and that's why, it can be stated that in case of marketing communication, the emphasis is predominantly put on communicating for the sake of enhancing the sales of various products or services.

- An important influence on public opinion is propaganda. It is a deliberately evolved and guided campaign to influence people to accept a given view, sentiment or value (W. Schramm, Process and Effect of Mass Communication'). In the propaganda process, opposing views are dumped in a dustbin. It is thrust upon the masses to create positive attitudes towards it without caring for its rational or moral insinuations.

- Generally it can be said that propaganda is a communication process intended for audience through enlightenment, persuasion, or dedicated religions, charitable, political and social service institutions to influence the thoughts and actions of others for their best interests. Propaganda alters or modifies the uses of people by influencing their emotional attitudes and feelings. Its objective is to implant an attitude in the minds of people that is deemed natural and logical. Propaganda leads to collective actions.

Check Your Progress-2

Notes—i) Use the space below for your answers.

　　ii) Compare your answers with those given at the end of this unit.

1) Which are the 4 Ps of Marketing Communications ?

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2) Philip Kotler defined "Marketing Management" as

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3) The promotion mix consists of four basic elements. Which are they ?

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4) What did Frederick E. Lumby write about Propaganda.

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5) Wilbur Schramm outlined some methods of propaganda. Enumerate them.

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3.5 Let Us Sum Up

In this Unit-3 of Block-1 under Paper-2025, you have been acquainted with the Difference Between Advertising and Publicity and the Difference Between Marketing Communication and Propaganda. Now, let us summarize the key points which you can learn by going through this particular unit---

- The word advertising has its origins in Latin and it means "to turn attention of people to a specific thing." Advertising is a tool of mass communication. It is essentially paid for by a firm or an individual with the ultimate purpose being to present information, develop attitudes & induce action, which are useful to the advertiser.

- On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.

- Advertising is a paid form of publicity with a known or identified sponsor. Or it can be stated that advertising is the dissemination of persuasive possible selling message to the would be buyers or consumers, with a known or identified sponsor and by means of using media space or time. On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.

- Marketing Communications refer to the use of different marketing channels and tools in combination. Marketing communication channels focus on how businesses communicate a message to its desired market, or the market in general. It is also in charge of the internal communications of the organization. Marketing communication tools include advertising, personal selling, direct marketing, sponsorship, communication, public relations, social media, customer journey and promotion. Marketing Communications are made up of the marketing mix which is made up of the 4 Ps: Price, Promotion, Place and Product, for a business selling goods, and made up of 7 Ps: Price, Promotion, Place, Product, People, Physical evidence and Process, for a service-based business. The marketing concept provides useful ways of deciding how to choose among many alternatives. Marketing is a broad concept directed primarily at the long range goals of sales. The emphasis in marketing is given on sales and that's why, it can be stated that in case of marketing communication, the emphasis is predominantly

put on communicating for the sake of enhancing the sales of various products or services.

- An important influence on public opinion is propaganda. It is a deliberately evolved and guided campaign to influence people to accept a given view, sentiment or value (W. Schramm, Process and Effect of Mass Communication'). In the propaganda process, opposing views are dumped in a dustbin. It is thrust upon the masses to create positive attitudes towards it without caring for its rational or moral insinuations.

- Generally it can be said that propaganda is a communication process intended for audience through enlightenment, persuasion, or dedicated religions, charitable, political and social service institutions to influence the thoughts and actions of others for their best interests. Propaganda alters or modifies the uses of people by influencing their emotional attitudes and feelings. Its objective is to implant an attitude in the minds of people that is deemed natural and logical. Propaganda leads to collective actions.

3.6 References and Suggested Readings

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5. Paper-BMC(F) 03—*Advertising*; The Self Learning Material(SLM) of the Bachelor of Mass Communication(BMC) under the KK Handique State Open University(KKHSOU), Guwahati

6. Paper-III(*Advertising*); The Self Learning Material(SLM) of Master of Communication and Journalism(MCJ) under GUCDOE(Formerly Known as GUIDOL), Guwahati

7. Paper-IV(*Public Relations*); The Self Learning Material(SLM) of Master of Communication and Journalism(MCJ) under GUCDOE(Formerly Known as GUIDOL), Guwahati

3.7 Self Assessment Questions(SAQs)

1) Elaborate in your own words, the distinctions/differences between Advertising and Publicity. Cite suitable examples for your answer.

2) How Marketing Communication and Propaganda are different from each other ? Explain in your own words, with suitable examples.

3) Distinguish between the terms 'Black Propaganda' and 'White Propaganda'. Cite suitable examples for your answer.

4) 'Advertising is a Paid Form of Publicity'. Elucidate the statement in your own words with suitable examples.

- **3.8 Answers to Check Your Progress**

Check Your Progress: Model Answers

Check Your Progress-1

1)   Latin.

2)
●   Awareness creation (product, event, etc.)
●   Building up Interest
●   Announcing the Unique Selling Proposition (USP) of the product *Reminding / Reinforcing the message
●   Answering apprehensions of the audience / filling information gaps **Putting together the emotional empathy with the product, subject matter, etc.

3)   'The dissemination of information concerning an idea, service or product to compel action in accordance with the interests of the advertiser'.

4)   "The information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement".
5)
●   In case of publicity, the message of the sponsor is controlled by the media-owners in respect of space and timing with other dimensions such as style, the format, couching and the like. On the other hand, in case of advertising, it is the sponsor who decides on these facts as he is paying for the services of the media-owners and agencies.

●   Publicity commands respect, prestige and esteem and is able to gain public acceptance as it comes from the desk of an editor, a responsible and dependable person. On the other hand, the audience will take the advertising messages at high rate of discount as they come from the office of the sponsor—a person known for blowing his own trumpet.

Check Your Progress-2

1)   Price, Promotion, Place and Product.

2)   Marketing management is the analysis, planning, implementation and control of programmes designed to bring about

desired exchanges with target audiences for the purpose of personal or mutual gain. It relies heavily on the adaptation and coordination of product, price, promotion and place for achieving effective response".

3)

- Advertising
- Personal Selling
- Sales Promotion
- Publicity

4)   'Propaganda, of every kind, awakens passion by confusing the issues. It makes the insignificant seem weighty, the important seem trifling and it also keeps the channels of communication full of emitting stuff keeping people batting in a fog'.

5)

- Define the facts: misrepresenting facts and supplying wrong sets of information to the public can do propaganda.

- Use in-group out-group attitudes - two opponent groups create the feeling of dissent and even venom. The groups also teach their own members to despise other groups. This is called in-group out-group attitude. The propagandist creates positive feelings in the minds of the groups.

- Use emotional attitudes — the propagandist can identify the emotional attitudes and prejudices that are already present in people. He creates an association between these attitudes and prejudices and his basic thought that he wants to perpetuate through his propaganda. If he is able to associate his views with some favourable attitudes or prejudices of people, if opposing views are associated with unfavourable attitudes, they are likely to be eschewed. Hence, the propagandist tries his best to create favourable recourses for his thoughts and smartly uses the pre-existing opinions and attitudes of people.

Unit : 4

Relevance of advertising in the Marketing Mix, theories of advertising-stimulus Response theory, Starch Model, AIDA, AIDCA, DAGMAR Approach etc.

Unit Structure:

4.1 Introduction

4.2 Objectives

4.3 Advertising and Marketing Mix

4.4 Advertising-A tool of Communication

4.5 AIDA

4.6 AIDCA

4.7 Stimulus Response theory

4.8 Starch Model

4.9 DAGMAR Approach

4.10 Possible Questions

4.11 Summing Up

4.11 References and Suggested Readings

4.1 Introduction

In the previous units we have discussed different aspects of advertising, its characteristics, functions, classification, its different elements etc. In this unit we will discussed about marketing mix, role of advertising in marketing mix, advertising as a part of communication. We will also discuss some of the advertising theories that are relevant in today's marketing world.

4.2 Objectives
After going through this unit you will be able to learn
-Marketing mix and 4Ps

-Advertising as a tool of communication

-Relevance of advertising in marketing

-Theories of advertising

4.3 Advertisingand Marketing Mix

Advertising plays an exclusive role in the management of business. Advertising is an important part of marketing. It helps the business organization to increase brand awareness, expanding market and increase sale. It promotes a new product or an existing product. Through advertising,marketer inform and educate their customers about a product or service and is trying to convince the customer to purchase. Dr Daniel Starch wrote, 'Advertising, when properly executed, is an efficient and economic tool of business'. He further wrote,'People are influenced in their purchasing to a far greater extent by advertising than they commonly realize'. Lot of marketing researches said that a consumer evaluates a product on its quality and company's advertising skill. Consumers attitude and buying behaviour is highly affected from advertising.

Market is controlled by consumers. So companies or organization has to attract the consumer for selling their products. Apart from creating awareness of a product and persuade sale advertising serve as a tool for competition. Through advertisement a company can differentiate their product from the competitive product and through advertisement it tells the unique character or feature of the product. The American Marketing Association has defined marketing as, 'Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and the society at large'. Marketing management is a complex process and it involves various activities such as research, identifying target market, setting

marketing goals, strategic planning, product, price, promotion, distribution, sales etc. Marketing mix is a concept. According to Philip Kotler 'Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response'. Aggarwal & Gupta wrote that 'Marketing mix is the choice of ingredients that a company combines in order to satisfy the needs or wants of a particular group of customers'. Marketing mix consist of 4Ps- Product, Price, Place and Promotion. Apart from traditional 4Ps there are other variables i.e., Packaging, Position and Pace.

Product: Product refers to goods and services offered by an organization. Products can be consumer or industrial goods, it can be durable or non-durable,

Price: Price is the amount required to buy the product or service.

Place: The marketer has a choice of several methods of distribution. It can be direct selling or through wholesalers and retailers.

Promotion: Promotion is a set of activities designed to inform and persuade consumers about the product or service. The promotion has ingredients such as advertising, personal selling, sales promotion and publicity. It is also called as Promotion Mix.

Advertising is the most commonly used tool to inform and educate customers about a product or service and motivate them to purchase. It is a paid form of non-personal communication.

Personal selling is a direct presentation of the product to the customer. Sometime the buyer need technical explanation of how the product work. Personal selling often is the dominant promotional tool for some products specially industrial goods.

Sales promotion is a short term or temporary incentives to buy a product. For example contests, dealer incentives, special price offers, coupons, trade shows etc. Sales promotion is used when advertising and personal selling cannot do an effective job.

Publicity is a non-paid communication using different media. It can be a feature or article about the company or product or about the services that an organization offered. It can be a news items or a photographs of the organization in mass media.

Objectives of promotion are:
- To create awareness about products
- To create brand image
- To educate the consumer
- To influence the buying behaviour of the consumer
- Helping all other marketing parties

4.4 Advertising-A tool of Communication

Advertising is a part of communication. It is the most effective means of communication through which we inform the customers about a product or service. It is also an important tool used to

influence people to buy a product. Chunawalla&Sethia defined advertising as, 'the paid, non-personal form of communication about product or ideas by an identified sponsor through the mass media so as to inform, persuade or influence the behaviour of the target audience'. In communication process there is a transmission of message from a sender to a receiver. Nine elements are there in a communication process. They are as follows:

    (i)   Sender
    (ii)   Encoding
    (iii)   Message
    (iv)   Media
    (v)   Decoding
    (vi)   Receiver
    (vii)   Response
    (viii) Feedback
    (ix)   Noise

The advertiser is the sender who encode a message and send it through different channels or appropriate ad media. The receiver is the target customer who decode the message. Response is the set of reactions by the receiver. The response to the message is known through the feedback. The communication process sometimes fails due to some disturbance which is noise. It is important for the sender to know the receiver to whom it target. The advertiser before design the message and select the appropriate media should know about its target audience. The whole success of the advertising process is depending on the decoding of the message. Soit is necessary to design or encode the message properly and effective medium should be selected.

Advertising is a marketing communication which aim to make the audience inclined towards the product and increase the sale.Some famous definition regarding advertising by different scholars are

- 'Advertising is salesmanship in print'.
- 'Advertising as a substitute for the human salesman'.
- 'Advertising is the business of creative thinking for commercial advantage'.

Chunawalla&Sethia illustrated the marketing communication with the following fig.
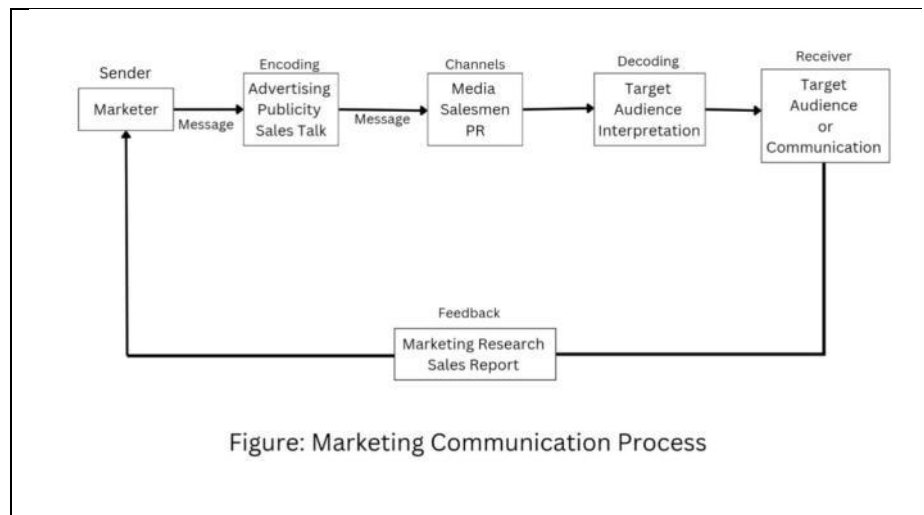
Figure: Marketing Communication Process

Source: Chunawalla&Sethia

According to them, 'here the sender of the message is the marketer. The message is encoded as advertising copy, publicity material, sales displays or sales talk. The media could be print media such as press/magazine or electronic media such as radio/TV/Films or a salesman making a sales talk. The decoding involves the interpretation of the message by the consumers'.

4.5 AIDA

Advertising is directed to a group of people who are the consumer of that particular product. The success of the marketing communication lies on the extent to which the audience understand the message and give favourable response. Effective advertising goes through attracting attention, arousing interest, creating desire for the product and finally buy the product.

AIDA is a model introduced by Elmo Lewis in the late 19th century. It is one of the number of Ad models which explain how a customers attracted towards a product/service and ultimately purchase it. AIDA is an acronym for attention, interest, desire, action.

attention ⟶ interest ⟶ desire ⟶ action

AIDA is a sequential model showing that marketing communication should lead potential customers through these step to purchasing. The ad message must catch the attention, create interest and desire and finally taken the action by purchase the product.

> Dr. Ruchi Gupta define AIDA and promotional tasks as:
>
> A-Establish customer awareness. Inform customers about the product.
>
> I-Create buyer interest. Stimulate interest in the product.
>
> D- Create desire. Induce a favourable attitude especially in relation to competing products.
>
> A-Sell the product. Induce purchase by stressing the immediate desirability of the product.

4.6 AIDCA

AIDCA is a copywriting formula. AIDCA is one of the best copywriting formula for creating high performing sales copy. The message catches the attention, create interest, stimulate desire, gain conviction and push for action. Attention refers to the ability to capture attention of its target audience. It can be possible with an attention grabbing headline or with anything that is eye catchy. After the attention the copy must needs to build interest. Introducing the product/service with features and benefits that appeal to the reader. Interest can be attaining by telling the customers why the product/service is required and how it will benefit them. The next step is to create a desire for the product/service. The fourth step is to build conviction. The recipient can be energized to act only when they are convinced. Action is the desired outcome of the message. Action here ends in the purchase of the product or service that is advertised. Thus AIDCA is an acronym that stands for Attention, Interest, Desire, Conviction and Action.

4.7 Stimulus Response theory

Stimulus Response Theory is a concept in psychology that was developed by John B. Watson in the early 20th century. His work was influenced by the Russian Scientist Ivan Pavlov experiments of animal behavior.Pavlov did experiment on dog's behavior. His experiment proved that dogs were salivate by ringing a bell without the actual presentation of food. Earlier the dogs were given food and before that a bell was ringing. Eventually they are accustomed to hearing a bell and secretion of saliva activated by the sound.

Stimulus Response theory posits that 'learning occurs through the formation of association between stimuli and responses'.Egede said that 'advertising is seen as a learning process by consumers who have to see or hear the message, get involved in understanding and comprehending the message and putting in to action what is learnt from the experience or message effects'. Stimulus Response model of advertising also stressed the importance of frequency and exposure to advertisements by customers. Buying habits can be influenced by a constant exposure of branded products.

CHECK YOUR PROGRESS-B

1. Write the full form of AIDA and AIDCA.
2. Who introduced AIDA.
3. Who introduced Stimulus Response theory?
4. How Ivan Pavlov's experiment relate to advertising.

4.8 Starch Model

Starch model of advertising was put forwarded by Dr Daniel Starch. He was a psychologist. His marketing research techniques had a major influence on advertising. In the early 1920's he developed a method of measuring the sales effectiveness of advertising. In 1932, Dr Starch had a broad study of print advertising. This involved door to door canvassing to find readers of particular magazines or newspapers. The people were asked whether they remembered any of the ads from these publication and what impression the ads had made on them. Starch wrote, 'an effective ad has to be seen, read, believed and acted upon'. He invented the Starch Test, which attempted to measure the effectiveness of ads in newspaper and magazines. He pointed out that print ads could have no effect unless readers saw them.

4.9 DAGMAR Approach

DAGMAR stands for Defining Advertising Goals for Measured Advertising Results. It is a marketing strategy. The model used to establish clear objectives for an advertising campaign and measure the success of the campaign.

D	A	G	M	A	R

Defining Advertising Goals Measured Advertising Result
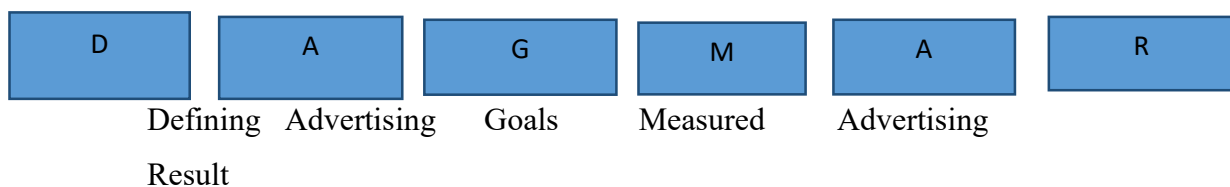
The consumer guides through four phases awareness, comprehension, conviction and action. Russell Colley published this

method in a book called *Defining advertising goals for measured advertising result* in 1961. Later Solomon Dutka revised it in 1995. It helps the advertiser to decide advertising objectives, analyse results and achieved customers and concrete goals. It helps to set advertising goals and measure effectiveness. The purpose of this approach is to build a strong audience.

The two part of DAGMAR approach are

1. Defining advertising goal: Advertising is a part of marketing strategy. The overall goal of any company is to increase sales but the advertising goal of a particular ad is different sometime. Some advertisements are created to maintain the brand image. So it is necessary to define advertising goal of a particular advertisement or a particular ad campaign. It is important to understand what the company want to achieve from the particular advertisement.

2. Measured advertising result: Measuring advertising result means to evaluating the particular advertisement. It gives a clear picture of the effectiveness of the ad.

The four phases of DAGMAR approach are:

1. Awareness: Advertisers' task is to create awareness of a brand or a product by their ad messages. Awareness creates positive impression in the customer's mind. Before buying a product the customer should aware about the product, every details or information of the product, modification, new product launch, about the brand, offers etc.

2. Comprehension: The advertiser needs to comprehend the product information and its features.

3. Conviction: The customer will decide whether they buy the product or not. They may buy if they find the product interesting and worthy.

4. Action: The final step is the buying decision.

CHECK YOUR PROGRESS-C

1. Explain briefly the Starch model of ad.
2. What is the full form of DAGMAR?

4.10 POSSIBLE QUESTIONS

1. What is marketing mix? State the component of marketing mix.
2. Advertising is nothing but a type of communication-explain.
3. Write the importance of advertising in business world.
4. Write a short note on AIDCA.
5. What is DAGMAR approach?

4.11 References and Suggested Readings

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- *Effective Advertising, Understanding When, How, and Why Advertising Works* , Gerard J. Tellis, Response Books, New Delhi

- *Strategic Evaluation of How Advertising Works on Product Promotion* , Ehikwe Andrew Egede, Developing Country Studies www.iiste.org

- *Advertising Its Principles, Practice, and Technique*, Daniel Starch, Scot, Foresman and Company, Chicago

- *Foundations of Advertising-Theory & Practice,* S.A. Chunawalla& K.C. Sethia, Himalaya Publishing House

- *Advertising Theory,* Editedby Shelly Rodgers and Esther Thorson, Routledge

Unit: 1

USP, Appeals in Advertising, Ad Strategy, Idea Generation

Unit Structure:

1.1 Introduction
1.2 Objectives
1.3 USP
1.4 Appeals in Advertising
1.5 Ad Strategy
1.6 Idea Generation
1.7 Summing Up
1.8 References and Suggested Readings

1.1 Introduction:

Advertising is a non-personal communication by an identified sponsor about a product, service, organization, or idea. It is a type of communication that tries to inform, convince, and influence a targeted audience to do specified actions, such as purchasing a product or supporting a cause. It is a broad field with a long history and several tactics and channels.

1.2 Objectives

After completion of this unit, the student will be able to understand:

- USP in advertising
- Different types of advertising appeals.
- How to Develop an Ad Strategy
- Idea Generation

1.3 USP

In advertising, "USP" stands for "Unique Selling Proposition" or "Unique Selling Point." It refers to the unique characteristics of a product or brand that is distinctive from competitors in the market place. The term USP was coined by Rosser Reeves, a highly

successful American executive in the mid-20th century. He felt that marketing strategies should be consistent throughout time and that using a single tagline for each product was the most effective advertising approach. Furthermore, he believed that honesty in advertising was a good approach to getting repeat customers and that each claim made in an advertisement had to be accurate. USPs must present what competitors can or cannot give and a distinctive quality not otherwise available in that market. A Unique Selling Proposition (USP) provides a compelling and memorable message to potential customers, emphasizing what makes a product or service unique and why they should select it over alternatives.

Establishing a strong USP is essential for businesses to effectively communicate their value proposition to their target audience. A well-defined USP can help businesses stand out in a crowded marketplace, attract new customers, and retain existing ones. Moreover, it can also guide the development of marketing strategies and messaging, making it easier to create compelling and impactful advertising campaigns. With a clear and compelling USP, businesses can position themselves as the go-to solution for their target customers' needs and desires (Maulana et al., 2020). Also, a strong USP can address a specific need, solve a problem, or fulfil a target audience's desire, making it a key factor in purchasing decisions. It is often a concise and persuasive statement that communicates the distinct value of the goods or services.

Here are some key considerations regarding USP in advertising:

Identifying Unique Qualities:

Determine what makes the product or service unique. This could be a specific feature, a quality, a process, or even a brand philosophy.Highlight aspects that competitors either don't have or aren't emphasizing in their marketing.

Relevance to Target Audience:

Understand the demands and tastes of your target audience.Tailor the USP to resonate with the specific desires and concerns of the target market.

Clear Communication:

Express the USP clearly and concisely in advertising materials. It should be simple enough for the average consumer to understand. Create a catchy phrase or slogan that encapsulates your USP.

Demonstrating Value:

Emphasize the value proposition associated with the USP. Explain how it benefits the consumer by solving an issue or meeting a need. Use concrete examples or testimonials to demonstrate the benefits.

Consistency Across Channels:

Ensure that the USP is consistently communicated across various advertising channels, such as digital, social media, and more.Consistency helps to reinforce the brand image and message.

Competitive Differentiation:

Explain how the USP distinguishes the brand from competitors. This could be a direct comparison or highlighting a distinguishing feature that others lack.

Authenticity and Credibility:

Consumers respond positively to authenticity. Ensure that the USP is consistent with the brand's overall image and values. Support claims with proof or statistics to boost credibility.

Emotional Appeal:

Consider incorporating emotional elements into the USP to build a closer connection with consumers.Appeal to emotions that correspond to thetarget audience's aspirations, fears, or desires.

Testing and Feedback:

Market research, surveys, or focus groups can all be used to evaluate the USP's effectiveness. Gather consumer feedback to determine how well the USP is being received and make adjustments accordingly.

STOP TO CONSIDER

- Businesses use their Unique Selling Propositions to differentiate themselves and appeal to their target audiences. USPs can be based on product features, quality, convenience, pricing, customer service, or any other aspect differentiating the brand from competitors.
- Effectively leveraging the USP in advertising helps create a distinct brand identity, fosters consumer loyalty, and ultimately drives sales by providing a compelling reason for

> consumers to choose a particular product or service over others.

1.3.1 Some examples of Unique Selling Propositions (USPs) in advertising are:

Domino's Pizza: "You get fresh, hot pizza delivered to your door in 30 minutes or less, or it is free." Domino's used this USP to emphasize their speedy delivery, a unique feature at the time.

Apple: "Think differently." Apple's USP focuses on innovation and challenging the status quo, appealing to customers who want cutting-edge technology.

BMW: "The ultimate driving machine." BMW's USP emphasizes the driving experience and the idea that their cars are designed for performance and luxury.

Amazon: "Earth's biggest selection." Amazon's USP highlights its vast product catalogue and the convenience of finding almost anything you need on its platform.

Volvo: "For life." Volvo's USP focuses on safety, positioning their cars as some of the safest on the road.

Check Your Progress 1
Question 1. Define USP
Question 2 Who coined the term USP
Question 3. What is the importance of USP in advertising?

Self Asking Questions

1. How will you choose the right USP?
2. What is the USP of Amazon company?

1.4 Appeals in Advertising

Advertising appeals are communication techniques that marketers and advertisers use to grabcustomer's attention and encourage them to buy the product or services.Appeal is the key element in advertising.Important features of the product or service are called appeals in advertising. The concept of an "appeal" in rhetorical

theory extends back to Aristotle, who recognized the three primary communication appeals (also known as the rhetorical triangle): ethos, pathos, and logos, or, in modern terminology, credibility, emotion, and reasoning. The basic idea was that if something can project itself as credible (ethos), it may persuade others. People can also be persuaded to act if emotions (pathos) or logical reasoning (logos) are linked. Advertising appeals to people because it is credible, affects the consumer's emotions, or makes logical sense.

1.4.1 Significance of Advertising Appeals:

Advertising appeals are essential to advertising campaigns because they allow marketers to connect with their target audience, persuade them, and urge desired actions. A suitable appeal must be chosen when designing captivating advertising that resonates with customers. Appeals spark the interest of prospective buyers in purchasing and acquiring the goods or services. It can evoke desire and induce action in clients.

1.4.2 Types of Advertising Appeal:

In advertising, marketers use several appeals to connect with their target audience and persuade them to take action, such as buying a product, supporting a cause, or changing their behaviour. These appeals can be emotional, rational, or a combination of both. Here are some common appeals in advertising:

Emotional Appeal:

Emotional appeal is a persuasive technique that aims to evoke strong emotions, such as happiness, sadness, fear, or anger, to influence the audience's attitudes, beliefs, or actions.Some common types of emotional appeals include:

- **Fear and Anxiety:**This appeal uses people's fears to urge them to act. For example, Ads emphasize social isolation by peers owing to poor hygiene or odour. This strategy is frequently used in deodorant and toothpaste advertisements. To discourage drinking and driving, government agencies appeal to people's dread of death.
- **Happiness and Joy**: Associating a product, idea, or message with positive emotions can create a favourable impression. For example, Commercials during festive seasons often highlight cheerful family gatherings, gift-giving, and

celebrations, associating the advertised products or services with the happiness and joy of special occasions.

- **Sadness and Compassion**: By depicting a circumstance or an individual in distress, you might elicit empathy and a desire to aid or support a cause. For example: Save the Children or UNICEF commercials often feature images or stories of children in need, emphasizing their struggles and encouraging viewers to help alleviate their suffering.
- **Anger and Indignation**: Focusing on injustices or unfair situations can stir anger, motivating people to take action or support a cause. For example: Advertisements about racial inequality or discrimination mayuse powerful images or narrativesthat elicit anger, asking viewers to take action against injustice.
- **Nostalgia**: Appealing to feelings of nostalgia can evoke sentiments of desire for the pastwhile also generating good recollections. For example: Coca-Cola often uses its vintage logos and imagery from the early 20th century in advertising campaignsexpressing nostalgia for the taste.
- **Pride and Patriotism**: Associating a message with feelings of pride, loyalty, or love for one's country or community can be a compelling emotional appeal. For example: The promotion of Khadi, a traditional hand-spun and handwoven fabric, as a symbol of Indian heritage. Advertisements and campaigns highlight the cultural significance of Khadi, encouraging consumers to be proudto support this indigenous textile industry.

Rational Appeal:A rational appeal is known as a logical appeal that seeks to persuade an audience using reasoning, logic, and factual information. Advertisers convey the message by emphasizing product attributes and pricing. For example, an advertisement of a car can mention mileage, and price, and provide data comparing the fuel efficiency with other models in the market. Health campaigns can cite relevant medical studies and various statistical data.

Sex Appeal: This appeal draws attention to the product or service by using images and suggestions of sex or attractiveness. Sex and romance draw people's attention and capture their interest. Sex appeal is widely used in fragrance products, such as deodorants and fragrances, to depict sensual and intimate scenarios. It is typically accomplished by portraying lovers in romantic settings, provocative stances, or scenarios that evoke a sense of passion and desire.

Adventure Appeal: Adventure appealseeks to attract and engage individuals by highlighting the excitement, thrill, and sense of adventure associated with a particular product, service, or experience. This type of appeal aims to tap into people's desire for novelty, challenge, and exploration. For example, adventure appeal in travel and tourism often focuses on advertising destinations and activities that provide excitement, discovery, and a sense of adventure.

Bandwagon Appeal: Bandwagon appeal is a persuasive technique that aims to persuade individuals to adopt a particular behaviour, belief, or product by suggesting that "everyone else is doing it," and therefore, one should join the majority. The idea is to create a sense of social acceptance and conformity, suggesting that an individual should follow the current trend or common view.For example, a cold medicine advertisement might say, "Eight out of ten doctors recommend this product," to indicate its efficacy. Automobile dealers and mobile service providers share sales and user information to demonstrate why their products arepreferred.This message type states, 'Buy this product since everyone else does'.

Endorsement Appeal: Endorsement appeal involves using the endorsement or approval of a well-known and respected individual or entity to promote a product, serviceor idea. For example: A famous actor promoting a clothing brand.A well-known athlete endorses a sports drink or equipment.

Masculine/ Feminine Appeal: Masculine and feminine appeal refer to marketing and advertising strategies that specifically target either a masculine or feminine audience, emphasizing qualities, characteristics, or aesthetics associated with each gender. These appeals use societal norms and stereotypes related to gender roles to create a connection between the product or message and the perceived preferences and values of the target audience.Products or messages may emphasize qualities associated with strength, power, and resilience, appealing to traditional notions of masculinity.Examples include energy drinks and workout equipment etc.

STOP TO CONSIDER

Advertising appeals are of paramount importance in the field of marketing and advertising. They are the emotional or rational tactics used to persuade the target audience to take specific actions, such as

buying a product, supporting a cause, or changing behaviour.

1.5 Advertising Strategy

An advertising strategy is a comprehensive plan or set of tactics a business or organization uses to promote its products, services, or brand to a specific target audience. A well-defined advertising strategy helps achieve marketing and business goals, such as increasing sales, building brand awareness, or changing consumer behaviour.In today's competitive market, businesses must develop effective advertising strategies that not only promote their products or services but also create a strong brand identity in the minds of their target audience (Blair et al., 1987).

1.5.1 Key elements and steps involved in developing an advertising strategy:

Define Your Objectives: Clearly state what you aim to achieve with your advertising campaign. Are you looking to increase salesor build brand awareness? Objectives should be specific, measurable, achievable, relevant, and time-bound (SMART).

Know Your Target Audience: Understand your ideal customers, their demographics, psychographics, behaviours, and preferences. Define your buyer personas to guide your messaging and media choices.

Budget Allocation: Determine how much you can allocate to your advertising campaign. Your budget will influence your campaign's channels, tactics, and reach.

Message and Value Proposition: Craft a compelling and unique value proposition that differentiates your product or service from competitors. Create a clear and concise message that resonates with your target audience.

Select Advertising Channels: Choose the most appropriate advertising channels to reach your target audience. Options may include digital advertising (online, social media, e-mail marketing), traditional advertising (TV, radio, print), outdoor advertising (billboards), and more.

Creative Elements: Develop creative assets like ad copy, images, videos, and other content that align with your message and the selected advertising channels.

Media Planning and Buying: Plan how and when to run your ads in selected media channels. Negotiate and purchase ad space or time slots. Optimize placements for reach, frequency, and cost-effectiveness.

Campaign Execution: Launch your advertising campaign according to the predetermined schedule. Ensure that creative elements are consistent across all selected channels.

Monitor and Adjust: Regularly review the campaign's performance data and adjust as needed to improve results. This may involve tweaking ad copy, shifting the budget, or changing targeting parameters.

Adherence to Regulations: Ensure that your advertising campaigns comply with legal and industry regulations, such as advertising standards, data privacy laws, etc.

Evaluate and Report: After the campaign, evaluate the results with your objectives. Analyze the ROI (Return on Investment) and create a comprehensive report detailing what worked and what did not.

STOP TO CONSIDER

Effective advertising strategies are often dynamic and adaptable, evolving in response to changing market conditions, consumer behaviour, and competitive forces. It is essential to continuously refine your strategy based on data-driven insights and the evolving needs of your audience.

1.6 Idea Generation in Advertising

Idea generation is a critical part of the advertising process. It involves brainstorming and developing creative concepts that will form the basis of an advertising campaign.

1.6.1 Some techniques and strategies for generating advertising ideas:

Market Research: Thoroughly research your target audience, industry trends, and competitors. This can provide insights into what resonates with your audience and what is currently working in your industry.

Brainstorming Sessions: Organize brainstorming sessions with a diverse group of team members, including copywriters, designers, and marketers. Encourage the free exchange of ideas and concepts.

Creative Brief: Develop a detailed creative brief that outlines the campaign objectives, target audience, key messaging, and desired outcomes. A well-defined brief provides a clear framework for generating ideas.

Mind Mapping: Create mind maps or visual diagrams to explore various angles and ideas related to the product or service you are promoting. Start with a central concept and branch out with related ideas.

Problem-Solving: Consider your target audience's challenges and how your product or service can solve them. Develop advertising concepts that demonstrate these solutions.

Storytelling: Craft compelling narratives around your product or brand. Storytelling can engage and resonate with consumers on a deeper level.

Emotion and Empathy: Explore the emotions and feelings you want to evoke in your audience. Ads that tap into emotions often have a strong impact.

Unique Selling Proposition (USP): Highlight your product or service's unique features and benefits. Create ideas that emphasize what sets you apart from competitors.

Visual and Design Inspiration: Seek inspiration from art, photography, design, and other creative fields. Visual elements can play a significant role in advertising ideas.

Trends and Pop Culture: Stay updated with current trends and popular culture. These can be integrated into your advertising to make it more relatable and timelier.

Consumer Feedback: Listen to customer feedback and use their insights to generate ideas. What do they like or dislike about your product or brand?

Unconventional Thinking: Encourage out-of-the-box thinking. Do not be afraid to challenge conventions and take creative risks.

Collaboration: Collaborate with other creative professionals, agencies, or partners who can provide fresh perspectives and ideas.

Prototyping and Testing: Create prototypes or mock-ups of your advertising ideas to see how they might look or feel. Testing with a small focus group can provide valuable feedback.

Sustainability and Social Responsibility: Consider how your brand can align with social and environmental causes. Ideas that promote sustainability or social responsibility can resonate with a socially conscious audience.

Customer Stories and Testimonials: Incorporate real-life customer stories and testimonials into your advertising. Authentic stories can be highly persuasive.

Cultural Insights: Explore cultural nuances and insights that can make your advertising more relevant and relatable to different demographics.

Check Your Progress 4

Question 1. What is market research?

Self Asking Question

Do you think idea generation in advertising works? Give reasons to support your answer.

1.9 Summing Up

Advertising is everywhere around us. All types of mediums you see around you - are being used to advertise something or the other. Advertising is a paid form of non-personal communication about an organization or its products transmitted to a target audience through a mass broadcast medium. We have learnt that USP, sometimes called a Unique Selling point, is a marketing concept that can be defined as the one element differentiating aproduct or brand from others in the market, some key considerations regarding USP in advertising. We understood through examples the various appeals the advertisers use to attract consumers towards their product. We have also learnt about the key elements and steps involved in developing an advertising strategy and some techniques and strategies for generating advertising ideas.

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1.9. Model Questions:

1. Define Advertising?

2. What is the importance of USP in advertising?

3. What are some of the key considerations regarding USP in advertising

4. Identify five USPs of any products of your choice.

5. Write in brief the various types of advertising appeals.

6. What are the key steps in developing an advertising strategy?

7. What are the techniques and strategies used for generating advertising ideas?

1.10 Answer to check your progress 1

Ans to Q 1. It is a marketing concept that refers to the unique and distinctive characteristics or benefits of a product, service, or brand that sets it apart from competitors in the market place.

Ans to Q 2. The term USP was coined by Rosser Reeves, a highly successful American executive in the mid-20th century.

Ans to Q 3. A unique selling proposition (USP) provides a compelling and memorable message to potential customers, emphasizing what makes a product or service unique and why they should select it over alternatives.

Answer to check your progress 2

Ans to Q 1. Appeals spark the interest of prospective buyers in purchasing and acquiring the goods or services. It can evoke desire and induce action in clients.

Ans to Q 2. Fear appeal plays on people's fears to urge them to act. For example,Ads emphasize social isolation by peers owing to poor hygiene or odour. This strategy is frequently used in deodorant and toothpaste advertisements.

Answer to check your progress 3

Ans to Q 1. An advertising strategy is a comprehensive plan or set of tactics a business or organization uses to promote its products, services, or brand to a specific target audience.

Ans to Q 2. Media planning and buying is how and when to run the ads in selected media channels. Negotiate and purchase ad space or time slots.

Ans to Q 3. Advertising strategy helps achieve marketing and business goals, such as increasing sales, building brand awareness, or changing consumer behaviour.

Answer to check your progress 4

Ans to Q 1. Market research is a systematic process of collecting, analyzing, and interpreting data and information about a market, including information about potential customers, competitors, and the industry as a whole. Market research researchesthe target audience, industry trends, and competitors.

Unit : 2

Copywriting, Copywriting for Different Media, Language

Unit Structure:

1.1 Introduction

In the previous units we have discussed what is advertising, it needs, classification, elements of advertising, ad strategy, idea generation etc. In this unit we will discuss what an ad copy is. Ad copy is nothing but the written portion of an advertisement. Here we will discuss different elements of ad copy, rules of copy writing for different media etc.

1.2 Objectives

After going through this unit you will be able to learn
-concept of copy writing
-rules for copy writing
-copywriting for different media

1.3 Concept of copy

The success of any advertisement depends much on copy. All other works are revolving around the creative part of an advertisement and copy writing is a creative work that needs special talent. A copy is the written portion of a print advertisement or the script of an audio visual advertisement. The copy creates the attraction of the advertisement. It is the creamy layer of an advertisement which creates the urge in the mind of the potential customer. A copy should be persuasive, credible, creative and attractive. It should motivate the recipient of the message to take immediate action. It should not promise certain things which are beyond deliver. People read newspapers or magazines for information and entertainment. Likewise, people watch a show in television or listen radio for their requirement. Nobody actually buy a print media or subscribe a channel to view advertisement.People read or watch an advertisement only when it is attractive. A picture or a dialogue draws their attention or a special jingle can draw the attention.Everyday we come across hundreds of messages through different media and out of those we only remember a couple of messages that we like. So an ad copy must express in an extraordinary manner that attract people. In print advertisement we have certain flexibility regarding the format. But electronic ad lasts for a few seconds.The copy should say something in an interesting

and unexpected way, which the people don't know before. Aldous Huxley's once said copywriting is an art that cannot be conquered easily; it is much more difficult than most types of creative composition. A copywriter should think out of the box. The main goal of an advertisement is to increase sales. According to Robert W. Bly the copywriters are salespeople behind typewriters.Writing copy that will sells is a creative challenge because as Bly said, 'instead of creating aesthetically pleasing prose, you have to dig into the product or service, uncover the reasons why consumers would want to buy the product and present those sales arguments in copy that is read, understood, and reacted to-copy that makes the arguments so convincingly the customer can't help but want to buy the product being advertised'.

The meaning of copy can vary slightly with the particular medium. It is the reading matter in print advertisements; voice on radio; the visual and the dialogue and description by characters of background voice on TV and in film; and painted matter with figures on hoardings and wall surfaces. In all media, therefore, the words, sentences, lead voices and visuals or pictures (moving or still), on newsprint, audio tapes or video tapes, constitute copy-*Vilanilam& Varghese*

Advertising copy refers to the text of a print, radio, or television advertising message that aims at catching and holding the interest of the prospective buyer, and at persuading him or her to make a purchase-*DrRuchi Gupta*

1.4 Rules for copy writing

While writing for advertisement of any media, Vilanilam& Varghese rightly said that, 'one sure way of attracting attention is to keep the message simple and readable, viewable without visual noise or listenable without any semantic or mechanical noise'.

> Semantic noise: A type of communication noise occurs when sender and receiver have different meanings of words.

Some rules of copy writing are:

1. First understand your target audience for whom you need to write the copy
2. Write according to your consumers understanding capacity; before writing know about their preferable language, their age, and their educational qualification, their social and cultural background.
3. Write what the customer like to hear
4. Avoid words that are too technical or scientific
5. Write short sentences, short paragraphs
6. Write in a language people use in everyday conversation
7. Copy should be clear, simple and precise
8. Avoid difficult words
9. Write on a single idea
10. Use present tense
11. Try to write the USP

> USP: Unique selling proposition is the quality which differentiates a product or service from its competitors.

12. Copy should be credible, don't make impossible promises

13. Write the copy in a manner that it is easy to read.

Copy Formula

Many copy writers have put forwarded 'Copy Formula' for copy writing. Some of them are:

- AIDA formula stands for attention, interest, desire, action. According to this formula, an ad copy must first get the attention of the reader's, then it creates the interest in the mind of the reader's which turn to desire to buy the product or take the service and finally the ad ask the reader to take an action.
- 4 P's formula which stand for- picture, promise, prove, push. According to this formula the copy must create a picture in the reader's mind about the benefit of the product, then make promise that it will be real, give prove what the product has done already for other buyers and pushes for immediate action.
- ACCA formula stand for-awareness, comprehension, conviction, action. According to this formula the copy must first aware the customers about the product, then tell the benefit of its buying, the reader's must be convinced and take the action.

1.5 Types of advertising copy

The various types of advertising copies are:

1. Reason why copy: Ad copy which explain the reason why the consumer buy the product is called reason why copy. It is the common style of copy for print ad where a reward is highlighted in the headline and the body copy explain the reasons of buying.

2. Humorous copy: It is more common for audio visual ad. Dialogues with humors attract more people.

3. Descriptive copy: Usually we write descriptive copy where product or service needs more description.

4. Testimonial copy: It is the copy where a celebrity endorsed the product or service.

5. Straight copy: The copy that has straight messages. In radio commercials a single person can deliver the ad messages.

6. Dialogue copy: Most common copy for audio-visual ads and audio ads. There is a written script where actors are communicating with each other.

7. Narrative copy: It is just like a story telling. It is more common in radio commercials.

1.6 Steps of copy creation

The three stages of copy creation are:

1. Copy thinking: The copy writer needs to think before writing the copy. They must have thorough knowledge about the product or service. The copy writer must know the psychology and demography of the prospective buyer of the product. The buying habit of people depends on certain factors such as their age, sex, their income, their lifestyle etc. The copy must fit with the tastes and interest of the target people. Before write a copy a copy writer think on the following points

   1. Full information about the product or service
   2. Information about the product manufacturing process
   3. The aim or goal of the advertiser
   4. Find everything about your target audience
   5. Type of copy. Whether the copy need full details of the product.
   6. Benefits offered by the product or service
   7. The USP of the product. How the product is different from a similar product
   8. Visualise the whole advertisement
   9. To know about the size of the print ad
   10. Does the copy clearly identify the product or service
   11. Budget of the advertiser
   12. Does the copy or script is perfect for television commercial or Radio ad

2. Copy structure: It is the stage where the writer planned the copy. He/she write the headline, sub headline, slogan, body

matter etc. Write and rewrite the text to make it as simple as possible. Choose words that absolutely define the advertising messages. Paragraphs are constructed. Write and rewrite for systematic order. Every elements of the ad copy have internal connection. The headline should connect with the sub heads. Picture and text should go hand in hand. Print advertisement has some flexibility regarding its format. But writing for electronic media needs more attention on dialogue and actions of the actors which give the customers the feeling of touch or taste of the product.

3. Copy style: Every writer has his/her own writing style. Copy style is related to how you say about the product. Copy writing style may differ from product to product. For example copy writing style of a beauty product is different from a kid's product. Likewise agri based machinery needs a different copy style than a life insurance policy advertisement. Collecting all the necessary facts, the writer writes the copy which attract the potential customer and it motivate their buying habit.

1.7 Qualities of a copywriter

The copy writer writes the copy on behalf of the advertiser. Therefore he/she writes the copy from the advertiser's point of view. But he/she needs to understand the customers too. The copy writer knows the benefits of the product or service from the customer's point of view. So a copy writer needs to balance the interest of the seller with those of the customer. This balancing act, as Vilanilam and Varghese pointed, 'a delicate one indeed, helps in transforming the product/service provider's sales ideas into the buyer's benefits

effectively'. A product or service can offer more than one benefit. The copy writer has to analyze all those benefits and write the copy according to the customer's satisfaction.

David Ogilvy wrote the qualities of a successful copy writer that includes:

1. Obsessive curiosity about products, people and advertising
2. A sense of humor
3. A habit of hard work
4. The ability to write interesting prose for printed media and natural dialogue for television
5. The ability to think visually. Television commercials depend more on pictures than words
6. The ambition to write better campaign than anyone has ever written before.

CHECK YOUR PROGRESS-B

1. What are the various types of advertising copy?
2. Who is a copywriter?

1.8 Writing style of print advertisement copy

A print advertisement generally has following elements:

1. Headline
2. Sub headline
3. Slogan
4. Body copy
5. Trademark
6. Illustration

Every advertisement may not contain all of the above. It depends on the necessity of the campaign.

1.8.1 Headline

The success or failure of an advertisement depend on the first thing that a person seen or hear on that particular advertisement. Headline is the most important element of a print advertisement. Most of the people read the headline first and it is the headline where people decide whether they will read the copy or not. If we write a headline with information or if the headline features the reward of the product, then automatically people read the whole advertisement. If the headline doesn't carry anything interesting, then people skip the rest of the ad. No matters how good your product is or how you write a good body copy. An attention getting headline done 80% work for you.

Headline that arouse the customers' curiosity are the best. In the headline, try to add a customer benefit. Headlines where readers' find self interest are getting more attention. Another type of effective headline is where people get news. Headlines where people find useful information are attractive. According to many copywriters'*'free'* is the most powerful word in an ad copy and if it is in the headline it will definitely attract most of the people.

The basic functions of the headline are
1. Get attention
2. Deliver a complete message
3. Draw the reader into the body copy

Types of headline

1. Direct headlines: Direct headlines are straight forward which state the selling message directly. If the product has a very strong unique point, direct headline is better.

2. Indirect headlines: We use indirect headline where the product appeal is not strong.

3. Combination headlines: Combination headline is the mixer of direct and indirect headline.

4. News headlines: If there is new information about a product then use news headline. Announcement of launching of a product or modification of an existing product use news headline.

5. How to headlines: When we use 'how to' in the headline. It is a magic word which offers promise or advice or a solution of a problem. How to headline arouse the interest of the readers to read the ad copy.

6. Question headlines: When a headline frames as a question. If in headline we ask a question then the target audiences seek the answer in the ad copy.

7. Reason why headlines: Reason why headlines ask or tell the reason why you buy the product. Like '5 reasons why you choose the institute' is an example of reason why headline. The readers read the whole ad copy to know the reasons.

8. Command headline: Command headline tell the customer what to do.

The formula for writing effective headline

For writing effective headline the '4U' formula (urgent, unique, ultra specific, useful)is helpful.

1. Urgent: Try to create urgency in the headline. Urgency gives you immediate action. Urgency can be created by adding words such as offer limited, discount for a period of….. .

2. Unique: The successful headline either say something which customer doesn't know before or if you say something that is already exist, try to say in a different way.

3. Ultra specific: Use ultra specific point that teases the reader to read the whole ad and to buy the product.

4. Useful: In headline say something that is beneficial for your customer.

Bly forwarded some more headline writing tips. According to him one should evaluate the following:

- Does the headline promise a benefit or a reward for reading the ad?
- Is the headline clear and direct? Does it get its point across simply and quickly?
- Is the headline as specific as it can be?
- Does the headline reach out and grab your attention with a strong sales messages, dramatically stated in a fresh new way?
- Does the headline relate logically to the product?
- Does the headline and visual work together to form a total selling concept?
- Does the headline arouse curiosity and lure the reader into the body copy?
- Does the headline select the audience?
- Is the brand name mentioned in the headline?

> 🞤 Is the advertiser's name mentioned in the headline?
>
> 🞤 Avoid blind headline- the kind that don't mean anything.

1.8.2 Slogan

It is a phrase or sentence that normally describe the USP or the benefits of the product. Normally slogan of an ad remains same for many years. Copy writer need not change the slogan of a product or brand unless there is a major change in the manufacturing company.People remember slogan for years and years. A slogan should be brief and build on one idea. It should highlight one of the characteristic of the product so that when people talk about products they can easily remember the slogan. Usually slogan which has rhythm and rhyme are the most effective one. Some famous slogans are:

- *The taste of India*-Amul
- *Daagacchehain*-Surf
- *ThandaMatlab Coca cola*- Coca Cola
- *Zindagikesaathbhi, zindagikebaadbhi*-LIC
- *Pure Banking Nothing else*- State Bank of India

1.8.3 Rules for writing body copy:

Body copy refers to the main text of an advertisement. It contains the details of the product or the service, its benefits, price of the product etc.

Rules that keep in mind while writing body copy are:

1. Be specific
2. Follow a logical pattern of writing
3. Break the writing into short section
4. Avoid technical jargon
5. Try to write in a friendly conversational style
6. Use the word 'you' which give the readers a feel of conversation.
7. Use active voice
8. Try to tell the readers what they don't know
9. Try to use action words like hurry, rush, offer limited to, free, soon, now etc.
10. Use buzzword

Buzzword: It is a word or phrase that is specific to a particular industry and has become fashionable by using a lot.

CHECK YOUR PROGRESS-C

1. Write the functions of headline.
2. Write the rules that will keep in mind while writing the ad body copy.
3. Read different types of ads and try to identify the different types of headline.

1.9 Rules for writing TV commercials:

1. TV is primarily a medium of picture. Sound must match with the visuals. Words should explain what the pictures are showing.

2. Think who is sitting in front of the TV. Write the script according to your consumer.

3. First few seconds of your commercial is the main part of the ad. It is just like the headline of a print ad. If the first few second attract the audience, he/she watch the whole ad.

4. Avoid technical details.

5. Repeat the product name or brand name at least twice. It aids the viewers in remembering.

6. As it is a time based commercials it cannot effectively communicate more than one idea. Write on a single idea.

7. Write less because TV commercial also include music and other sound effects. Use of Jingles, background music and sound effects add the flavor in the copy.

8. Complex visuals demand minimal words. People cannot take two complex things at a time. If your sale message requires a lot of words, keep the picture simple. If the graphics use is complex, keep the words simple.

9. Demonstrate the product. Add product/service benefit in the ad copy.

10. Use 'supers' wherever required. Supers are used basically when you want to add some additional information which you have not told in the narration.

Supers are texts superimposed over the picture.

1.10 Rules for writing radio ad

1. Radio is a medium of hear. Radio ads need words and sound.

2. Talk about benefits.

3. Be concise.

4. Stick to one strong idea.

5. Use words that are easy to understand.
6. Use short sentences.
7. First few second is crucial. If it does not attract the audience, the ad can be unsuccessful.
8. Repeat sale message and product name.
9. Jingles are more effective to create long lasting impression in the minds of the listeners. People can easily remember jingles.
10. Use supportive sound effects so that it can draw a picture in the mind of the people.

Jingles

Jingles are one of the oldest popular form of advertising. A jingle is a short piece of singing commercial. The tune is usually catchy which attract the audience. Normally the features of the product or the brand name is used in the jingle which create quick impression in the mind of the audience. The customers can remember the product or the brand name for many years. Some famous jingles are:

Kya aap*close-up*kartehain... yaduniya se dartehain…aap close-up kyunnahinkartehain

*Vicks*kigoli lo…khichkhich door karo

Amul…doodh… pita hai India

Aayamausamthandethande*Dermicool*ka

Kuchkhaashai… hum sabhimein… kuchbaathai…hum sabhimein..baathai… khaashai… kuchswaadhai… kyaswaadhai… zindagi me

Washing powder *Nirma*… washing powder Nirma… doodhsisafedi… Nirma se aaye…

> rangeenkapdabhikhilkhiljaye… sabkipasandNirma
>
> Jab gharkiraunakbadani ho…deewaroko jab sajana ho…***Nerolac***…Nerolac…

POSSIBLE QUESTIONS

1. Write a short note on ad copy. Why an effective ad copy is essential?
2. Discuss some rules of copy writing that keep in mind while writing for TV commercial.
3. What is jingles?
4. Discuss the essentials of a radio copy.

References and Suggested Readings:

- *The copywriter's handbook A step-by-step guide to writing copy that sells*, 3rd edition, Robert W. Bly, An Owl Book, Henry Holt and Company, New York
- *Ogilvy on Advertising,* David Ogilvy, Vintage Books, New York.
- *Advertising basics! A resource guide for beginners*, J. V. Vilanilam& A.K Varghese, Sage Publication, New Delhi
- *Advertising and Personal Selling*, DrRuchi Gupta, MKM Publishers Pvt. Ltd., New Delhi

Unit:3

Kinds of Layout(Thumbnail, Rough and Comprehensive) and Design Principles, Use of Colour in Design, Kinds of Copy

Unit Structure:

3.1 Introduction

3.2 Objectives

3.3 What is layout

3.4 Layout design principles

3.5 Importance of Colour in design

3.6 Copy

3.7 Summing Up

3.8 References and Suggested Readings

3.9 Model Questions

3.1 Introduction

In advertising, we always have to be aware of what we want to convey and how we would wish to convey it. This needs careful consideration as well as an awareness of how a design would be perceived by the public. This is where the layout comes in. layout determines the way things are arranged, how they look, and what they say. Use of Design principles during the layout process ensures that the arrangement catches attention and looks professional. The use of colour in the design also needs a smart eye and touch, since grabbing people's attention and keeping it there is a very delicate endeavour that can derail at any misstep.

Copy refers to the written content, which persuades and informs the audience about the product or service. Together, they create effective ads that not only grab attention but also convey the message clearly and convince people to take action, whether it's making a purchase or learning more about the brand.

In this unit, we shall read about the various Kinds of Layout and Design Principles used in the process, how colour is used in Design, and the different Kinds of Copy in design.

3.2 Objectives

This unit deals with layout design and copy in advertising. After studying this unit, you will be able to:

- Explain what layout is and identify different types of layouts
- Discuss and explain the layout design principles
- Discuss the importance of colour in design.
- Explain Munsell's colour modelling system
- Discuss the various types of copy and the rules of copy-writing

3.3 What is layout

Layout is a rough plan showing how an advertisement will look. a layout is a rough drawing or plan that outlines how the various components of an advertisement, such as the headline, slogan, illustrations, and text, will be arranged for maximum impact and effective communication.

For all means and purposes, layout is a fundamental aspect of advertising design that serves two critical functions - mechanical and symbolic

Mechanical function: From a mechanical standpoint, the layout acts as a blueprint, guiding the copywriter in planning the copy, estimating costs, and strategically positioning each element, such as the headline, slogan, illustrations, text, and so on. This meticulous planning ensures that the advertisement's message is conveyed clearly and coherently, with each component given its due emphasis and hierarchical importance. The layout, thus, guides the copywriter in planning copy and in estimating costs.

Symbolic function: Along with the more apparent mechanical function, Layout in advertising also performs a more symbolic function. The final layout, which is a promise of the finished advertisement, provides the audience with their first impression of the company or brand behind the advertisement. The layout's style, formality, use of white space, and overall aesthetic can subtly communicate the advertiser's personality, values, and positioning within the market.

For instance, a formal, conservative layout may project an image of stability and solidity, while a modernistic design could convey a sense of dynamism and innovation. Conversely, a crowded layout with minimal white space might cater to bargain hunters, whereas one with ample white space left could suggest exclusivity and luxury. On the other hand, a vibrant and eccentric layout might offer the impression of a dynamic and creative personality and work ethic.

Stop To Consider

- layout is a rough drawing or plan that outlines how the various components of an advertisement, such as the headline, slogan, illustrations, and text, will be arranged
- Layout is a representation of the brand behind the advertisement. Hence, its style reflects the personality of the brand.

3.3.1 Stages of preparing layout

A layout is fashioned within space limitations, sizes and shapes. Depending on the media for which the layout is being produced, the artist is confined to standard typefaces, sizes, colours, and shapes. For instance, for an advertisement designed for Facebook circulation, the shape must be limited to what a standard post in Facebook can show, without the user having to click on the post. For designing a poster for outdoor circulation, the size should be limited to the standard poster sizes, on the other hand, designing a postcard must be done within the standard size of a card.

This planning and design of a layout consists of various stages from the first layout to the finished product –

Thumbnail layout

The process of designing a layout begins with thumbnail layouts, miniature sketches that are typically one-eighth to one-fourth the size of the final advertisement. These rough drafts serve as a canvas for the artist to explore a multitude of ideas, experimenting with different compositions, placements, and visual hierarchies. Thumbnail layouts offer the freedom to iterate quickly and identify

the most promising concepts for further development. Once the most promising concept is selected, they are enlarged to the actual size.

Rough layout

Once a promising thumbnail layout is selected, the process transitions to the creation of a rough layout, which is the exact size of the final advertisement. This stage is crucial for experimentation and allows for changes to be made effortlessly. The rough layout may include crude sketches of images, roughly pencilled text and headlines, and a preliminary placement of the logo. The rough layout will determine the placement of the text, logo, images and so on, and has room for further improvement based of the desired impact and aesthetics.

Semi-comprehensive or finished layout:

While a rough layout can be presented to management for approval, it is further refined for the presentation. Once the concept takes shape, a semi-comprehensive layout is created, which serves as a more refined representation of the proposed advertisement. At this stage, the picture is drawn with greater detail, the headline is lettered to indicate typographic design, and the text and logo are positioned with precision. The semi-comprehensive layout is often used for presentations to stakeholders and as a guide for the production team. . For almost every proposed print advertisement, the semi-comprehensive layout serves all purposes of a layout in every respect.

Comprehensive layout:

The comprehensive layout, often referred to as the "comp," is the pinnacle of the layout preparation process. It is a near-identical facsimile of the finished advertisement, with the picture in its final form, the logo set at its place, all the headline and text are proofread and typeset. The comprehensive layout is meticulously put together, ensuring that every detail is as close to the published version as possible. This stage is the ultimate presentation tool, allowing the management to visualize and approve the proposed advertisement before it enters the production phase. Some comprehensives are so painstakingly put together that they look better than the final advertisement.

3.3.2 Different kinds of layout

Layouts are classified into several standard classifications, based on the format. Among the most widely recognized classifications are the seven basic layouts proposed by Hafer and White, which have become industry standards. These layouts encompass a diverse range of approaches, each tailored to specific advertising objectives and target audiences.

1. Standard Layout: This layout follows a classic structure, featuring a dominant illustration as the focal point, accompanied by a headline, body copy, and the company's logotype, typically arranged in that order. This format effectively combines visual and textual elements, making it a preferred choice for various advertising campaigns.
2. Editorial Layout: Designed to mimic the appearance of editorial content in publications, this layout leverages familiarity and credibility. By adopting a layout reminiscent of news articles or features, advertisers aim to capture the reader's attention and establish a sense of authenticity. It also caters to the concept held by the masses, that the editorial contents are credible, and thus lends credibility to the advertising campaign.
3. Poster Layout: In this layout, the emphasis is almost entirely placed on the visual element, often a striking image or graphic design. Minimizing text, this approach relies on the power of imagery to convey the message and create a lasting impression, making it well-suited for outdoor advertising or campaigns targeting a visually-oriented audience.
4. Cartoon Layout: Incorporating a captivating cartoon at the beginning, this layout aims to capture the viewer's attention

through humour, wit or whimsy. The cartoon serves as an engaging entry point, leading the audience into the subsequent advertising content.

5. Comic Strip Layout: Similar to the cartoon layout, this approach employs a series of cartoon drawings presented in a comic strip format. By leveraging the sequential storytelling nature of comics, advertisers can convey complex narratives or showcase multiple aspects of a product or service engagingly and entertainingly.

6. Picture Caption Layout: This layout combines visuals and concise captions to highlight various facets of the advertised product or service. By juxtaposing images with descriptive text, advertisers can effectively communicate key features, benefits, or usage scenarios, making it an ideal choice for product-focused campaigns.

7. Picture-Cluster Layout: In this layout, a single dominant element is created by clustering multiple related items or images together. This approach allows advertisers to showcase a range of product variations, accessories, or complementary offerings within a cohesive visual presentation.

These basic layouts offer a diverse range of options for advertisers to effectively communicate their messages and engage their target audiences. By understanding the strengths and suitable applications of each layout, the most appropriate format can be selected to enhance the impact and effectiveness of the advertising campaign.

Self Assessment Questions

N.B   1. Your answer should be within 100 words

2. you may check your answers at the end on the unit

Q.3. What kind of basic layout, do you think, will appeal to children?

3.4 Layout design principles

To design a layout effectively and make it attractive to the intended audience, there are some simple qualities we must pay attention to.

These qualities, if wielded effectively, can mark the difference between a successful advertisement and an ineffective one.

We all have noticed that some advertisements appeal to us more than others. What those visually appealing layouts have to make them so engrossing are the qualities discussed below-

Composition:

Composition plays a crucial role in creating visually striking and effective advertising layouts. There are several basic rules that professionals follow to ensure a compelling composition-

1. Visual Dominance: Ideally, the pictorial elements should occupy slightly more than half of the entire layout space. If multiple images are used, the combined area of all visuals should adhere to this guideline, ensuring a strong visual presence.
2. Headline Placement: As a general rule, it is best to position the headline directly above the body text. Advertisements with headlines tend to attract a higher readership than those without. If the layout dictates the main headline placement above the illustration, incorporating a subhead below the image can effectively guide the reader's eye into the body text.
3. Logotype Emphasis: Unless the product name is prominently featured in the headline or illustration, the logotype should be emphasized and prominently displayed, potentially through increased size, the use of counter art, or isolation techniques to draw attention to the brand identity or product packaging.
4. Typographic Consistency: Maintaining typographic consistency across the layout elements reassures readers that they are viewing a cohesive advertisement. Repetition of typographic motifs, such as font choices and styles, helps unify the overall layout.
5. Borders and Framing: In newspaper or magazine advertisements, the strategic use of borders or frames can effectively grab the reader's attention and contain the layout elements within a defined space.

Balance :

Balance is a fundamental consideration in layout composition, and it can be achieved through two distinct approaches: symmetrical (formal) balance and asymmetrical (informal) balance.

1. Symmetrical or Formal Balance:

- This type of balance is often employed when the desired effect is one of dignity, stability, or formality.
- An advertisement is considered balanced when the visual elements are distributed evenly on both sides of the central axis.
- The optical centre of an advertisement is typically located at a point approximately five-eighths of the way up the page.

2. Asymmetrical or Informal Balance:

- Asymmetrical or informal balance is created by positioning heavier visual elements closer to the centre and lighter elements farther away from the centre.
- If one side of the advertisement appears too light or unbalanced, "weight" can be added through various techniques, such as increasing element size, using bolder typography, or introducing additional visual elements.
- Informal balance often generates a more dynamic and exciting composition, making it a popular choice for the majority of print advertisements.

While symmetrical balance conveys a sense of order and stability, asymmetrical balance introduces a level of visual interest and movement that can effectively capture the viewer's attention. Advertising professionals carefully consider these balance principles to create layouts that not only communicate the intended message but also evoke the desired emotional response and visual impact.

Movement:

Every advertisement should exhibit a natural flow, guiding the viewer's eye seamlessly from one element to the next. Research has shown that readers tend to initiate their visual exploration somewhere above and to the left of the center, after which their gaze

roams across the page. However, this eye movement can be controlled by strategical manipulation of the elements.

Size plays a crucial role in capturing attention, as most viewers are naturally drawn to the largest and most dominant element on the page.

Cartoons, illustrations, or images accompanied by captions create a narrative sequence that encourages the viewer to start at the beginning and follow through to comprehend the intended message.

The strategic use of white space, or gutters, creates contrast against darker backgrounds, effectively directing the viewer's eye movement across the layout. These areas of negative space can be skillfully employed to establish a desired eye movement and flow of narration.

Proportion:

Proportion is a fundamental principle in layout design, as it significantly contributes to creating visually appealing and harmonious compositions. The human eye is naturally drawn to proportional relationships that deviate slightly from perfect symmetry. Two areas are generally perceived as more pleasing when one is slightly larger than the other, rather than being equal in size.

Proportions such as 3:5 or 2:3 are often favoured, as they introduce a sense of dynamism and visual interest while avoiding the monotony associated with equal masses. These ratios create a subtle tension and balance that captivates the viewer's attention and enhances the overall aesthetic appeal of the layout.

Skillful manipulation of proportions allows designers to establish a visual hierarchy, emphasizing certain elements over others and guiding the viewer's eye through the composition. Larger elements naturally command more attention, while smaller elements can provide supporting details or supplementary information.

By working with the proven principles of proportion, advertising professionals can create layouts that are not only pleasing to look at but also can engage the intended audience emotionally thus, leaving a lasting impression.

Contrast:

Contrast is a powerful tool in layout design, employed to emphasize specific elements and create visual interest. One effective way to draw attention to a particular element, such as a headline, is by introducing contrast against its surroundings. Dark masses stand out prominently against a light background, creating a striking visual contrast that immediately captures the viewer's attention. Contrast can also be achieved through the juxtaposition of different typefaces, colours, or graphic elements, helping to reduce monotony and add visual dynamism to the layout. However, it is crucial to strike a balance, as excessive contrast can compromise legibility, which should always be a primary consideration in effective advertising design.

Stop to consider

- Layout design principles help to make the layout attractive and appealing to the audience.
- Standard designs that are proven and true are preferred by clients who wishes to reflect stability.
- Vibrant designs are reflections of young upcoming clientele.

Simplicity:

Simplicity is a guiding principle in layout design, as it promotes clarity and enhances the overall impact of the message. A layout is considered simplified when the number of different typefaces is kept to a minimum and the illustrations are harmonious, avoiding unnecessary decorative elements.

This is popularly known as the KISS principle of Design. The KISS stands for, "*Keep It Simple, Stupid*". It states that designs should be kept as simple as possible and complexity should be avoided whenever possible- as simplicity in a design offers the greatest levels of user acceptance and interaction.

It is essential to resist the temptation to overload an advertisement with excessive elements, as this can make the composition overly complex and dilute the intended message. Every element within the layout should serve a purpose and contribute to effective

communication. If an element does not fulfill this criterion, it should be eliminated to maintain a clear and focused design.

A simple design can reach more of the target audience compared to a complex or cluttered design that might confuse people and the message may get lost in the forest of unnecessary details.

Clarity of Presentation:

Clarity of presentation is paramount in advertising layouts, as it ensures that the visual and verbal elements are skillfully blended to create a unified and comprehensible impression for the viewer. This task becomes particularly challenging when the layout incorporates numerous elements, as the artist must carefully orchestrate their interplay to present ideas clearly and coherently.

One approach is to employ classic layout patterns that have been developed and refined over centuries by great artists, leveraging time-tested principles of effective visual communication. Another popular approach is focusing on the visual narrative emphasizing the message and letting the audience form their own opinions.

Use of White Space:

The use of white space and how much white space to use in a layout is a point of consideration where artists and copywriters often disagree. Artists typically favour generous amounts of white space to accentuate illustrations and provide a focal point for the viewer's attention.

On the other hand, copywriters mostly advocate for maximizing the space allocated to body text to convey more detailed information.

However, if used well, white space can be a powerful communication tool in its own right. When aiming to convey a sense of prestige or luxury, ample white space can effectively reinforce this impression, lending an air of sophistication and elegance to the layout. Striking the right balance between visual elements and thoughtfully employed white space is crucial for achieving a harmonious and impactful design.

Harmony and Pattern:

A well-designed layout is not only functional but also visually pleasing, and one of the key elements that contribute to its aesthetic appeal is the incorporation of harmonized patterns. Patterns are omnipresent in the world around us, and as humans, we are inherently wired to appreciate symmetry and patterns, as they exist abundantly in the natural world.

The intricate spiral of a snail's shell, following the golden ratio; the perfect hexagonal structures of a beehive; the serpentine S-bend of a river; the symmetrical arrangement of leaves on a rosebush – these are just a few examples of the patterns that surround us in nature. Our innate appreciation for such patterns stems from our evolutionary roots, as they represent order, balance, and the underlying harmony of the natural world.

By thoughtfully incorporating harmonized patterns into advertising layouts, designers tap into this deep-rooted human affinity for patterns, creating designs that resonate with the intended audience on a subconscious level. These patterns can manifest in various forms, such as the repetition of shapes, the rhythmic arrangement of elements, or the application of geometric structures that evoke a sense of order and cohesion.

Moreover, the strategic use of patterns can guide the viewer's eye through the layout, creating a sense of visual flow and movement that enhances the overall communication of the message. Patterns can also reinforce brand identity by integrating recognizable motifs or symbols that establish a visual connection with the audience.

If used skillfully, harmonized patterns in layout design can elevate the viewer's experience, making the advertisement not only informative but also aesthetically captivating. By tapping into our innate appreciation for patterns and leveraging their inherent beauty and harmony, layouts can leave a lasting impression on the viewer's mind.

3.5 Importance of Colour in design

Colours and colour graphics play a very important role in layout design, adding depth, emotion, and visual impact to the overall composition. Understanding the intricacies of colour theory and how colours can be strategically employed to enhance visual communication is the first step in the effective utilization of colour in advertising designs.

While personal preferences and subjective associations with colours introduce a layer of complexity, early pioneers in the field of colour theory paved the way for a deeper understanding of this fundamental aspect of visual design. Over the decades, renowned colourists such as Sir Isaac Newton, Johann Wolfgang von Goethe, Albert Henry Munsell, and Josef Albers have contributed to the evolution of colour theory, explaining both the measurable attributes of colour (colourimetry) and the subjective factors that influence colour perception and preferences.

The development of the colour wheel marked a significant milestone, providing a structured framework for organizing and understanding colour relationships and harmonies. From the complementary relationships between opposing colours on the colour wheel to the creation of harmonious colour palettes and the psychological associations evoked by different hues, a deep understanding of colour theory empowers designers to craft layouts that not only attract visually but also create emotional responses from the viewers as desired.

Colour plays a crucial role in establishing mood, drawing attention to specific elements, and creating a cohesive visual narrative within

a layout. Skillful use of colour can guide the viewer's eye, highlight key information, and reinforce brand identity. Additionally, colourful graphics, such as illustrations, icons, and patterns, can be employed to add visual interest, convey symbolic meanings, and create a visually appealing language for the advertisement.

3.5.1 Understanding colour with Munsell's colour modelling system

In the 1990s, Albert Henry Munsell, an esteemed art professor from Boston, USA, revolutionized the field of colour theory by developing one of the most influential colour-modeling systems and a precise notation for naming colours. Munsell's groundbreaking system identified three independent components that together define a colour-

1. Hue: Munsell described hue as "the quality by which we distinguish one colour from another." It refers to the specific wavelength of light that determines the perceived colour. While the terms "hue" and "colour" are often used interchangeably in everyday language, colour theory distinguishes them as distinct concepts, with hue being a fundamental attribute of colour.
2. Value: Defined as "the quality by which we distinguish a light colour from a dark one," value measures the brightness or darkness of a colour. At its maximum value (full brightness), a colour of any hue appears white, while at zero value (no brightness), the colour appears black, regardless of its hue.
3. Chroma: Also known as saturation, chroma represents the richness or intensity of a hue. It differentiates a deep, vibrant blue from a pale, muted blue, for example. Adding white to a pure hue, such as red, reduces its chroma or saturation, making it appear paler. A colour at full saturation is a pure, undiluted hue, while a colour at zero saturation is a shade of gray.

Munsell's groundbreaking contribution was the development of a quantifiable system for Hue, Value, and Chroma, which made it possible to precisely specify and communicate colours with unambiguous precision. His system has been widely adopted and

adapted by various colour-matching systems, including Pantone, TRUEMATCH, CIE, and others, solidifying its significance and impact.

Munsell's colour-modeling system and notation provided a standardized framework for defining and communicating colours accurately, revolutionizing the field of colour theory and its applications across various industries, including advertising and design. By breaking down colour into its three independent components and quantifying them, Munsell's system enabled a precise approach to colour selection and reproduction, which allowed designers and advertisers to achieve consistent and intended colour results across different mediums and applications.

Stop to consider

- Colour theory has its roots in optics and visual appeal.
- Munsell's colour-modeling system and notation provided a standardized framework for defining and communicating colours accurately . It has three components- hue, value and chroma to define a colour.
- This system has been widely adopted and adapted by various colour-matching systems, including Pantone, TRUEMATCH, CIE, and others.

3.5.2 The colour wheel

We already know that there are three primary hues: red, yellow, and blue that can combine to obtain all other colour hues. We obtain the secondary hues by combining the primary hues. The mixture of yellow and blue yields green, while the fusion of yellow and red creates orange, and the blend of blue and red results in vibrant purple. Further in the colour wheel, we encounter the tertiary colours, which are formed by the union of a primary and a secondary hue. Examples of tertiary colours include yellow-orange, red-orange, red-purple, blue-purple, blue-green, and yellow-green. These nuanced hues add depth and complexity to the colour spectrum, offering a vast array of choices for designers and artists to convey specific moods, emotions, and messages.
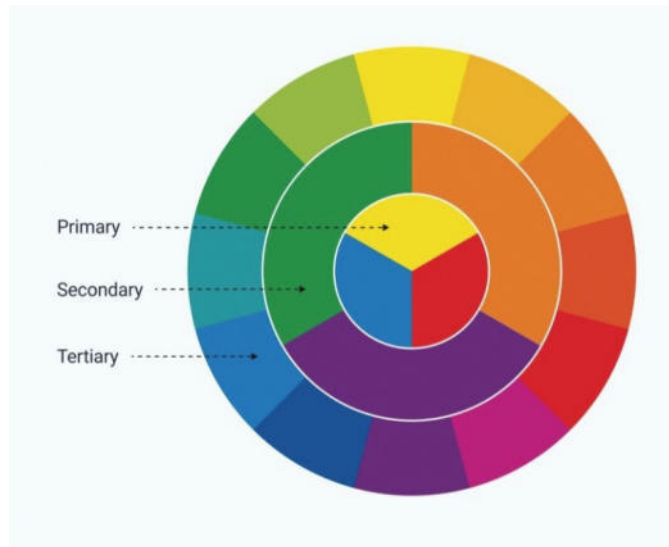
Fig: Primary, secondary and tertiary colours

The concept of the colour wheel, first introduced by Sir Isaac Newton in 1666, revolutionized the way we perceive and understand colour relationships. This circular diagram systematically arranges hues and show a chromatic relationship between analogous colours. Traditional colour wheels typically begin with the primary and secondary hues, then illustrate the analogous colours that reside adjacent to one another on the wheel, sharing similar characteristics.
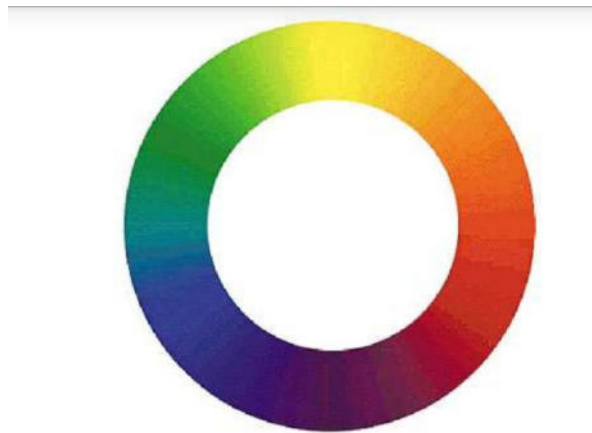
Fig: The Colour Wheel

The colour wheel also provides insight into the categorization of colours as active or passive. Warm, high-saturation, bright colours, such as reds and oranges, are often perceived as active, appearing to come forward and demand attention. In contrast, cool, low-

saturation, dark colours, like blues and purples, are considered passive, visually receding and creating a sense of depth and tranquility.

Moreover, the colour wheel aids in understanding colour harmonies and contrasts, guiding designers and artists in selecting complementary, analogous, or triadic colour schemes that evoke specific moods and emotions among the viewers. For instance, complementary colours, located opposite each other on the wheel, create striking contrasts, while analogous colours, residing side by side, produce a harmonious and cohesive visual experience.

Check Your Progress

N.B   1. Your answer should be within 100 words

2. you may check your answers at the end on the unit

Q.6. What are the three components of Munsell's colour modelling system

Q.7. How are the primary, secondary and tertiary hues defined

3.5.3 Colour harmony and colour contrast

Most people respond positively to the harmonious use of colour, as it creates an inner sense of order and visual balance that engages the viewer. Colour is a powerful tool in the world of visual communication, and mastering its harmonies and contrasts is essential for capturing the viewer's attention, evoking desired emotions, and leaving a lasting impression.

Johathan Itten is the first to realize the harmony in colour pairs according to their spatial relationships. He defined and identified strategies for successful colour combinations.

Harmony can be defined as a pleasing arrangement of parts, much like in music. A harmonious colour scheme implies that the colour scene is neither boring nor chaotic, but rather a thoughtful and intentional composition. To achieve colour harmony, designers and advertising professionals must understand and apply certain general principles, which involve mastering colour contrast, complement, analogy, and context.

Contrast of colour comes in two basic varieties: value contrast and hue contrast. However, there are more varieties of contrast that is essential for a good colour design.

- Light-dark contrast or Value contrast: It refers to the juxtaposition of light and dark colours, such as black and white, night and day, or dark and light shades of gray. This contrast creates a powerful visual impact and can be effectively used in monochromatic compositions.
- Hue contrast: This involves the contrast between different colour hues, such as yellow, blue, and red. The greater the distance between hues on the colour wheel, the more pronounced the contrast. This type of contrast can be used to create vibrant and eye-catching designs that demand attention.
- Cool-warm contrast : This involves contrasting warm colours like red, orange, and yellow with cool colours like blue, green, and brown. This contrast can evoke different emotional responses and create a sense of depth and dimension in a composition.
- Complementary contrast: A complementary contrast is achieved by using opposing colours on the colour wheel, such as yellow and violet, blue and orange, or red and green. These colour combinations create maximum contrast and can produce a striking and vibrant visual effect. When used strategically, complementary contrast can be a powerful tool for highlighting specific elements or drawing the viewer's attention to specific areas of a design.
- Simultaneous contrast: simultaneous contrast occurs when the boundaries between colours perceptually vibrate, sometimes creating interesting illusions. This effect happens when two adjacent colours enhance or reduce their optic saturation. For example, white appears whiter when surrounded by a darker value, and gray appears more intense when surrounded by a lighter value. Colours can also appear lighter or darker depending on their surrounding values and hues. This principle can be leveraged to create visually dynamic and engaging compositions.
- Contrast of Saturation: the Saturation contrast involves the juxtaposition of pure, intense colours with more neutral, pale colours. This contrast can create a sense of depth and

hierarchy within a design, allowing certain elements to stand out while others recede into the background.

- contrast of extension: this involves assigning numeric properties to colours and then using them to weigh proportional amounts placed next to one another. This principle allows designers to create balanced and harmonious compositions by carefully considering the proportions and relationships between colours.

Stop to consider

- The colour wheel was introduced by Sir Issac Newton
- Jonathan Ittendefined and identified strategies for successful colour combinations, using contrast and harmony.
- Value contrast and hue contrast are the two basic varieties of colour contrast.

3.6 Copy

A Copy is the written portion of an advertisement. It is the main body of words or the textual matter of an advertisement. Copy is a crucial component of any advertisement, as its primary objective is to motivate the target audience. It serves as the main body of text that amplifies and expands upon the headline, providing explanation and context for the target audience.

To craft an effective copy requires the development of a comprehensive copy policy. This policy acts as a blueprint or diagram, outlining the various pieces of copy to be written. A well-designed copy policy should address four key elements:

1. *To whom the copy is addressed and why?* Identifying the target audience and the specific reasons for reaching out to them is essential for fashioning the language, tone, and messaging effectively.

2. *What media are being used?* The chosen media platforms, whether print, digital, or broadcast, will influence the formatting, length, and presentation of the copy.

3. *The exact purpose of this piece of copy.* Clearly defining the purpose, whether it's to inform, educate, persuade, or drive specific actions, will shape the content and structure of the copy.

4. *The points that are to be made and the sequence in which they are to be made.* Determining the key messages and the logical flow in which they should be presented will ensure a coherent and impactful narrative.

The copy policy serves as a roadmap, guiding the development of persuasive and motivating copy that effectively supports the overall advertising campaign and achieves the desired outcomes.

3.6.1 Functions of Copy :

1. The copy must arouse interest.
2. It must provide believable information that is easy to understand and likely to what desire to own the product.
3. It must compel the readers to see the product and to try it out or at least accept the image the writer has presented.

3.6.2 Rules for Copy Writing

- Gain a thorough understanding of the consumers to whom the message is to be addressed.
- State what consumers want to hear.
- Know the language of the reader and talk to him in his own language.
- Stress on one appeal preferably.
- Do not talk too many things.
- Employ the present tense.
- Be specific.
- Avoid fine writing, write simply.
- Make sure that the copy is readily understandable to consumers at the first instance.
- Break the copy into paragraphs, not only to convey the message properly but for easy reading also.
- Make no untrue statements or statements which are likely to be doubted by readers.
- Brevity is the best gift of copy.
- Say maximum in the minimum space.
- Thoughts should be conveyed properly.

- Make the copy interesting which will lead the readers to read the rest of the body text.
- Use short rather than long words wherever possible, but do not discard the long word if it reflects your meaning more exactly.
- Copy should be timely, relevant, crispy and juicy.

Stop to consider

- A copy is the textual matter of the advertisement.
- A well thought out copy policy should address four key elements:
    1. *To whom the copy is addressed and why?*
    2. *What media are being used?*
    3. *The exact purpose of this piece of copy*
    4. *The points that are to be made and the sequence in which they are to be made*

3.6.3 Classifications of Copy in Advertising

There are several types of copy based on the approaches in writing and context. these classifications offer a diverse range of techniques and approaches for copywriters to effectively communicate their messages and engage their target audiences, since each type are suited for serving a specific purpose and to captivate and influence the reader or viewer. Here are the main classifications of copy in advertising:

1. 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 provide consumers with a compelling reason to buy the product or service. The reason why approach is more common in print advertising, where readers can proceed at their own pace from the headline to the body copy. In broadcast media, the speed is controlled by the sender, making it more challenging to convey the reasons effectively if the listener or viewer is not fully attentive.

2. Humorous Copy:

Advertisements can be made more appealing by incorporating a touch of humor. According to television consultant Harry Wayne McMahan, the use of humor in communicating advertising messages is on the rise, particularly in television commercials. Humorous copy can have several generalizations:

- Humorous messages attract attention.
- Humorous messages may detrimentally affect comprehension.
- Humor may distract the audience, yielding a reduction in counterarguments.
- Humor tends to enhance source credibility.
- Humor should be related to the target audience.
- A humorous context may increase liking for the source and create a positive mood.

3. Descriptive Copy:

When the copy includes a detailed description of the product or service, and the description becomes the major focus of the advertisement, the copy is classified as descriptive. This approach is often employed when the appearance of the product or the reward it promises needs strong emphasis in the copy to make it clear to prospective buyers.

4. Testimonial Copy:

Advertisers tend to prefer celebrities who are widely known, easily recognized, 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. For example, showcasing famous personalities like Hema Malini using Lux or Kapil Dev drinking Maltova can be effective testimonial copy.

5. Straight Copy:

Straight copy has a very straightforward message. It identifies the needs of the target audience and communicates them in simple, clear language. An example of straight copy could be something like "The Best Coffee for the Best You."(Starbucks)

6. Dialogue Copy:

When two or more personas are shown communicating with one another and solving their problems, it is called dialogue copy.

However, the dialogue should be well-written, interesting, convincing, and persuasive. Poor dialogue can be dull, while unnatural dialogue can be unconvincing.

7. Narrative Copy:

In narrative copy, the story takes centre stage. Almost everyone enjoys an interesting story, as storytelling is one of the oldest forms of literature and a reliable approach to communicating an advertising message. Common forms of narrative copy include short stories, picture and caption sequences, and comic strips.

Self Assessment Questions

N.B   1. Your answer should be within 100 words

   2. you may check your answers at the end on the unit

Q.4. what is the KISS principle of design?

Q.5. how does a designer control the eye movement of the viewer to grab his attention?

3.7 Summing Up

In this unit we have learned about what layout is and what the stages of the layout design process are. We have learned about the various components of layout design and how these layout design principles effect the audience perception. We have seen how colour effects a design and have learned to use colour modelling systems and colour wheel to optimize colour in design. We have also learned the fundamentals of copy writing and the various types of standard copy.

3.8 References and Suggested Readings

Aggarwal, Vir Bala. (2001). Handbook of Journalism and mass communication. New Delhi Concept.

Brooks. (2003) Colour and Graphics.

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Goel B. Elements and principles of Design.

3.9 Model Questions

1. Describe different types of colour contrast and how using colour contrast and harmony can make a layout visually appealing.

2. Explain the types of copy writing based on writing style, context and approach. Give examples.

3. Explain how composition and balance can make a visually attractive layout and discuss the symbolism behind the various compositions of layout.

3.10 Answers to check your progress

Q.1. What is the symbolic function a layout plays?

Ans :A layout in advertising does more than just organize content; it shows the brand's identity. It gives people their first impression of the company. The design, style, and use of space tell us about the brand's personality and values. For example, a formal layout feels stable, a modern design feels innovative, and lots of white space feels luxurious. A busy layout can attract bargain hunters, while a colourful layout shows creativity. The layout helps communicate what the brand is like to the audience.

Q.2. At what stage of the layout processing, is the concept of the advertisement finalized?

Ans: The concept of the advertisement is finalized at the thumbnail layout stage. At this point, the basic idea and structure are sketched out, giving a clear vision of the advertisement's message and design. This rough draft helps solidify the concept before moving on to more detailed and refined versions. The artist does the rough sketch in a small, perhaps one-fourth or one-eighth scale. This helps the artist sketch out more than one concept and once the concept is approved, they move on to more detailed layouts.

Q.3. What kind of basic layout, do you think, will appeal to children?

Ans: A cartoon layout is ideal for appealing to children. This layout starts with a fun and engaging cartoon that grabs their attention. By using cartoons, advertisers can effectively communicate with children in a way that is both entertaining and easy to understand.

However, so will the comic strip layout, if the comic is popular among children. The children will also enjoy the picture cluster layout, provided that the pictures are colourful and attractive to their age.

Q.4. what is the KISS principle of design?

Ans: A layout is considered simplified when the number of different typefaces is kept to a minimum and the illustrations are harmonious, avoiding unnecessary decorative elements. This is popularly known as the KISS principle of Design. The KISS stands for, "*Keep It Simple, Stupid*". It states that designs should be kept as simple as possible and complexity should be avoided whenever possible- as simplicity in a design offers the greatest levels of user acceptance and interaction.

Q.5. how does a designer control the eye movement of the viewer to grab his attention?

Ans: The eye movement of the viewer can be controlled by strategical manipulation of the elements. Since most viewers are naturally drawn to the largest and most dominant element on the page, the artist can use Size . Also creating a narrative sequence that encourages the viewer to start at the beginning and follow through to comprehend the intended message is another way.

The strategic use of white space, or gutters, creates contrast against darker backgrounds, effectively directing the viewer's eye movement across the layout. These areas of negative space can be skillfully employed to establish a desired eye movement and flow of narration.

Q.6. What are the three components of Munsell's colour modelling system

Ans: Munsell's colourmodelling system has three components: hue, value, and chroma. Hue refers to the colour itself, like red, blue, or yellow. Value describes the lightness or darkness of a colour, indicating how close it is to white or black. Chroma measures the colour's intensity or purity, showing how vivid or dull it is. This is a very effective way to determine colour. Hue gives the basic colour, value adds depth, and chroma describes the strength of the colour, allowing for a detailed and accurate colour description.

Q.7. How are the primary, secondary and tertiary hues defined?

Ans: Primary hues are the basic colours that cannot be made by mixing other colours. In traditional colour theory, these are red, blue, and yellow. Secondary hues are created by mixing two primary hues. These include green (blue and yellow), orange (red and yellow), and purple (red and blue). Tertiary hues are made by mixing a primary hue with a neighbouring secondary hue, resulting in colours like red-orange, yellow-green, and blue-purple. This system creates a full spectrum of colours by blending these primary, secondary, and tertiary hues

Differences of Advertising for Various Media, Indoor and Outdoor, Impact of Advertising

Unit Structure

4.1 Introduction

Advertising can take many forms across various media platforms. Each media type has its characteristics, advantages, and limitations, which can influence the advertising approach. The different media types that are used for communicating advertisement messages include audio-visual media (television, radio), print media (magazines and newspapers), internet media (social media, websites, e-mails), telephone, etc. to spread information and create awareness about a particular brand or company. Advertising through media allows businesses to reach a large number of people simultaneously, increasing the chances of attracting potential customers (Lichtenthal et al., 2006).The choice of advertising media is a crucial aspect of a marketing strategy, as it directly impacts how well a message reaches and resonates with the intended audience.Social media and websites are important in communicating promotional messages. We can visually show our product's attributes and benefits in television ads. Print media like magazines and newspapers are also effective for the brand, but the pictures, headlines, and content must be engaging. In radio ads, the narrator's voice, music, etc., play an important role.

4.2 Objectives

After completion of this unit, the student will be able to understand:

- Radio Advertising: Advantages and disadvantages
- Television Advertising:Advantages and disadvantages of Television Advertising.
- Internet Advertising:Advantages and disadvantages of Internet Advertising.
- Print Advertising:Advantages and disadvantages of Newspaper and Magazine Advertising.
- Outdoor or Mural Advertising:Advantages and disadvantages of outdoor advertising.
- Indoor and Outdoor Advertising
- Impact of advertising

4.3 Differences of Advertising for Various Media

An advertising medium is a method or vehicle through which advertisers communicate their messages to the target audience. When selecting advertising media, it is important to consider various factors to ensure the effectiveness of the campaign. A well-thought-out integrated marketing approach that combines multiple media channels can often yield the best results. Each medium has its characteristics, advantages, and limitations. Here are some common advertising mediums:

4.3.1 Radio Advertising:

Radio advertising is an effective way to reach a large audience and promote products, services, or brands by broadcasting audio messages on radio stations. Radio is an informative platform. It is a powerful tool that helps get important topics or things to the surface. It also creates popularity for certain services, products, events, etc.

Advantages or Merits of Radio Advertising

Radio advertising offers several advantages that make it a viable choice for businesses to reach specific audiences.

- Radio advertising is more cost-effective than television or print media.
- Radio enables accurate geographic targeting.

- Radio advertisements can be aired repeatedly throughout the day, increasing the frequency with which the audience receives the message.
- Radio uses sound to engage listeners and convey imaginative and effective messages.
- It offers to provide the benefit of remembering value. In this sense, psychologists argue that anything learned through the ears is difficult to forget.
- Radio is frequently used during activities such as commuting, working, and resting. This offers advertising a unique opportunity to become a part of the listener's daily routine.
- Radio has a broad reach, making it an effective medium for reaching a large and diverse audience.

Disadvantages, Demerits or Limitations of Radio Advertising

Radio advertising has the following disadvantages, demerits or limitations:

- Radio relies solely on audio, lacking the visual component that other mediums like television or digital advertising offer.
- It only appeals to the sense of hearing and thus does not depict a visual image of the product's packaging.
- Audiences might have difficulty recalling lengthy or complex messages delivered through radio ads.
- Radio advertisements are very brief, and thus, details cannot be elaborated.
- Since there is a multiplicity of advertisements in a very short time, it is most likely that the listener may forget the name of the product.
- Demonstration cannot be carried out in the case of radio advertising.
- It is a selective media of advertising.

4.3.2 Television Advertising:

Television advertising is a widely used medium for advertising. It provides a powerful combination of visual and audio elements, allowing advertisers to create compelling and immersive advertisements.

Television advertising has the following advantages:

- Television's extensive reach allows advertisers to reach a diversified audience.
- This media can effectively transmit emotions, tell stories, and dynamically showcase products or services.
- Television advertisements play a vital role in shaping social and cultural trends.
- Popular shows and events get high viewership during prime-time hours. Advertisers often aim to secure these time slots for maximum exposure, although they come with higher costs.
- Advertisers can schedule their commercials to air multiple times, increasing the frequency with which viewers are exposed to the message

Disadvantages or Demerits or Limitations of Television Advertising

- Television messagesare short-lived.
- Viewers can switch channels during commercial breaks, which may result in missing some advertising.
- Traditional television viewership is declining among certain demographics, particularly younger audiences who are more likely to consume content through streaming services.
- Television advertisements frequently include passive viewer engagement. Unlike interactive internet platforms, TV viewers may not actively participate in or reply to commercials.
- Television ads, especially during shorter time slots, may struggle to convey complex messages effectively.
- Television advertising can be costly, particularly during prime time on popular stations.

4.3.3 Internet Advertising:

Internet advertising is the promotion of products, services, or brands over the internet using various online platforms. It has become an essential component of modern marketing tactics as a result of the growing usage of the internet and digital technology.

Advantages of Internet Advertising:

- **Global Reach**:Internet advertising allows businesses to reach a global audience. With the internet's widespread accessibility, companies can target consumers across different regions and countries.

- **Cost Effective**:Compared to traditional advertising methods such as TV or print, internet advertising can be more cost-effective. Online platforms often provide flexible budget options, allowing businesses of all sizes to participate.
- **Immediate Response**:Unlike traditional advertising, which may take time to generate results, internet advertising can create quick results, providing the marketer with instant feedback.
- **Diverse Ad Format**: Various ad formats, including display ads, search ads, and video ads, provide marketers with a wide range of choices for creatively and successfully communicating their messages.
- **Interactivity**: Online ads can be interactive, engaging users in various ways. Interactive elements such as quizzes, polls, and clickable content enhance user participation, making the advertising experience more memorable.
- **24/7 Availability**: Online advertising is not bound by time constraints. Ads are accessible 24/7, allowing businesses to reach their target audience regardless of location or time zone.
- **Targeted Marketing**: Internet advertising enables precise targeting based on demographics, interests, behaviour, and other criteria. This targeted approach increases the chances of reaching the right audience with relevant content.

Disadvantages of Internet Advertising:

- **Limited Attention Span**: Internet users often have short attention spans, and grabbing their attention amidst the abundance of online content can be challenging. To grab and hold the attention of their target audience, advertisers must offer intriguing content.
- **Dependency on Internet Connectivity**: Internet advertising is dependent on Internet connectivity. In regions with poor or unpredictable internet connectivity, reaching target audiences through online channels may be less effective.
- **Ad Blocking**: Many internet users use ad-blocking software to prevent seeing online advertisements. This can dramatically affect the exposure and efficacy of online advertising campaigns.
- **Intrusiveness**: Certain types of online advertisements, particularly pop-up ads and auto-playing videos, can be intrusive to consumers. Intrusive advertisements can create a terrible user experience and may be seen as disturbing.

- **Ad Fatigue**: Users may become overwhelmed or annoyed by the sheer volume of advertisements they see online. This can lead to ad fatigue, in which individuals ignore or intentionally avoid digital advertisements.

4.3.4 Print Advertising:

Print advertising is the promotion of products, services, or brands using printed materials including newspapers, magazines, brochures, flyers, and posters. Print advertising has various advantages that make it a valuable and effective marketing strategy, particularly when combined with a comprehensive advertising campaign.

Advantages or Merits of Newspaper Advertising Media: The advantages or merits of newspaper advertising media may be summed up as follows:

- Print materials provide a tangible and physical form of advertising, allowing readers to hold, flip through, andenhance the overall impact and memorability of the message.
- Print media, such as established newspapers and magazines, often carry a level of credibility and trust.Ads appearing in reputable publications may benefit from the positive associations readers have with the medium and offer credibility to the advertised products or services.
- Local businesses can use print ads to target specific geographic areas. Community newspapers or local periodicals can effectively reach a local audience.
- It is the least expensive advertising medium in terms of cost per reader.
- Print advertisements, once published, are permanent and exist in tangible form. Readers can go back to them as needed, creating a lasting impression and the opportunity for prolonged exposure.
- Print advertising does not require internet access or technology, making it available to a wide spectrum of people, even those who are not actively involved online.
- Print advertising is often perceived as less cluttered compared to the online space, where users are bombarded with numerous ads.
- Print provides more creative design options, such as distinctive layouts, high-quality photos, and the use of different paper textures. Advertisers can use these design

aspects to create visually appealing and memorable advertisingthat stands out to readers.

- Print ads are generally considered less intrusive compared to certain online advertising types.
- Newspaper advertising provides geographic selectivity.

Disadvantages or Demerits or Limitations of Newspaper Advertising Media: The following are the disadvantages or demerits or limitations of newspaper advertising media :

- Print periodicals may have lower circulation compared to online platforms. Advertisers may struggle to reach a diverse or large audience.
- Print materials lack the interactive elements found in digital advertising. Advertisers cannot use clickable links, videos, or other dynamic features to directly engage the audience.
- The content of the print ad is difficult to update once it is printed. This lack of flexibilitycan be a drawback for advertisers who need tochange or modify their messagingfrequently.
- The production of print materials, particularly in large quantities, can impact the environment due to the usage of paper, ink, and energy. Some consumers are environmentally conscious and may view print advertising less favourably.
- Print advertising faces competition from digital media, which often offers more interactive and dynamic options.

Other media under print advertising media are magazines and journals. They provide selective distribution throughout the country at a reasonable rate. These are released regularly, such as weekly, fortnightly, monthly, quarterly, or annually. Magazines and journals are read leisurely and with care so the readers absorb more advertisements.

Advantages or Merits of Magazines and Journals: The following are the advantages of magazines and journals as advertising media :

- Magazines have a longer shelf life than newspapers. Readers often keep magazines for an extended amount of time, allowing advertisements within the publication to receive greater exposure.
- Magazines and journals are often printed on high-quality paper, resulting in a visually appealing platform for advertisements.

- Well-known publications and journals are frequently viewed as reliable sources of information. Advertisers can leverage this credibility by associating their brand with reputable publications, building trust among the target audience.
- Magazine readers are typically leisurely home readers looking for entertainment and pleasure.
- Magazines provide an excellent platform for showcasing high-quality imagery. Advertisers can produce aesthetically pleasing commercials by incorporating visually appealing graphics and photographs.
- Magazines and journals frequently include in-depth articles, commentaries, and visually appealing content. Advertisers can benefit from the engaging nature of the content by placing ads in an environment where readers are more likely to spend time.

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

- Magazine and journal content is often planned and produced weeks or months in advance. As a result, advertisements may appear less timely or relevant by the time the publication reaches the reader, particularly for time-sensitive promotions or events.
- Advertising in magazines and journals can be expensive, particularly for full-page or colour ads in premium periodicals.
- Magazines and journals typically have lower circulation numbers compared to newspapers or digital platforms.
- It takes longer to print and distribute than newspaper advertising.
- Some magazines and journals, like newspapers, have seen diminishing circulation numbers as a result of changes in reading habits, competition from digital media, and other causes.

4.3.5 Outdoor or Mural Advertising:Outdoor ads are highly visible and can reach a broad audience. They can be effective for brand exposure and reinforcing messages.

Outdoor advertising offers several advantages:

- **High Visibility**: Outdoor ads are often placed in areas with high foot or vehicle traffic, ensuring that many people see them.

- **Brand Exposure**: They provide continuous brand exposure and can reach a diverse audience.

- **Local Targeting**: Advertisers can target specific geographic areas or neighbourhoods.

- **Creativity**: Outdoor ads can be visually striking and memorable, allowing for creative and impactful designs.

- **Non-intrusive**: Unlike some forms of advertising, outdoor ads do not interrupt a person's experience and are less likely to be perceived as intrusive.

- **24/7 Visibility**: Many outdoor ads are visible around the clock, ensuring exposure even at night.

Disadvantages of outdoor advertising:

- **Limited Message Complexity**: Outdoor advertising typically allows for brief and simple messages due to viewers' limited time and attention while on the move. Complex or detailed information may not be effectively conveyed.
- **Inability to Target Specific Audiences**: Unlike digital advertising, outdoor advertising cannot often target specific demographics or audiences. It reaches a broad and diverse audience, which may not always align with a brand's target market.
- **Dependence on Location**: The effectiveness of outdoor advertising highly depends on the chosen location. The return on investment can be lower if the location does not have sufficient foot or vehicle traffic.
- **Weather Dependency**: Outdoor ads are exposed to the elements and can be affected by adverse weather conditions, which may reduce their visibility and longevity.
- **Limited Interactivity**: Unlike digital and online advertising, outdoor advertising typically lacks interactivity. Viewers cannot directly engage with the content or click on links to learn more, making it harder to track consumer engagement.
- **Cost:**Creating and maintaining outdoor advertising campaigns can be expensive, especially for premium

locations and large-format billboards. This can be a barrier for smaller businesses with limited advertising budgets.

- **Creative Limitations**: Designing effective outdoor advertisements can be challenging due to size, visibility, and readability constraints. Creativity is limited, and the message needs to be concise.
- **Difficult to Change**: Once an outdoor ad is set up, making quick changes or updates can be challenging. Digital billboards offer more flexibility, but traditional static billboards and posters may require creating new ad materials for updates.
- **Ad Clutter**: In some areas, there can be a high density of outdoor advertisements, leading to ad clutter and making it harder for any single ad to stand out.
- **Tracking and Analytics:** Measuring the impact and effectiveness of outdoor advertising can be less precise than digital advertising. Marketers may use estimates, surveys, or other indirect methods to gauge performance.

STOP TO CONSIDER

Advertising can take many forms across various media platforms. Each media type has its characteristics, advantages, and limitations, which can influence the advertising approach.

STOP TO CONSIDER

Outdoor advertising remains a valuable and impactful medium for building brand awareness and reaching a broad audience, especially when used strategically in a comprehensive advertising campaign. Marketers should carefully consider their goals, target audience, and budget when using outdoor advertising as part of their marketing mix.

Check Your Progress 1

Question 1. What are the major media for advertising?

Question 2. What are the limitations of radio as an advertising medium?

Question 3. What are the limitations of newspapers as an advertising medium?

4.4 Indoor and Outdoor Advertising

Indoor advertising, or in-store or indoor marketing, refers to promoting products, services, or brands within interior spaces where consumers gather or pass through. This type of advertising is typically found in retail stores, shopping malls, airports, entertainment venues, and various indoor public spaces. Indoor advertising serves the purpose of influencing consumers at the point of sale or during their daily activities. Here are some common forms of indoor advertising:

- **Point of Purchase (POP) Displays**: These are advertising materials such as banners, posters, or stands near product displays or checkout counters in retail stores to capture shoppers' attention and promote specific products.
- **Shelf Talkers:** Small signs or labels attached to store shelves to draw attention to particular products, provide additional product information, or highlight promotions and discounts.
- **Floor Graphics**: Advertisements placed directly on the floor in retail spaces or event venues, often in decals or stickers.
- **Digital Screens**: Flat-panel or LED screens that display dynamic advertisements, product information, videos, or interactive content. These are commonly found in shopping malls, airports, and retail stores.
- **In-Store Radio**: Customized in-store radio stations or audio messages that play inside retail stores, restaurants, or malls, providing a unique opportunity to reach and engage with shoppers through sound.
- **Shopping Cart Advertising**: Advertisements placed on or inside shopping carts in supermarkets and large retail stores to target shoppers while they are actively making purchasing decisions.
- **Elevator and Escalator Advertising**: Advertisements on the walls, floors, or digital screens within elevators and escalators in commercial buildings, malls, or transportation hubs.

- **Airport Advertising:** Promotions and advertisements displayed in airports, which may include digital screens, banners, posters, and interactive kiosks to target travellers and visitors.
- **Cinema Advertising**: Pre-show and in-theatre advertisements are displayed on the big screen before movie screenings, targeting a captive audience.
- **Restaurant and BarAdvertising:** Placing advertisements within restaurants and bars, including table tents, menu inserts, coasters, and digital screens.
- **Trade Show and Convention Advertising**: Displaying advertising materials at industry-specific events, conferences, and trade shows to reach a targeted audience.

STOP TO CONSIDER

Indoor advertising can be highly effective as it allows advertisers to engage with consumers in a controlled environment, typically in a shopping or decision-making mindset. These advertisements can provide product information, influence purchase decisions, and enhance brand recognition. Depending on the setting, indoor advertising can be a valuable part of a broader marketing strategy, helping businesses connect with their target audience and drive sales.

Self Asking Question

Is indoor advertising helpful in business? Justify

Outdoor advertising, also known as out-of-home (OOH) advertising, is a form of advertising that reaches consumers while they are outside of their homes. It involves placing advertisements in various public places, often in high-traffic areas, to reach a broad and diverse audience. Outdoor advertising comes in many forms and can include:

- **Billboards**: Large, eye-catching displays typically located along highways, major roads, and in urban

areas. They come in various sizes and formats, including static, digital, and interactive billboards.

- **Transit Advertising**: Advertising on buses, trams, taxis, and subways. These ads can be on the exterior or interior of the vehicles.
- **Street Furniture Advertising**: Advertisements include bus shelters, benches, kiosks, and public restrooms.
- **Digital Screens**: Electronic billboards and screens that display dynamic, changing content. They are often found in high-traffic areas, shopping centres, and transportation hubs.
- **Mobile Billboards**: Advertisements on trucks or trailers that are driven around to target specific geographic areas or events.
- **Airport Advertising**: Advertising within and around the airports, including digital screens, banners, and other formats targeting travellers and visitors.
- **Stadium and Arena Advertising**: Advertisements placed in and around the sports stadiums and arenas, including banners, jumbotrons, and field/court signage.
- **GuerillaAdvertising**: Guerrilla advertising is an uncommon and creative marketing strategy that seeks to attract the target audience's attention in unexpected and memorable ways. Examples: NationalGeographic's bus advertising featuringa giant shark bursting through the roof, promoting its Sharkfest programming. The attention-grabbing bus travelled through various cities.

STOP TO CONSIDER

Outdoor advertising is highly effective in building brand awareness, reaching a broad audience, and reinforcing brand messages. It is particularly valuable for reaching consumers who are on the move and may not be exposed to traditional forms of media, like television or radio. Marketers often use outdoor advertising with other advertising channels to create a more comprehensive and integrated marketing campaign.

4.5 Impact of advertising

Advertising plays a crucial role in shaping consumer perceptions and influencing purchase decisions. Itsignificantly impacts various aspects of society, businesses, and consumers. Its impact can be seen in various ways. Here are some of the key impacts of advertising:

- **Awareness and Brand Recognition**:Advertising is a primary means of creating awareness about products, services, and brands. It introduces consumers to new offerings and reinforces recognition of existing ones.
- **Sales and Revenue Generation**:Effective advertising can increase business sales and revenue directly. It informs potential customers, persuades them to buy, and can influence consumer behaviour.
- **Competition and Market Share**:Advertising helps businesses compete in the marketplace. It allows them to differentiate their products from competitors and gain market share.
- **Employment and Economic Growth**:The advertising industry itself is a significant source of employment, but it also drives economic growth by supporting industries like media, marketing, and creative services.
- **Consumer Education**:Advertising informs consumers about product features, benefits, and uses. It can contribute to consumer education and help people make informed purchasing decisions.

- **Product Innovation**:The need to stand out in advertising often drives companies to innovate and develop new products or improve existing ones.
- **Cultural and Social Impact**:Advertising reflects and influences cultural norms, values, and trends. It can shape perceptions of gender roles, diversity, beauty standards, and societal values.
- **Environmental Impact**:Advertising can promote sustainability and eco-friendly products, contributing to environmentally responsible consumer choices.
- **Consumer Choice and Freedom**:Advertising gives consumers choices and allows them to make informed decisions based on their preferences and needs.
- **Charitable and Social Causes**:Many advertisements promote social and charitable causes, encouraging donations and support for various issues.
- **Digital Transformation**:Digital advertising has transformed how businesses reach their target audience. It has led to the growth of e-commerce and digital marketing strategies.
- **Regulation and Ethical Considerations**:The impact of advertising has led to the need for regulations and ethical considerations to protect consumers from false or misleading claims.
- **Media Funding:**Advertising is vital in funding media outlets like newspapers, television, and online publications. It enables the creation of free or low-cost content for consumers.
- **Lifestyle and Aspiration**:Advertising often portrays certain lifestyles and aspirations, influencing consumer preferences and desires.
- **Social Responsibility**:Advertisers increasingly recognize the importance of corporate social responsibility, promoting ethical and sustainable practices.

STOP TO CONSIDER

While advertising has a positive impact on various aspects of the economy and society, it also raises concerns about consumer privacy, misleading or deceptive ads, and the influence of advertising on vulnerable populations. As a result, there is a need for responsible advertising practices and regulations to balance its positive and negative impacts.

4.6 Summing Up

The method or means adopted to communicate the message of an advertisement is known as the medium of advertising. The growth of large-scale industries and the development of modern methods of communication have added to the importance of advertising through different media of mass appeal. The various types of media which advertisers use may be divided intothe following categories: (i) press (newspapers and magazines), (ii) radio, (iii) television, (iv) outdoor media, (v) direct mail, and (vi) miscellaneous. Radio advertising relies on audio messages, making it a cost-effective option for reaching specific demographics and local audiences. It is popular for promoting local businesses and events.

TV advertising reaches a wide and diverse audience through local and national channels. It allows for visual and auditory storytelling but can be expensive.Print (Newspapers and Magazines) involves placing ads in newspapers and magazines. It offers the advantage of a longer shelf life but has declined with the rise of digital media.Outdoor advertising uses physical locations like billboards, transit vehicles, and posters to capture people's attention in public spaces. It is effective for brand visibility.

Digital advertising includes various online channels like social media, search engines, display ads, and video ads. It offers precise targeting, real-time tracking, and interactivity with users.

Both indoor and outdoor advertising have their unique advantages and disadvantages. Indoor advertising often provides a more controlled and captive environment, while outdoor advertising reaches a broader, potentially more diverse audience. The choice

between these mediums depends on the marketing objectives, target audience, budget, and the message advertisers want to convey. Many advertising campaigns incorporate a mix of both indoor and outdoor advertising to maximize their reach and impact.

The impact of advertising is multifaceted, encompassing economic, social, cultural, and ethical dimensions. It can have positive and negative consequences, depending on the quality of the advertising message and the ethical standards adhered to by advertisers. As a result, advertising is a critical element in the modern business landscape, and its impact is continuously evolving in response to changes in technology, consumer behaviour, and societal values.

4.7 References and Suggested Readings

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4.8 Model Questions

1. What are the advantages of radio advertising?
2. What are the disadvantages of television advertising?
3. Explain with examples the indoor and outdoor advertising
4. What are the various forms of outdoor advertising?
5. What are the key impacts of advertising on society, businesses, and consumers?

4.9 Answer to check your progress 1

Ans to Q 1. The different media types that are used for communicating advertisement messages include audio-visual media

(television, radio), print media (magazines and newspapers), internet media (social media, websites, e-mails), telephone, etc.

Ans to Q 2.

- Radio relies solely on audio, lacking the visual component that other mediums like television or digital advertising offer.
- It only appeals to the sense of hearing and thus does not depict a visual image of the product's packaging.
- Audiences might have difficulty recalling lengthy or complex messages delivered through radio ads.
- Radio advertisements are very brief, and thus, details cannot be elaborated.
- Since there is a multiplicity of advertisements in a very short time, it is most likely that the listener may forget the name of the product.
- Demonstration cannot be carried out in the case of radio advertising.
- It is a selective media of advertising.

Answer to check your progress 2

Ans to Q 1. Out-of-Home (OOH) advertising.

Ans to Q 2.Point of Purchase

Ans to Q 3. Guerrilla advertising is an uncommon and creative marketing strategy that seeks to attract the target audience's attention in unexpected and memorable ways. Examples: National Geographic's bus advertising featuring a giant shark bursting through the roof, promoting its Sharkfest programming. The attention-grabbing bus travelled through various cities.

Ans to Q 4. Advertisements inretail stores, shopping malls, airports, entertainment venues, and various indoor public spaces.

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Answer to check your progress 3

Ans to Q 1. Advertising is a primary means of creating awareness about products, services, and brands.It introduces consumers to new offerings and reinforces recognition of existing ones.

Ans to Q 2. Advertising reflects and influences cultural norms, values, and trends. It can shape perceptions of gender roles, diversity, beauty standards, and societal values.

Ans to Q 3. Effective advertising can increase business sales and revenue directly. It informs potential customers, persuades them to buy, and can influence consumer behaviour.

Unit: 5

Media planning- Factors influencing Media Planning-Media Strategy, Media Scheduling, Media Mapping and Advertising Campaigns, Monitoring and Evaluation

Unit Structure:

5.1 Introduction

5.2 Objectives

5.3 Media and advertising

5.4 Media Planning-Concept

5.5 The importance of media planning

5.6 Factors affecting media planning

5.7 Steps involved in media planning

5.8 Media Mapping:

5.9 Media Scheduling

5.10 Monitoring and Evaluation

5.11 POSSIBLE QUESTIONS

5.12 Further Readings

5.1 Introduction

In the previous unit we have discussed the different aspect of advertising like USP, rules of copy writing, Ad layout, different types of media used for advertising etc. In this unit we will discuss the media planning. Media planning involves a series of decision taking before choosing right kind of media. As we all know that media is the basic vehicle through which we can reach our potential customers and it an integral part of advertising. Effective media planning is one of the main ingredient of a successful advertising. The main role of the media planner is to connect effectively with the

customers through different media platform. The media that considered by the media planner includes Newspaper, Magazines, Television, Radio, direct mail, Out-of- home, Internet, mobile devices etc.

5.2 Objectives

After going through this unit you will be able to learn
-what is media planning
-factors affecting media planning
-about media mapping and media scheduling

5.3 Media and advertising

Media, the plural form of medium, is the channel of communication. Advertising is a paid form of communication. Advertising media refers to different mass media and alternative media where a business organization promote their goods or services to reach their potential customers. It is the basic tool or channels through which we can reach out our targeted customer within a short span of time. Through media an advertiser advertised their product/service, inform about their product, influence and persuade sales. The main goal of an advertiser is to reach out maximum number of people with the most effective message at the lowest cost. Media selection is one of the most important decision in an ad campaign.Apart from traditional advertising media like newspaper, magazines, television, radio, hoarding, banner, posters, leafletsetc. now we have other new media options like internet, mobile etc. Advertisers and media planners classified media as traditional media, non-traditional media and new media. So selection of appropriate media is a tough task for

every advertiser now. Advertising messages should reach maximum number of customers and it should be cost efficient.

According to Pitch Report, 2023, digital media has overpowered television to become the best advertising media in India with an increase in share from 9% to 38%. It has increase from Rs 3,050 crores in 2013 to Rs. 34,405 crores in 2022. Television is in number 2 position both in India and Globally. The reasons for digital branding as stated by Pitch report is that digital media have massive reach. Advertisers realise that without digital they will not reach some key consumers.

YEAR 2022	INDIA	GLOBAL
Medium	% Share Growth 22/21	% Share Growth 22/21
TV	34% 9%	20% 4%
Print	21% 11%	4% - 7%
Radio	2% 17%	3% 3.2%
Cinema	1% 317%	.4% 51%
Outdoor	4% 68%	4% 8%
Total Traditional	62% 14%	32% 3%
Digital	38% 35%	68% 11%
Total	21%	8%

Source: Pitch Madison Report, 2023

5.4 Media Planning-Concept

Media planning refers to selecting the best media or combination of media to disseminate advertisers' messages in the most effective way. Media planning is a process which involves series of decisions. The main goal of the media plan is to find out the best media and its space to publish the ad messages so that it allows the advertiser to communicate with maximum potential customers in the most effective manner. Media planning helps to control wasteful advertising. Without a media planner, the advertiser may select inappropriate media or may choose wrong time for publishing their ad. DrRuchi Gupta said, 'Media planning refers to the process of selecting media time and space to disseminate advertising messages in order to accomplish advertising and marketing objectives of an organization.' A media planner plans the media on behalf of the advertiser. He assessed the strength and weaknesses of various media. He chooses the best outlet atthe lowest cost. While planning for media, a plannermakes decisions keeping in view of the advertising goal of the organization. Advertising media goals must be consistent with marketing and advertising goals.Choosing the right media vehicle and selecting the appropriate time or space is the main function of a media planner. For that, media planning department or the media planner must work with the creative team. There is a controversy regarding what should decide first, the advertising message or the advertising media. The best is if both media and messages will be developed simultaneously. If the creative team have decided that the product to be advertised need demonstration, then the media team goals should be choosing that type of media which allow demonstration. On the basis of financial strength or internal structure, an organization has a media planning department or a media planner. Organizations may take help from advertising agencies which are specialist on media dealing. A media

planning department or a media planner must have many information regarding different platform, their geographical location, rate, about their audiences etc.

Definition of Media Planning

'Media planning is a decision process regarding use of advertising time and space to assist in the advertisement of marketing objectives'-by Wells Burnett

'Media planning is the series of decisions involved in delivering the promotional message in the most cost effective manner to the largest number of potential customers at lowest cost'-by George E. Belch

'Media planning is the process of determining how to use time and space of media to achieve advertising objectives'-by S. W. Dunn

'Media planning involves selecting appropriate media for carrying advertising message to target audience and deciding how much to spend on each media and scheduling (deciding the time) when the advertisement is to run'-by Fryburger

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In every business organization there is an effective communication plan. A communication plan covers 10 components such as Executive Summery, Situation Analysis, Marketing Strategies, Role of Communication, Communication Objectives, Communication Strategies, Communication Tactics, Communication Budget, Communication Flowchart, Testing and Campaign Measurement/Evaluation.Media planning is an integral part of the overall communication strategy. The media plan is to guide for

media selection. It is essential to identify specific media objectives and to design media strategy to achievethese media objectives. Media strategy is derived from advertising strategy of the organization and advertising strategy is derived from the overall marketing strategy of that particular organization. So Media strategy concentrated on whom to target, when you are targeting, where you are targeting, the frequency and the budget allocate for the campaign.

A good media plan needs to address

- The number of audience that the media plan proposed to reach.
- The best media to place the advertisement.
- Is media mix necessary?
- The frequency should the advertisement appear.
- Geographical regions of the advertisement
- Cost of different media to be chosen

CHECK YOUR PROGRESS-A

1. Write names of different ad media.
2. Why media is essential for advertising?
3. What is media mix?

5.5 The importance of media planning

Media planning helps in:

1. **Optimum utilization of Resources**: Media planning helps us to reduce overall cost of advertising. It helps us to select appropriate media and its space or time which has optimum

utility. Its helps us to use available resources in an optimum manner thus there is a less possibility of wasteful advertising.

2. **Helps to achieve advertising objectives**: Media plan is a part of advertising plan and advertising plan is based on the goal of the organization. So through media plan we achieve the goal of the organization.

3. **Selection of appropriate media**: In media planning we have the figures like we have circulation or viewership figures. We know the reach, coverage and impact of a particular media. We also have cost per reader or cost per viewer. Further we have information about our target audience, about our target market. So with the help of media planner or media planning department an advertiser can select the best media platform for its potential customers. If our ads are for a specific profession like doctors, engineers then we can select specific journals that is published for these profession. If the target audience is less educated or illiterate, then no use to choose print media.

4. **Selection of optimum media mix**: Media planning help use to choose the best combination of media. Media mix is the combination of different media. Media mix ensures wide and intensive coverage. It helps to achieve advertising goal. If our product needs demonstration and the target audience is youth, then we may select both FM radio and television to target maximum youth.

5. **Ensures appropriate timing of advertising**: Media planning includes media scheduling. Choosing the right media is not the only criteria for successful advertising but we must ensure that the ads are shown on the right time. Media schedule is like a calendar for the media planner. Scheduling ensures that ads are shown when maximum

numbers of target audiences can be contacted. If ads are for working professional, it should not be shown or broadcast in the morning or during day time.

6. **Helps in allocating advertising budget**: Media planning department or the media planner have the rate of different media. So it helps to decide the amount to be spent on media. It helps to allocate the ad budget more efficiently.

5.6 Factors affecting media planning:

There are various factors that effect on media planning. A media planner must choose the best outlet to reach maximum number of their target customers.

Following factors affect media planning

- **Advertising objectives**: If the aim of the advertiser is to get immediate response then fast media of communication like mobile, direct mail, daily newspaper will be considered more over other medium.

- **Nature of Product**: Products to be advertised are different from each other. For example some products are advertised for ultimate consumer, some are industrial product, some products are only for women etc. So media planning is depending on the product nature. Television can be the best suitable medium to advertised ultimate consumer product whereas to advertised a female product, female magazine can be the best media. Likewise, an agricultural product can be advertised in radio.

- **Product distribution**: Selection of media is directly related to product distribution. Those products which are available in global market should be advertised in all international media whereas those products which only locally available they can be advertised through local cable channels or local newspaper.If a product will be sold in national level, then national channels or nation dailies are the good choice.

- **Nature of message**: Media selection depend on the nature of message that the advertiser like to deliver. If a product need all information to advertised, then print media is better. If a product need visual appearance or emotion appeal, then audio visual medium is the best.

- **Target audience**: The nature of target audience is an important factor while planning for media. Target audiences are different from product to product. Again different target audience are differing in their age group, economical status, sex, educational level etc. For example products for elderly people can be advertised in newspapers and television. If the target audiences are youth, then new media, youth magazines and television is best. If we have to advertised for a small boutique or for a local restaurant, then direct mail, banner, poster etc. will be best as the number of target customer is small. For illiterate customers print media will not work.

- **Ad budget:** If the budget of the advertiser is high then media planner can plan for national satellite channels or national dailies but if the budget is low then low cost ad media will be suitable.

- **Media reach and coverage**: Media which have wide reach and coverage should be selected. Media reach is the total circulation or viewership of a media in a day. For example if an ad is publishedin today's newspaper then the number of copies sold on today is called its reach. Every media has a common circulation and an effective circulation. Effective circulation is the number of potential consumers who read and convinced to buy. This is called the coverage. Media which has higher reach may not be popular among the target customers of the advertiser.So a planner must know the reach and coverage of a particular media. For better coverage media planner can select combination of media.

- **Media frequency**: Media frequency refers to average number of times;the audience is exposed to media. If frequency is greater than greater probability of chances for making a deep impression of the advertisement message. Print media speciallynewspaperhas less frequency because people don't read the same newspaper again and again.

- **Media used by their competitors**: Advertiser must have a close eye on the media strategies used by the competitors. To target the same market, advertiser must consider the same media that is used by the competitors.

CHECK YOUR PROGRESS-B

1. What is the importance of media planning?
2. Why it is necessary to observe competitors' media strategy?
3. What do you mean by target audience?

5.7 Steps involved in media planning

Developing media planning involves a series of stages. The stages are:

1. Market analysis: While developing media strategy, market analysis is must. Though it has done by the marketing planner but from the media planning point of view it requires the following:
   (a) Identifying the target audience: Identifying the audience for the product and collect every data about them. Classified target audiences into different groups on the basis of age, sex, qualification, life style, income etc.
   (b) Identifying the geographical area: Geography is an essential strategic issues that need to identify. Where the product is marketed is an important question that the planner need to know. Whether the product to be advertised is available in the international market or it is available only in local market.

2. Message distribution: The distribution of messages to the audience and the frequency of their appearance in different media platform is the next step. It will be decided considering the factors of media reach, frequency and impact.

3. Selecting suitable media: Suitable media selected for advertised the product considering the factors nature of the message, cost per reader/viewer, media image etc.

4. Selecting optimum media mix: If a single media is not sufficient in achieving advertising objectives then different

media can be used. Combining different media can increase the coverage.

5. Media scheduling: Media scheduling is the decisions regarding the insertion of ads in media. The aim behind the media scheduling is to select appropriate time and frequency.

6. Executing advertising programme: After selecting media and doing schedule, the final execution part will be done in the selected media.

7. Follow-up and evaluation: After the whole process of advertisement, advertiser evaluates the effectiveness of the advertisement. Whether the advertisement is successful, whether the media consider has help to reach the overall advertising goal of the organization etc.

5.8 Media Mapping:

Media mapping is the process of analyzing various types of media that are present in a specific geographical location. It has given us an in-depth knowledge about the media house including its coverage. Media mapping includes various aspects such as:

- Media ownership
- Media usage by different level of the society
- Types of programming
- Audience trust in media
- Media policies
- Media contact information

Morten wrote, 'historically auditing bureaus for print media were set up by the publisher themselves as self-regulating systems in the liberal media markets with the main aim to regulate prices for advertisement. Afterward the commercial interests of the media owners have been the driving force behind the increasingly sophisticated and systematic approaches to mapping readership, audience rating, mobile phone penetration and the use of ITC'. For commercial interest every media house self-regulate the mapping and data are available for the advertiser who decide which media will be best. Apart from these, today media planners do their own research about the media habit of a consumer, how a media can influence the buying behavior of a customer etc. In advertising, media is evaluated from a 'return on investment' perspective.

From the advertisers' point of view measurement of readership, viewership and listenership is important. There are number of independent research organization who do research and their data are used by the advertiser, advertising agencies and media houses. For revenue media houses are also depend on advertisement. On a normal circumstances the media which have highest circulation or TRP have chosen for published advertised. For print media, circulation figure is important for the advertiser. Circulations figures are provided by Audit Bureau of Circulation (ABC). But from the advertising point of view readership is also important. It is the unit of audience measurement. The Indian Readership Survey is the largest of this kind. They not only provide the readership figures of different print media but also provide data like how much time a reader read the print media. Viewership figure measures by Broadcast Audience Research Council (BARC). For listenership Radio Audience Measurement (RAM) is a specialised measurement service which focus on FM industry. Internet can be measured through hit and click. The number of audience who have seen the

advertisement can be counted by the click through. Hits are the number of people who visit the site. Passers-by is a unit of measurement of outdoor. It represents the number of people who pass by a place within a day.

Again advertisers must calculate the cost of that medium. Quantitative criteria of a media include rating, geographic coverage and cost. In general, media planner choosesthe media which have higher ratings. Again they consider the geographical location of the media whether it reach their potential market. Then comes to cost. If two media have same rating and same geographical region, then the media which is less expensive will be chosen. Media planner calculate cost per thousand (CPM). The formula is

$$CPM = \frac{\text{Cost of advertising in the particular media}}{\text{Circulation of that media}} \times 1000$$

For broadcast it is represented as CRP i.e. cost per rating point based on the formula

$$CRP = \frac{\text{Cost of commercial time}}{\text{Program rating}}$$

For newspaper it is calculated as cost per column inch of the paper.

The success of an ad campaign depends mostly on media. Media mapping helps us to figure out the available media on the particular region and its effectiveness. With the data and rate, media planner can make the media strategy more accurately within the advertiser's budget. It is also helpful for advertising manager to allocating the budget.

The other general characteristics of media apart from cost that a planner must consider before choosing are:

1. Audience qualities: Whether the media audience of a particular programme is homogeneous or heterogeneous. It is easy to plan media for a homogeneous audience than a heterogeneous audience.

2. Demographics: Demography is the study of a population which include age, income, gender, education qualification, employment, whether urban or rural, number of children etc.

3. Activities and habits: Certain media reach certain people. For example, magazines are read by a section of educated people. Again within a media type, there are differences in media viewing like man watch cricket on television more than female whereas female watch daily soaps more.

4. Audience involvement: Audience involvement is an another important factor. Some members of a family watch a particular programme with full attention whereas others pay less attention. Some people scan a newspaper while others read carefully.

5. Influential Vs followers: There are two kind of people. Some people have their own choice of media selection or programme selection and they have their opinion whereas some follow their views or opinion while choosing media. Many advertisers try to reach influential section.

6. Lifestyles: Lifestyle impacts people's buying habit. Some people purchase some products whereas for others those are unimportant. It is best to choose media vehicles which appeal to one kind of lifestyle.

7. Media attributes: Different media have different characteristics which is also consider while planning media.

8. Reach: One major factor that we have to consider is the media reach. Reach is the number of people that access the media.

9. Frequency: Frequency are of two types: frequency of insertion and frequency of exposure. Frequency of insertion is the number of times the advertisement appears in the media whereas frequency of exposure refers to the number of times the average audience member will see or hear that advertisement. For example an advertisement appear 20 times in a week. It is the frequency of insertion. but it does mean that the audiences will be exposed to that advertising every time it runs. May be the average audience will see the ad only three to four times in a week. This is the frequency of exposure.

10. Impact: The impact of an advertisement on the audience depend on many factors like, size of the print ad,colour, paper quality of the print media, length of the broadcast commercial etc.

5.9 Media Scheduling

A media schedule is a plan of the proposed media insertions. Like placement of ads in press, or broadcast of ads in audio and audio-visual media or use of other media over the period of ad campaign. Media schedule is like a calendar of advertising plan. There are three approaches of scheduling:

1. Continuity: Continuity refers to regular pattern of advertising like every day, every week or every month. Daily use products are advertised on regular basis.

2. Fighting: Fighting refers to irregular schedule. There may be a period where promotional activities are higher than the other time. For example advertisements of winter garments are regularly done during winter season but advertiser spend no money on summer.

3. Pulsing: Pulsing is a combination of continuity and fighting. There are many occasions when the value of some products increase. So before those special occasions there is a high number of insertion of that particular product. For example before puja or deepawali we have seen regular advertisements on paints industry, cars etc.

There are several components of scheduling.

Exposure: Advertisement running in evening time or night time in television will get more exposure than day time. Advertisement broadcast in primetime may get potential customers more than any other time. Likewise, front page ad in newspaper get more exposure than ad published in other pages. Ad published in a holiday may get more exposure than other normal working days.

Flexibility: Media flexibility as mentioned by Kelley, Jugenheimer and Sheehan as 'flexibility considers how easy it is to have the ad appear when you want it, and is particularly important if recency is a key element of the media plan'.For example, an internet advertisement appears anytime if a potential customers click the website. We can broadcast ad in any hour on television and radio but we cannot publish ad on a particular hour through print media.

Waves: To keep an advertising campaign fresher for a long time, we schedule it in waves. Waves means after a period of advertising activity, taking a break. For example if an advertising campaign run for three weeks continuously and we stop the campaign for a week or two that refresh the mind of the audience and it avoid the irritation factors of over exposing.

Preparation Time: Before scheduling, the media planner must know the preparation time of an ad. How much time the creative team needed to produce an ad. Print media needs prior booking for publishing whereas electronic media can provide time instantly if their time is still available for purchase.

Availability: Availability is a key factor for scheduling media. In broadcast media there is a measured amounts of time that advertisers can purchase. If the time that choose by the advertiser has already sold to other advertisers, then from theremaining available time slots the advertiser need to purchase. Availability are not pertinent in print media. If the number of advertisements increase on a particular day, then newspaper house will increase the number of pages on that particular issue.

CHECK YOUR PROGRESS-C

1. What do you mean by media schedule?
2. What is CPM and CRP?
3. How media frequency is important in media planning?

5.10 Monitoring and Evaluation

After the advertising campaign, advertiser must evaluate the effectiveness of the campaign among the public. He evaluates whether the media plan has work out to achieved the overall objectives or goal of the organization. Whether the media platform that they choose has reach maximum potential customers. The advertiser monitor and evaluate the success or the failure of media strategy and if found that the strategy is not effective then alternate measures will be taken in future.

5.11 POSSIBLE QUESTIONS:

1. What is media planning? Discuss the different factors that affect media planning?
2. Develop an effective media plan for a daily use product.
3. Explain various scheduling approaches.
4. Define reach, frequency and impact of media in terms of advertising.
5. State the importance of evaluation of media plan in advertising.

5.12 Further Readings

- *Advertising and Personal Selling*, Dr Ruchi Gupta, MKM Publishers Pvt. Ltd., New Delhi
- *Mass Communication in India*, Keval J. Kumar, Jaico Publishing House, Mumbai.
- *Advertising*, Franc Jefkin, Macmillan India Ltd., New Delhi
- *Advertising basics! A resource guide for beginners*, J. V. Vilanilam& A.K Varghese, Sage Publication, New Delhi

- *Advertising Media Planning A Brand Management Approach* Fourth Edition, Larry D Kelley, Donald W. Jugenheimer, Kim Bartel Sheehan, Routledge
- Media Planning, Sandhya M.
  https://www.economicsdiscussion.net/marketing-2/media-planning/media-planning/32457

  - Changing Media Landscapes in Transitional Countries-Handbook on Media Mapping Landscapes, Morten Toustrup
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UNIT-6

Unit Structure:

6.1 Introduction

In today's world of smartphones, internet, online shopping platforms and digital billboards etc. there is fierce competition among advertisers and marketeers to get your attention. Advertisers are constantly looking for new avenues and new media for advertising product and services so that maximum attention can be gained at minimum of cost as the primary essence of all media planning has beenoptimum reach at minimum cost.It must have already been known to you that in earlier days advertisers considered the 'reach' or 'circulation' of a particular media for including or not including itin media plan.However, the advent of online digital media completely changed the scenario as unlike print or electronic media, almost all digital media are free for all. It is the consumer of the media who decides which media to consume from among thousands and thousands of available sources. Therefore, the number of followers (i.e. the number consumers who have attention to that media) became most important factor in media planning for online advertising. There are various tools and methods for increasing number of followers or online media consumers. In other words, there are ways and means to draw online traffic to a particular media. Both advertisers and online digital media creators,

try to use these tools and methods for garnering maximum attention. While, using these tools and methods require certain skills and creativity, advertisers also need to undertake special strategy in media planning.

6.2 objective

After reading this chapter / Unit, you will be able to understand

- What is online advertising and how it works
- What is Search Engine Optimization (SEO) and how it helps increasing chances of getting more attention.
- What is Artificial Intelligence (AI)?Its use in online advertising
- Various tools of getting consumer attention like Influencer Marketing, Viral Video, Reels & Shorts
- Different types of online media like paid, owned and earned media

6.3 Online Advertising:

Online advertising is a form of marketing and advertising that uses the Internet to promote products and services to audiences and platform users, and therefore, is also known as online marketing, Internet advertising, digital advertising or web advertising. Online advertising includes email marketing, search engine marketing (SEM), social media marketing, display advertising over the Internet (like web banner), and mobile advertising. Advertisements are increasingly being delivered via automated software systems operating across multiple websites, media services and platforms, known as programmatic advertising. Now-a-days Artificial Intelligence is also being used for online advertising. We will discuss it shortly.

Like other advertising media, online advertising too involves a publisher, who integrates advertisements into its online platform (like Facebook, Google and other websites) and an advertiser, who provides the advertisements to be displayed on the publisher's online platform. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

Many online advertising practices are controversial and, as a result, have become increasingly subject to regulation. Many internet users also find online advertising disruptiveand as a result use of ad blockers are increasing for a variety of reasons. Ad blockers are software programmes built to integrate with web browsers like Google Chrome, Microsoft's Edge or Apple's Safari which can block unwanted advertisements in a website. Online ad revenues also may not adequately replace other revenue streams. Declining ad revenue has led some online content publishers to place their content behind paywalls.

The first online advertising started as e-mails sent to potential customers with content eliciting favourable response for a product or service. These were unsolicited e-mails which we now call spams. Google had developed a successful mechanism to filter spams which automatically separates such e-mails and puts them in a different folder so that the user is not disturbed with unsolicited mails. However, this system is not absolutely fool proof. This may be called the online version of the Direct Mail advertising.

As we already know, display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertising is very common across online systems including websites, search engines, social media platforms, mobile applications and email. Alphabet Company's Google and Meta Company's Facebook and WhatsApp dominate online display advertising worldwide which has become highly concentrated market. The goal of online display advertising is to obtain more traffic, clicks, or popularity for the advertising brand or organization. Display advertisers frequently target users with particular traits to increase the ads' effect

TYPES OF ONLINE DISPLAY ADVERTISEMENTS:
There are various kinds of online display advertisements. Online banner advertising (which later came to be known as Web Banner) began in the early 1990s as page owners sought additional revenue streams to support their content. These advertisements may be static or dynamic (where text is supplemented by moving graphics, animations, video and / or audio). Online display advertisements may be just a display or a clickable one. If a viewer clicks on the advertisement, it may redirect the viewer to another webpage or bring in a separate pop-up / pop-out window giving additional information of the advertisement.Banner ads can incorporate video, audio, animations, buttons, forms, or other

interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-out ad opens a new browser tabby the side of visitor's initial browser window.

A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a pre-set time period.

An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a pre-set amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space.

News Feed Ads, also called Sponsored Stories or Boosted Posts, typically exist on social media platforms that offer a steady stream of information updates (news feed) in regulated formats (i.e. in similar sized small boxes with a uniform style). Those advertisements are intertwined with non-promoted news that the users are reading through. Those advertisements can be of any content, such as promoting a website, a fan page, an app, or a product.

Programmatic advertising involves automating the sale and delivery of digital advertising on websites and platforms via software rather than direct human decision-making. Advertisements are selected and targeted to audiences via ad servers which often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything, so the advertiser can later retarget the user with ads from the site the user visited. This is where Artificial Intelligence is being used to target audience now.

As advertisers collect data across multiple external websites about a user's online activity, they can create a detailed profile of the user's interests to deliver even more targeted advertising. This aggregation of data is called behavioural targeting. Advertisers can also target their audience by using contextual to deliver display ads related to the content of the web page where the ads appear.

Advertisers may also deliver ads based on a user's suspected geography through geotargeting. A user's IP address communicates some geographic information (at minimum, the user's country or general region). The geographic information from an IP can be supplemented and refined with other proxies or information to narrow the range of possible locations. For example, with mobile devices, advertisers can sometimes use a phone's GPS receiver or the location of nearby mobile towers. Cookies and other persistent data on a user's machine may help narrow down a user's location even further.

Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles. Videos, interactive quizzes, and sponsored posts are all a part of this operation. Usually these ads are found on Facebook, Instagram, Twitter, and Snapchat. Mobile advertising is ad copy delivered through wireless mobile devices such as smartphones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games.

6.4 SEARCH ENGINE OPTIMIZATION (SEO):

You are already aware of internet search methods - the most popular search engine being Google. When you search for some information, you simply type the query or give Google voice command and the Google search engine gives you a list of the sources from where your required information can be obtained. For example, when you ask Google - "what is the best reading material on SEO?"; Google will provide a list of more than 30,00,00,000 sources from where you can get the answer to your question. But, at the top of the list will be a website with urlhttps://emeritus.org and the second place will be for another website with the urlhttps://www.gitchseo.com. It is natural for us to check the first few sources listed by Google as it would be impossible to check all those 30 crore sources listed by Google. Thus, it is also natural that only those websites that are at the top of Google's list will get visitors and the rest will never get noticed. Now, in this age of digital journalism and marketing it is very important for us to get noticed as the success in digital age is determined by how many

people could be reached. So, the question that might come to your mind is - "How can I be at the top of Google's list so that maximum people read or see my website?" This can be achieved by Search Engine Optimization (SEO) and the answer to that question can be found if we know how Google makes the list in the first place!

CHECK YOUR PROGRESS

1) Use Google search engine at www.google.com and Alta Vista search engine at www.altavistasearchengine.com and Yahoo search engine www.search.yahoo.comto search for the same information (for example - what is self-learning material?). Compare the results and list which website comes at the top in the search in each of the search engines.
2) Make a list of all available search engines in internet. What are top three most popular search engines.

Let us now try to understand how Google search engine works. Around 25 years ago Google started a search engine for navigating the World Wide Web and getting relevant information. It relied on making the words in the search box as keywords and matching them with those found in the web pages. It was soon discovered that by cramming many keywords into a particular web page, one could get one's site to rank high in Google search for almost any word or phrase. The page with the most repeated keywords won and rose swiftly to the top of the search results. This posed a challenge to Google as to how to keep its status as the most relevant search engine, if people kept on spamming the results with gazillions of spammy pages, burying relevant results to the bottom?

In November 2003 Google released an update, codenamed Florida, effectively stopping spammers in their tracks. This update levelled the playing field by rendering keyword stuffing useless and restored balance to the force.Google uses a software called web crawlers that keeps on searching the internet regularly to look for new content and pages. Whenever it finds new content, it puts them into the Index created by Google. It is an automated process which now uses artificial intelligence. The Google Search Index is like a library where the web crawler continuously adding information about website or webpages that has relevant information asked by a person during search.

Eric Schmidt, the former CEO of Google, once reported Google considers over 200 factors to determine which sites rank

higher in the results. Google assesses how users are behaving on your site, how many links are pointing to your site, how trustworthy these linking sites are, how many social mentions your brand has, how relevant your page is, how old your site is, how fast your site loads etc. The algorithm used by Google is very complex, but it focuses on four areas - Trust, Authority, Relevance, and User Experience.

Google wants to keep poor-quality, untrustworthy sites out of the search results, and keep high-quality, legit sites at the top. If a site has well-researched, high-quality content and backlinks from reputable sources, the site is more likely to be a trustworthy source. If the site has a real business address, contact information, and real people listed on its 'about' page, the site is more likely to be trustworthy, and likely to rank higher in the search results.

Authority is a site's overall strength in the market. Authority is almost a numbers game, for example: if a site has one thousand social media followers and backlinks, and its competitors only have fifty social media followers and backlinks, probably the former is going to rank higher.

Google looks at the contextual relevance of a site and rewards relevant sites with higher rankings. This levels the playing field a bit and explains why a niche site or local business can often rank higher than a Wikipedia article. One can use this to one's advantage by bulking out the content of one's site with relevant content and using the on-page SEO techniques to make Google believe that the site is relevant. Increasing relevance like this is a powerful strategy and can lead to high rankings in competitive areas.

Are users sticking to your content like glue? Or are they visiting and leaving your site very quickly? These users behaviour on a site tells Google if they are having a positive experience. Simply, Google wants sites at the top of the results to deliver a positive user experience. User behaviour and user experience are quite new but are now among the strongest factors in Google's algorithm.

SELF-ASKING QUESTIONS
(1) What is online advertising?
(2) Who are the possible participants in online advertising?
(3) What are the different types of online advertisements?
(4) What is search engine optimization?

(5) How SEO can help advertisers?

STOP TO CONSIDER

Google has announced a new search tool that incorporates artificial intelligence. The product, dubbed "Search Generative Experience," or SGE, directly answers queries with complex, multi-paragraph replies that push links to other websites further down the page, where they're less likely to be seen.The shift stands to shake the very foundations of the web.Millions of websites who rely on Google for traffic are worriedthat this new tool will help just a handful of large companies.The idea is to make it as easy as possible for people to find the information they want. Generally, Google provides a list of links against search queries that may provide the answers to the search. Now,

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these links thrust to the bottom of the result page, the traffic to the websites may decrease thereby decreasing their revenue. People may simply read the summary provided by SGE and do not bother to check other links.

6.5 ARTIFICIAL INTELLIGENCE (AI):

Artificial intelligence, or AI, is a technology that enables computers and machines to simulate human intelligence and problem-solving capabilities.On its own or combined with other technologies (e.g., sensors, geolocation, robotics) AI can perform tasks that would otherwise require human intelligence or intervention. Digital assistants, GPS guidance, autonomous vehicles, and generative AI tools (like Open AI's Chat GPT) are just a few examples of AI in the daily news and our daily lives.

As a field of computer science, artificial intelligence encompasses (and is often mentioned together with) machine learning and deep learning. These disciplines involve the development of AI algorithms, modelled after the decision-making processes of the human brain, that can 'learn' from available data and make increasingly more accurate classifications or predictions over time.

Artificial intelligence has gone through many cycles of hype, but even to skeptics, the release of ChatGPT seems to mark a turning point. The major breakthrough for generative AI was in computer vision, but now natural language processing (NLP) capabilities has made the possibilities of use of AI spectacular. Today, generative AI can learn and synthesize not just human

language but other data types including images, video, software code, and even molecular structures.

Applications for AI are growing every day. But as the hype around the use of AI tools in business takes off, conversations around AI ethics and responsible AI become critically important. Businesses are facing an increasingly complex, ever-changing global regulatory landscape when it comes to AI. Some of the etical and regulatory issues are – that AI should make all of us better at our jobs, and that the benefits of the AI era should touch the many, not just the elite few. The data used to train generative AI should belong to the original creator and the copyright should not be violated.

Google first said it would begin experimenting with generative AI in search last year, several months after OpenAI released ChatGPT. At the time, tech pundits speculated that AI chatbots could replace Google search as the place to find information. Satya Nadella, the CEO of Google's biggest competitor, Microsoft, added an AI chatbot to his company's search engine and in February 2023. Though it had invented much of the AI technology enabling chatbots and had used it to power tools like Google Translate, it started putting generative AI tech into its other products. Google Docs, YouTube's video-editing tools and the company's voice assistant all got AI upgrades.

Google has been testing the AI publicly for the past year, showing them to a small percentage of its billions of users as it tries to improve the technology.Still, it routinely makes mistakes. A review by The Washington Post published in April found that Google's AI answers were long-winded, sometimes misunderstood the question and made up fake answers.

While OpenAI'sChatGPT is a novel product, consumers have spent years with Google and expect search results to be fast and accurate. The rush into generative AI might also run up against legal problems. The underlying tech behind OpenAI, Google, Meta and Microsoft's AI was trained on millions of news articles, blog posts, e-books, recipes, social media comments and Wikipedia pages that were scraped from the internet without paying or asking permission of their original authors.OpenAI and Microsoft have faced a string of lawsuits over alleged theft of copyrighted works.

If news organizations let tech companies, including Google, use their content to make AI summaries without payment or permission, it would be very harmful for the journalism industry.

The change could have an even bigger effect on newspapers than the loss of their classifieds businesses in the mid-2000s.

STOP TO CONSIDER

Human Insight AI is a new technology that is changing the way people understand, help, and predict how people will act in complicated situations. It uses the power of AI to analyse data and offers insights into how humans interact with their environment. Human Insight AI can change the way people interact with machines as it aims to close the gap between what people do and what machines can understand. It can analyse many aspects of human behaviour which could be used in many fields like healthcare, safety and security. This technology can be used to give insight into customers' behaviour which can help businesses to increase sales and improve customer satisfaction.

SELF-ASKING QUESTIONS

(6) Define Artificial Intelligence.

(7) How AI can be helpful in Online Advertising?

(8) What are the legal issues that might arise from use of AI?

6.6 TOOLS FOR ONLINE MARKETING:

Online marketing tools help companies to reach a global audience online.There are several online marketing tools like advertising (that we have already discussed), Facebook Marketplace, Google Ad etc. There is now several software available, both in free and paid mode, that can be used to spread

your marketing messages over various social media and online platforms from one source.

MailChimp is a web-based email marketing service. In addition to sending marketing emails like newsletters, you can create targeted campaigns and automated messages. It offers templates that can be customized as well as a number of options for sending emails.**Buffer** is another tool that makes managing your social media easy. Nicknames like "The Siri of Social Media" and "Social Media Assistant" have been applied to Buffer. It allows you to optimize your posts on Facebook, LinkedIn, App.net, and Twitter, by scheduling them in advance; Buffer posts them at the best time based on time zone.**Sprout Social** provides solutions for social media management, marketing, analytics and customer service. It's integrated with Facebook, LinkedIn, Twitter, Google+ and more. You'll get excellent statistics across all of your interlinked social networking sites. Sprout Social has become an incredible force in the social media world in a short time.A powerful tool designed for bigger Facebook advertisers, **Power Editor** lets you create, edit and publish multiple ads at once. Facebook's Ad Manager is for beginners; Power Editor is a more advanced and effective way of managing ads.**Hootsuite** is another platform for managing social media, which enables users to schedule posts, interact with their followers, and evaluate social media activity across different platforms.**Google Analytics** is a comprehensive free web analytics service available to anyone with a Google account. It helps you understand your site users and figure out which digital campaigns are working and which aren't.**Google Trends** is a tool that Google offers for free. It offers insights into the popularity of search queries across different regions and periods of time. This tool can be valuable for researchers and businesses who want to better understand search trends and user behaviour.

Raven is an SEO toolkit that makes creating marketing reports easier. It also helps you research, monitor, and manage your social media, content, pay-per-click (PPC), and search engine optimization (SEO) campaigns. Below, we will discuss three of the major tools of online marketing. However, with a little effort and help from Google search engine you can find out several other online marketing tools.

6.6.1 INFLUENCER MARKETING

Social media influencers are well-known and respected individuals with large online followings. They usually have

expertise in a given field, so people are more interested in what they have to say, and what they recommend. The best social media influencers are constantly attracting new followers. That's what makes them so valuable. When these individuals advocates for some product or services, their followers believe them and more likely to buy such product or services. For example if a beautiful film actor advises for using a particular beauty product, customers are more likely to accept her advice and buy the product.

The first step in Influencer Marketing is to narrow down a list of the best social media influencers for your audience. Then you will have to contact them with your marketing proposal. There are two important things to consider – first whether your budget for marketing is sufficient to rope in the influencer that you want to utilize. The influencer may ask for so much money that you will not be able to afford it. Second, you need to have a personal connection with an influencer, the same way their followers feel a personal connection with them. It is especially true when it comes to the best social media influencers. You don't want influencers to pay lip service to your product simply; their recommendation should be genuine and based on actual experience. Let the influencer know why you've chosen them, and why you think your product will benefit them.

Once you have selected your influencer, the next step will be to find out the appropriate social media platform – whether it would be Instagram or Facebook, Snapchat or WhatsApp, Blog or News Site etc. You will also have to do research to know whether your potential customers are engaged. Which platform they use. It will be disastrous if you choose Facebook to launch your Influencer campaign, while your potential customers are mostly using news sites. With the rapid penetration of social media platforms such as Meta, Instagram, YouTube, and X,the Indian influencer marketing industry is in a phase of rapid expansion and is expected to be worth 28 billion Indian rupees by 2026.

6.6.2 VIRAL VIDEOS
Research suggests that videos now play an overwhelming role in determining purchase decisions. Over 40% of peopleglobally say that they have bought a product discovered on YouTube. More than half say that an online video was crucial in helping them choose between brands.

A viral video is every marketer's dream. It's the surest way to cut through the noise of the internet. And studies show that social viewers—people who watch shared content rather than videos they've found by browsing—are far more likely to buy a product and recommend it to others. What is a viral video? When a video is posted online, it may or may not be shared by viewers with their contacts or known people. Those people again may or may not share it their contacts. However, when a video is shared by a viewer with most of his or her contacts, and those contacts too share it with their contacts, it becomes like a viral infection. That is when a video is called a viral video. Thus, a viral video can be defined as an online video (on Facebook, Instagram, or YouTube) that garners an exceptionally high number of views, shares, and engagement in a short period.

Why do some videos catch fire and others just sputter out?Unruly, a marketing technology company, offers an answer. Its analysis of some 430 billion video views and 100,000 consumer data points reveals the two most powerful drivers of viral success: psychological response (how the content makes you feel) and social motivation (why you want to share it).The greater the intensity of feeling the content evokes, the more likely people are to share it—the web's answer to word of mouth, the most effective form of advertising.

Unruly has identified 10 motivations for social sharing. The best videos elicit a broad range of motivations.

Source: https://hbr.org/2015/09/why-some-videos-go-viral
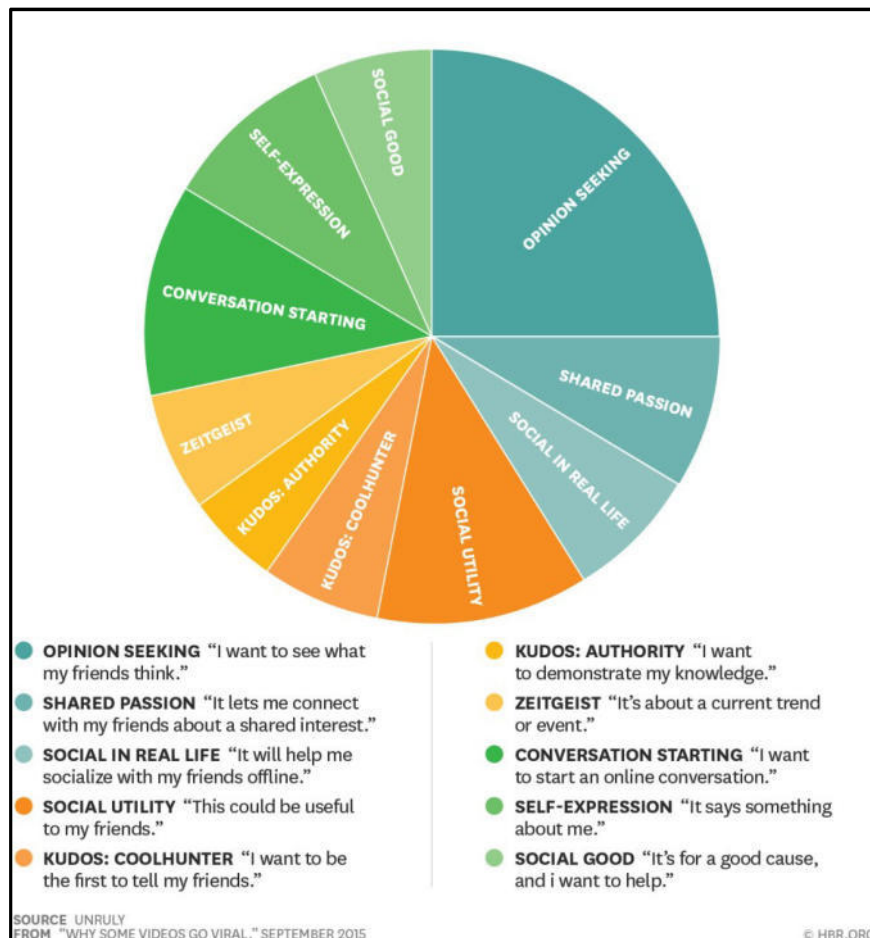
We need to keep some points in mind if we want to use viral videos for marketing. The more shares a video generates during the first two days after launch, the higher the viral peak and the greater the overall volume of shares. Marketers should consider front-loading campaigns to maximize visibility during this window. The launch day also makes a difference: Most sharing activity happens on Wednesday (the optimal day), Thursday, and Friday.

6.6.3 SHORTS AND REELS

What is Shorts and Reels? These are the names given to very short videos shared in social media platforms like **ShareChat, Moj, Chingari, Instagram**etc. They are typically very short, 15 to 30 seconds long and catches viewers' attention instantaneously. According to a study conducted by FICCI, a user in India spent on average 37 minutes every day watching these videos in 2023, up from 33 minutes in 2022. For the youth, travel and entertainment are the most preferred content categories, while more than 70% of

videos consumed is less than 30second long. The study also revealed that 68% consumer of short-video platforms are based in tier-two cities of India like Bhubaneswar, Jaipur, Kanpur, Kota and Patna, where the popularity of the format is twice as high as tier-one cities.

Unlike other forms of online marketing, short video and Reels create online influencers. These are user generated content and creators increasingly focuse on concise and impactful storytelling within brief time frames, capturing viewers' attention quickly and holding it throughout the duration of the video. These videos are characterized by rapid transitions, snappy edits, and engaging visual effects to maintain viewers' interest and prevent boredom. Further, many are prioritizing strong hooks at the beginning of their videos such as intriguing visuals, catchy music, or compelling opening lines that immediately draw viewers in and encourage them to continue watching. The content ranges from poetry, music, *shayari*, jokes and humour to mental health, women's health, personal experiences, relationships and dating, travel, and more.

Creators of these short videos are tapping into regional languages, local traditions, and every-day life experiences to create content that speaks directly to these audiences. From showcasing local cuisines, traditions, and festivals to addressing social issues prevalent in small towns, these videos include comedy skits featuring regional humour and dialects, dance performances incorporating folk and traditional forms, and daily-life vlogs offering glimpses into the lives of people in small towns. These attributes make Shorts and Reels very capable advertising and marketing tools.

CHECK YOUR PROGRESS

(5) Create a Short or Reel and check how many followers or like you can get.

(6) Make a list of online Influencer in Assam

(7) If you have a Google account, use it to for checking Google analytics. If you do not have a Google account, create one and then use Google analytics.

STOP TO CONSIDER

While ShareChat and Moj are owned by Mohalla Tech, a digital entertainment company, Instagram is owned by Facebook owner Meta. Another very popular short video platform TikTok was

banned in India in 2020.Google is reportedly working on a feature for its Google Search app for Android where it will let users find all the short video content in one place. Soon, Google Search app could get a *Short Video* filter for content from TikTok, Instagram Reels, YouTube Shorts, and others. A separate report claimed that the Google app for Android could soon offer the Gemini AI toggle that was seen in Apple's iOS recently.

6.4 PAID, OWNED AND EARNED MEDIA:

Paid media means monetary payment is necessary for using the media. For example when a paid partnership is established with online platform, search engines, advertising agency or individual creator, it is called using paid media. Popular paid media distribution channels include third-party website, search engines and social media sites. You can use these platforms for marketing in return of a payment. It offline space it includes – billboards, print media, radio and television. In the digital space it includes digital advertising, influencer marketing etc. Paid media strategies aim to raise brand awareness and drive traffic to an online site.

A paid media strategy involves purchasing specific types of media exposure. Common steps include identifying and vetting distribution channels, paid influencers, or ad vendors. You may also need to develop creative content for purchased ad space. It's also essential to track your results to make sure you're hitting your goals.

Owned media is hosted on an owned media property—any marketing channel that a particular business controls, such as a website, email marketing list, or social media profiles. It allows the owner to retain control over publication schedules, media formats, and content. Owned media includes the following content types -

- Webinars, podcasts, or video marketing content businesses create themselves
- Content designed for search engine optimization (SEO) or content marketing
- Social media posts
- Marketing emails and newsletters

Owned media campaign goals can include growing site traffic, increasing brand loyalty, and capturing and nurturing leads.An owned media strategy involves publishing content to properties that the owner control(such as a blog or social media account). You should then dedicate time to creating content,

publishing it, and measuring its impact. The results can help you optimize your investment in your owned media.

Earned media is unpaid media coverage hosted on channels not controlled by your business, such as a news story on a local TV station or a positive review of your products posted to a personal blog. There is no monetary payment involved. Earned media can elevate your brand reputation and increase brand awareness. It can include the following content types:
- News stories or articles
- Online reviews
- User-generated content, such as social media posts

One of the main goals of an earned media strategy is to increase brand recognition and elevate your brand's reputation with its target audiences.An earned media strategy involves elevating a brand's profile in an attempt to generate unpaid coverage by other outlets. An earned media strategy might involve sending out press releases to get attention, conducting direct outreach to media members, and planning events or activities designed to generate press coverage.

There is overlapping of all the above media – paid, owned and earned – with social media platforms. The following diagram illustrates this overlap. A part of all the three – paid, owned and earned – may be also in social media. While the rest of the part may be outside the preview of social media.

Owned Media

Paid Media · Social Media · Earned Media

Shared Media

gartner.com
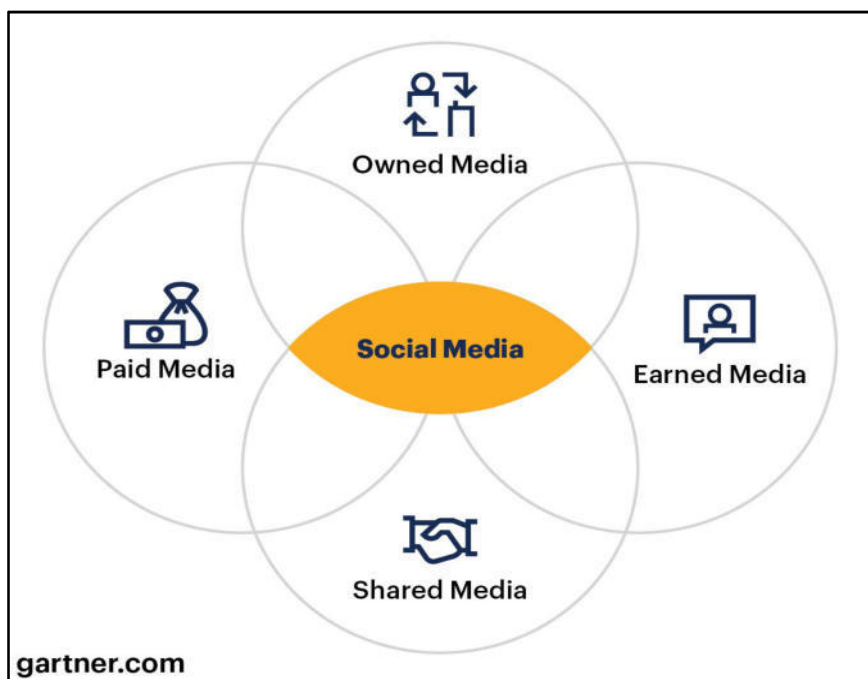
SELF-ASKING QUESTIONS

(9) Name at least seven online marketing tools.

(10) What is common between Influencer marketing and Reels?

(11) What are the differences among Paid, Owned and Earned media?

6.5 SUMMING UP:

Online advertising is a form of marketing and advertising that uses the Internet to promote products and services to audiences and platform users, and therefore, is also known as online marketing, Internet advertising, digital advertising or web advertising.There are various kinds of online display advertisements.Social media marketing is commercial promotion conducted through social media websites.Search Engine Optimization (SEO) helps to be at the top of search results and thereby helps to get more online traffic. Artificial intelligence, or AI, is a technology that enables computers and machines to simulate human intelligence and problem-solving capabilities. Ai is now being used for various types of marketing including SEO. Online marketing can be done with various tools. Influencer marketing, viral videos and Reels are three very useful and successful online marketing tools. Online media can be Paid, Owned or Earned. There are different goals and strategies for utilizing all these three types of media.

6.6 REFERENCE AND SUGGESTED READINGS:

(1) Clarke, Adam. *SEO 2023: Learn search engine optimization with smart internet marketing strategies*. Simple Effectiveness Publishing, 2023 (Kindle ASIN B00NH0XZR0)

(2) Plummer,Joe at all,*The Online Advertising Playbook: Proven Strategies and Tested Tactics*, Advertising Research Foundation, 2007

(3) Lejdel, Brahim. *Artificial Intelligence and Its Applications.* Springer, 2022 https://doi.org/10.1007/978-3-030-96311-8

6.7 MODEL QUESTIONS

6.8 ANSWERS TO CHECK YOUR PROGRESS

6.9 POSSIBLE ANSWERS TO SELF-ASKING QUESTIONS

Unit: 1

Advertising Agency, It's Organizational Structure; Types of Ad Agencies and the Functions of the Various Departments of an Ad Agency

Unit Structure:

1.1 Introduction

1.2 Objectives

1.3 Importance of Advertising agency

1.4 Meaning of advertising agency

1.5 Functions of advertising agency

1.6 History of advertising agency

1.6 Classification of advertising agencies

1.7 Structure of an advertising agency

1.8 Various department activities

1.9 Advertising ownership and agency compensation

1.10 Summing Up

1.11 References and Suggested Readings

1.1 Introduction

In the previous units we have discussed different aspects of advertising, its elements, advertising media, online advertising etc. In this unit we will discussed about advertising agency. An advertising agency is an independent business organization which creates advertisement on behalf of its client. Besides, it helps its client for other promotional activities. Advertising agency consist of both creative and business people. In this unit we will discuss about the concept and importance of advertising agency, its history, function of advertising agency, its structure, different departments of ad agency etc.

1.2 Objectives

After going through this unit you will be able to learn

-importance of advertising agency in advertising world

-concept of advertising agency

-history of advertising agency

- advertising agency's structure and functions

1.3 Importance of Advertising agency

Due to globalization, advertising world changes tremendously. India's overall advertising expenditure (ADEX) has grown by 33% over the last three years despite the pandemic. In absolute figure ADEX has added Rs 15,572 crores in 2022. It is growing from Rs 74,231 crore to Rs 89,803 crore. According to Pitch Report, 2023 the global ADEX during the same three years also grew by 35% but in 2022, world ADEX grew by only 8% whereas in India it is grew by 21%.

To promote their products or services among the consumers now become a challenge for every business outlet. Increasing number of different types of media has increased the competition among the companies to promote their products or good or services effectively. To advertise their products they need a full plan advertising strategy. They need to make their ads attractive. Place the ad in the suitable media so that maximum numbers of their customers get the information which lead increases their overall sale. In the business of advertising, three components are important

(a) The advertiser
(b) The advertising agency

(c) The mass media

The advertiser spends the money, the advertising agency create the ad on behalf of the advertiser and the mass media through which the ads are circulated among the customers. Here advertiser is a corporate entity. The main goal of any organization is to increase the overall sales. Advertising means to make generally or publicly known. Through advertisement people get information about a product or service. It helps to introduce a new product or it can gives information about the modification of an existing product. Through advertising a company can enters a new market. Different previous studies revealed that advertising influenced the buying behavior of customers.So a full proof advertising campaign is needed for every advertiser. Business organization wants maximum money return invested on business. For that strategic planning to make effective messages are essential. Choosing the right kind of media to publish their message is another important factor here. Sometime the message or the ad is powerful but the media they choose did not match with the message. Sometime the particular section of customers that they are targeting did not use the media they choose for their message circulation. So to create a proper planning, an advertiser needs highly skilled professionals who can handle both the business and the creative part. Advertiser has two options either they advertised for themselves or to hire specialized service providers for advertised on behalf of them. For each and every organization it is not possible to look after all the promotional activities. Large business organization may have in house advertising department but for a small or medium size organization it is not possible to forma department with creative people who are specialized in promotional strategy. Here lies the importance of an advertising agency. Advertising agency is an independent

organization that provides service to itsclient. Those who want to give advertisement publicly or any kind of promotional activities through which wants to cater the attention are be the client of advertising agency. For example any kind of business organization, outlet, institution, hospitals, nonprofit organization and government departments can be the client of an ad agency. An advertising agency is a service business. It produce ad, placed the ad in different media and done research on behalf of its client.

1.4 Meaning of advertising agency

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

An advertising agency has to fulfill three basic functions:

1. To know everything about the product or the services that the advertiser like to promote, the overall company's objectives, its short and long term goals,about the management and the advertiser's budget that set apart for advertising and marketing.

2. Can do essential research to know the potential market, customer's profile, can analysed the competitors.

3. Can design a successful ad campaign to achieve the advertiser's goal, can make the actual ad for different advertising media; can buy different media according to the requirement

Before choosing an advertising agency, the prospective advertiser has to check if the agency is capable of doing

 (i) To study the total marketing plan

 (ii) Can identify the targeting market or the target audience

 (iii) Can have a plan to reach the different target audience

 (iv) Can create ads for different media

 (v) Do have knowledge of different advertising medium

 (vi) Can buy space and time of different media according to the advertiser's budget

 (vii) Can analyses the advertiser's competitors ad strategies

 (viii) To study the feedback of the ad campaign and can make necessary arrangement to modify or to change the advertisement

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What to look for in a new agency

While looking for a new advertising agency, Vilanilam& Varghese advised certain point that client must check. Some of them are:

- Quality of the people assigned to the company
- Does the agency personnel competent to handle new accounts in the most efficient manner
- Is there a full agreement between the client and the agency on the goals and objectives of marketing and advertising strategies
- Has the agency handled similar accounts in the past
- If the agency has not handled similar accounts, is it competent to learn the characteristics of the new client's products and services
- Has the agency earned a market reputation for integrity and honesty

> **"Advertising Agency is a marketing service firm that assists its clients in planning, preparing, implementing and evaluating various activities of advertising campaign"**- *Philip Kotler*
>
> **"Advertising agency is a group of persons who have a specialization in advertising. It includes ad copywriters, ad designers, media selectors and advisors for various advertising issues"**- *Rozer and Borton*

1.5 Functions of advertising agency

An advertising agency perform following function

Talent: The main function of advertising agency is to provide us talent. It may be in the creative part or in the research part. An advertising agency is hired to promote a product or service or to build overall image of an organization or public figure. So advertising agencies provide us specially skilled people.

Research: The second function is research. For a successful advertising campaign, the agency has to collect all the necessary information about the productand the advertiser concerned. On the other hand advertising agency doesthe market research on behalf of its client. The aim of market researchis to find the potential market,

to know about the target audience of the client's product and to know whether there are other products in the market that can compete with your client's product. For developing successful advertising campaign it is important to know what client's competitors are doing.

Distribution: Distribution includes what type of message agency going to create on behalf of the advertiser or the client and what media will be best for sending this message to its target audience.

Monitoring feedback: The fourth function of an agency is to monitoring the consumer's feedback. After publishing the ad, by monitoring the feedback of the customers, the agency takes the decision whether to revise the message or to change the media or is there any changes required on the manufacturing part.

1.6 History of advertising agency

The first acknowledged advertising agency was founded by William Taylor in 1786. In 1800, White was founded which produced advertisements for government lotteries and latter they worked as an advertising agency for the war office. The concept of modern advertising agency was started in 1842 when Volney B, Palmer of Philadelphia worked as a Space Broker. He bought large amount of space of different print media on a discount rate and resold it to different advertiser with a profit. This agency did not prepare the advertisement. The concept offull service advertising agency was first started by N.W. Ayer and Son of Philadelphia around 1875. This agency not only produced the advertisement but also contract for space to publish the ad on behalf of its client. By 1900, advertising was established as a profession and many advertising

agencies were established around the world for creative planning. In 1917, the American Association of Advertising Agencies and the Association of British Advertising Agencies were founded. The industrial revolution, urbanization and rapid growth of mass media have changed the role of advertising agencies by the twenties. Advertising agencies are now extended their services from press to direct mail, outdoor advertising and online advertising.

The history of Indian advertising goes parallel with the history of Indian press. On 29th January, 1780, the first Indian newspaper the *Bengal Gazette* or the *Calcutta General Advertiser* was started by James Augustus Hicky. The first issue had more advertisement than reading matter. The early advertisements were basically informative such as announcement of deaths, arrival time of ships from England, government notice etc. Keval J. Kumar said 'By the dawn of the nineteenth century the pattern of advertising revealed a definite change in the direction of hard selling. New products and services established themselves on the market through the advertisement columns of newspapers and periodicals. Even daily newspapers, which began to appear about this time, announced themselves through advertisements in existing periodicals'.

The increasing number of manufacturing units and factories had increased the number of advertisements from British owned business housesin India.Space brokers flourished in the markets who act as a middleman between the advertiser and the publisher. Two events were considered for the growth of Indian advertising agencies. As stated by Kumar in his book *Mass Communication in India*, '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 rotary linotype machine by the *Statesman* of Calcutta'.

In the early years of the 20th century, the first Indian advertising agency, the Indian Advertising Agency was launched. In 1905, B. Dattaram&Co was established in Mumbai. In 1909, Calcutta Advertising Agency was launched. Initially the main function of these agencies was to collect ad from different business houses and published them in the press. However Indian Advertising agencies could not compete with the British agencies. Some of the British Agencies during that time were Alliance Advertising Associates, Publicity Society of India, LA Stronachand Co., DJ Keymer and J. Walter Thompson.

Soon outdoor advertising took off and to fulfill the demand many advertising agencies were founded by both British and Indian professional in every city of India. Some of the major Indian advertising agencies of this period were Modern Publicity Co. (in Madras), Advertising agency of Calcutta (in 1928), Calcutta Publicity (in 1924), Central Publicity Service (in Bombay and Calcutta, in 1925), Oriental advertising agency (in Tiruchirapalli, in1925), Vasudevea Publicity Service (in Delhi), New India Publicity Co. (1930) etc. In 1931, National Advertising Service, the first full-fledged Indian advertising agency was founded. After the independence, the British owned agencies were sold to Indian.

The Advertising Agencies Association of India was established in 1945. The Indian Society of Advertisers was formed in1951, the Advertising Agencies of India in 1952, and the Society of Advertising Practitioners was formed in 1958. These associations were formed to bring some order in the advertising

profession.Introduction of television and cable gave a boost to Indian advertising. Advertising agencies now not only make and published advertisements but also do market research and monitoring feedback on behalf of its client.

1.6 Classification of advertising agencies

On the basis of service offered, advertising agencies are broadly classified into three categories.
They are:

    (i)   Full service agencies

    (ii)   Media buying services

    (iii)   Creative boutiques

Full service agencies handle all the works of its clients. Starting from research to its creative part, placements of the ad in different platform to evaluate the audience feedback, the full service agency do everything for its client. Full service agencies study the potential market of their client. They study the consumer's behavior, possible distribution plans, and the advertising media. They make a presentation in front of their client about their findings, pointing the advertising strategy. If the client like their presentation and convinced the strategy then the agency launches the execution phase. Here they prepare the advertisements, buy different suitable media according to their messages and finally verifying that all the advertisements actually run or appeared. After that they study the feedback of their campaign. It can also provide other services such as sales promotions, trade show exhibits, prepare newsletters and annual reports. In a nut shell the advertiser don't need other company or agency for promoting their goods or services.

On the other hand, media buying service means the agency who only buy media and resell it to its client. A media buying service agency resells their space to full service agencies also. It is an agency that specializesin buying slots of different media as required by their client. They also monitor whether their ads are actually running on time or not.

As the name implies Creative boutiques are specialized in creation of advertisement. They create interesting advertising themes for promoting their clients goods or services. They only do the creative part. They conceptualize, visualize, prepare the ad copy, and do pre-production, production and post production work for their clients.

Now the volume of advertising business is so high that there are many agencies who are founded specially for some specific task such as digital advertising agency, outdoor advertising agency, agency for high technology product, computer and information technology, banking and insurance services etc. Apart from traditional classification many scholars have classified advertising agencies now as follows:

1. Full-service advertising agencies
2. Digital advertising agencies
3. Traditional advertising agencies
4. Social media advertising agencies
5. Creative boutiques
6. Media buying agencies
7. Public relations advertising agencies
8. Brand advertising agencies
9. In house advertising agencies
10. Interactive advertising agencies

Some of the advertising agencies in India:

- DDB Mudra Group- Founded in Mumbai in 1980. This company was behind the famous Rasna Ad campaign ' I love you Rasna'.
- Ogilvy & Mather- Founded in 1989. Offices in Gurgaon, Kolkata, Mumbai, Hyderabad, Bangalore and Chennai.
- Crayons advertising- Founded in 1986. Based in New Delhi with many branches all over India.
- Creation Infoways-A digital marketing agency based in New Delhi
- Purnima advertising-This company offered services like design, brand strategy, brand communication, media planning and buying across traditional and digital platforms. The company has many clients including government agencies such as AADHAR, BSNL, Gujrat tourism, Himachal tourism and non government ads such as DS group, Nirma, Sleepwell, Ching's etc.
- Graphisads- Specially experience in the out of home (OOH) advertising space.
- FCB Ulka-Founded in 1961. It provides services such as creative, digital, direct retail, business strategy. Offices are in Bangalore, Chennai, Delhi, Kochi, Kolkata, and Mumbai. Their famous ads are Amul Diary, Kohinoor Basmati and Indian Oil.
- Madison World-It provides services such as media, out of home, advertising, PR etc. Madison has brands such as Viacom, Max Life Insurance, Asian Paints and Domino's Pizzas.

Some advertising agencies in Assam:
1. Prodigy Communication & Marketing
2. Priya Communication & Marketing
3. Exclusive Advertising
4. Rupam Art & Advertising
5. Delta Publicity
6. MaaKamakhya Art
7. Rainbow Advertising
8. Shiv Media
9. Pinnacle Communication & Marketing
10. Leo Advertising

CHECK YOUR PROGRESS-B

1. Write the functions of advertising agencies.
2. Mention some of the early advertising agencies of India.
3. State the functions of a full service agency.

1.7 Structure of an advertising agency

The structure of an advertising agency varies on the basis of its size and financial strength. Vilanilam& Varghese term advertising agencies as large or small agencies depending on its media billings. It can differ from country to country. They wrote the thumb rule as, 'A large agency has annual media billings of over Rs 5 crores. A medium agency would have between Rs 1 crore and Rs 5 crores and a small agency would have less than Rs 1 crore'. In some advertising agencies there are different departments having permanent employees with specific role whereas in some agencies

one person may take the responsibility of more than one department. Some agency may take the help of other agency to fulfill its client's need.

The four main department of advertising agency are:

1. Creative department: Creative department is responsible of producing the advertisement. It has a permanent creative team lead by a creative director. Or it can hire creative people for project to project basis. People of this department write copy for different media. Writing for different media needs skill as print advertisement is different from dialogue copy of audio visual advertisement; script of audio visual is different from script of the audio. The people of this department choose the right kind of illustration that suitable to the product message, prepare the artwork, and take the responsibilities of production of audio visual ads or audio ads.

2. Account Service department: Account service department is responsible to getting business for the agency. It is the main department through which agency maintain relationship with its client. The agency has account executive who promotes communication and understanding between the client and the agency. The account executive meet different advertiser, represent the viewpoint of the agency to the client and at the same time he must know the goals and needs of the advertiser.

3. Marketing service department: This department is responsible for publishing the advertisement in different media on behalf of its client. This department collected data of different media and choose the best outlets to target the

customers for its client. This department is also responsible for other sales promotions that are done in connection with the advertising campaign such as outdoor advertising, direct mail advertisingetc.

4. Administration: Like any other organization, this department is responsible of day to day administrative activities of the agency.

Some large agency may also have separate departments like Research, Human Resources, Web development etc. There is no hard and fast rule for organizational structure of advertising agencies. In some agencies, every department is lead by a director under which the department works. In a nutshell, an agency should have a strong internal organizational structure forits smooth functioning.

1.8 Various department activities

J. Franc in his book *Advertising* has given a structure of a large full service advertising agency
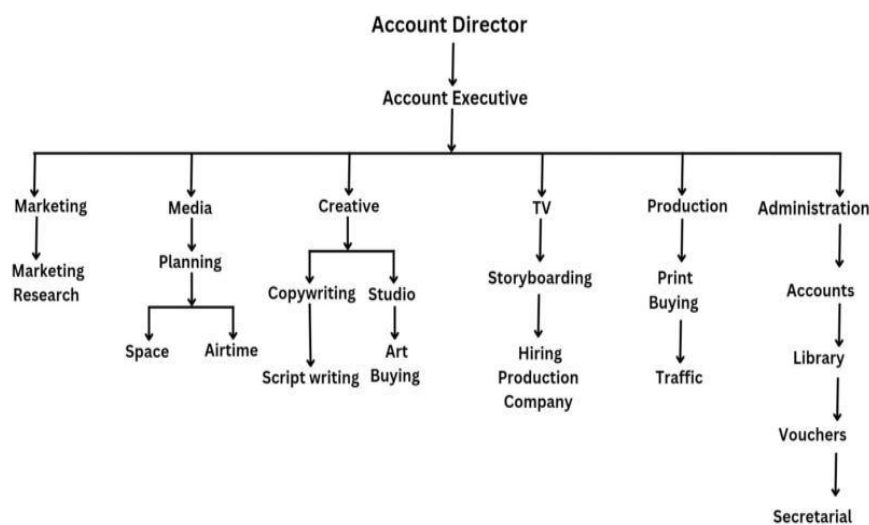
Account Director: Advertising agency business is essentially a service industry. Account Director may be the owner or one of the owners of the agency or a senior experienced person in the field. He is responsible for all the accounts of the agency. Agencies successes depend on the relationship with its clients.Account director is responsible to the board of directors. Frank wrote that the account director will lead negotiations for new and renewal business and will direct policy matters such as whether or not accept certain accounts especially if there is any risk that they may conflict with existing accounts.

> Account in advertising means the client

Account Executive: Account executive is the bridge between the client and the agency. He maintains the relation with the client. He should understand the client's requirement and goal and subsequently interprets client's requirement to the agency. Again he is the person who represents on behalf the agency. The account executive presents the agency's proposal, idea and working plan to the client. He should have knowledge of advertising, its business and the industry. He is the person responsible to work with everyone in the agency, coordinates with different department of the agency and make efforts to use everyone's qualities in the interest of the agency.

Media planner: Media planner is different from media buyer. In large advertising agency there is a special department of media planning. But in small agency a single person can handle both media planning and media buying. Media planner should have a broad knowledge of available media. He/she should know the range and value of a particular media. There are different types of media.

Print, electronic, digital, outdoor media etc. Among print there is a difference between newspaper and magazine. Moreover some print media are national media whereas some are regional media. Television ads are different from radio ads. Every media has their specific audience and their impact is different. The planner must have the knowledge that which section of people are fond of which media. For examples magazines are of many kinds such as general magazine, woman magazine, entertainment magazine, children magazine, sports magazine etc. The planner must know the kind of readers. Same with the electronic media. A section of people watch entertainment shows more than news, a section watch life style channels more than the other channels and so on. Now we have different channelsfor different programmers. Considering the target audiences' media habits, a planner should plan the advertising campaign. He can use more than one media to circulate his clients advertising messages at a time. Frank pointed that the media mix is usually carefully selected on the basis of 'minimum use of media of maximum advertising value'. Considering the budget of the client, the media statistics and the media rates the media planner select the best media for their client. Choose the right kind of media to reach the potential customers on behalf of its client is the most important function of a media planner.

Media mix refers to the blend of paid channels that an advertiser uses to get its messaging and brand across to potential customers. A media mix typically includes traditional print ads, TV ads, social media and direct mail.

Media statistics: The media planner collected media statistics from different government and private organization. Sometimes some media houses also independently conduct readership survey or

viewership survey andsupply the data to different advertising agencies for further use. Circulations figures are provided by Audit Bureau of Circulation (ABC).Viewership figure measures by Broadcast Audience Research Council (BARC). The National Readership Survey of India (NRS), Indian Outdoor survey, Indian Listenership Track, Media Research Users Council India (MRUC India) are few examples of different organizations of India who conduct research that help organization to build credible business models.

Media rates: Different media has different rate structure. For print, the rate of display advertising is more than the classified ads. Moreover rates depend on the choice of page (Front page, sports page etc), size of the ads (Full page, half page etc) and the placement of the ads. Same with the magazines advertisements. Magazines that have more readerships are costly. Television advertising is very expensive. For advertising point of view, rate of any media could be cheap if it is divided by the number of readers or viewers of that particular media. For outdoor ads we have to buy the space and its rates are varying from location to location. Media planning department hasdifferent media rates of their region.

Media schedule: After completing all the calculation, a media planner will go for media schedule. A media schedule is a plan of the proposed media insertions. Like placement of ads in press, or broadcast of ads in audio and audio-visual media or use of other media over the period of ad campaign.

Media buyer: The media buyer buys the media. He buys the space of print media and time of electronic media. His skills lie in getting the best slots at a minimum cost. He negotiates with the media to get the

best rate. It's completely a business task. Media earn major percentage of revenue from advertisers. The survival of any media house generally depends on the numbers of advertisements that they get from different advertiser. Every media organization has an advertising department who sell the space or time to different advertiser. They appoint sales representatives who approached different media buyer.

Copywriter: The copywriter writes the advertisement. For print the copywriter write the whole text of the ad.While for electronic media it is the script writer who writes script for audio ads or for audio visual ads. The copywriter may be a permanent employee of the agency's creative team or the agency can hire freelance copywriter for its different ads. Many of the best copywriters are freelancers who work in different sector but skill to write ad copy. So they work as a freelancer for different ad agency. A copy writer has to have the ability to write a copy that will sell. In other words it is the responsibility of the copywriter to convert a sell message to a persuasive ad copy. The copy need not be always grammatically correct. But the words that the copywriter writes should define the USP of that particular advertisement. He or she has to be a man of necessary words. In advertising business, every word has a count. We have limited space or limited time slot. The copy writer can write a few words or sentences that grip the target audience's interest which leads to action.

Art Director: In a large advertising agency, under the art director there is a team of visualiser, layout artists and typographer. In a small agency the art director can be able to handle all these creative tasks or he can hire persons as and when required.

Visualiser: The visualiser as the Frank wrote 'is the creative counterpart of the copywriter, a first class artist who is able to interpret in visual terms the copywriter's ideas'. Usually in the creative team the copywriter and the visualiser work together to make the ad. The visualiser makes many rough drawing. They show this to their client and after finalizing with the client they finally make the ad.

Layout artist: Layout artists convert the visualiser's plan to the exact advertisement. Now all work has done with the help of computer. So it is now quite easy for layout artist to make a balanced layout quickly and accurately. All modification at the layout stage can be done at a very high speed.And after the client's approval the computerized copy sent to the production department.

Typographer: A typographer is a person who knows hundreds of display and text typefaces. He knows better which typefaces ensure readability and can create the effect. To fit with the exact space of the print ad, the typographer has to calculate the number of words of the ad copy and the size of type. Sometimes the layout artist and the typographer are the same person.

Television producer: The large advertising agency that make television ads and handles accounts that requires audio visual commercials for their campaign, there is a person called television producer who lead the whole production team. The producer creates the concept and makes the storyboard. He presented the storyboard in front ofthe client and after client's suggestions he lead the team for final production. He can hire different persons like the director, script writer, cinematographer, music director, actors etc from the field who actually shoot the ad.

A storyboard is a graphical representation of how your ad will play shot by shot. It can be a series of cartoons draw in rectangular shapes that resembles with television screens.

Production manager: The role of a production manager in an advertising agency is to coordinates with the concerned departments to organize the production of advertising, according to a set timetable, so that advertisements are delivered to the media on time.

1.9 Advertising ownership and agency compensation

Advertisement or any promotional material that an advertising agency creates or produced is actually its client's property. The agency is hired for the specific work. There is an agreement between the client and the agency. The agreement includes their terms and conditions. The agreement may be for a year or for a specified time period until cancelled by either party or by the agency.

Agencies get paid for their services through
- (a) Commission
- (b) Fee
- (c) Percentage Charges
- (d) Incentive Based System

Commission: It is the most traditional method of compensating the advertising agency. In this, the agency is paid a fixed commission from media on any advertising space purchased. For example if a agency purchase a slot of electronic media for its client costing 1,00,000 and if the commission is 15% then the agency will get (1,00,000 less 15%) 15000/-.from the media.

Fee: Apart from the commission, the agency can charges a fee based on its service provide. For example if an agency produced the ad for its client then it charge a fee of its creative work done.

Percentage charges: When an agency hire other organization for services like production, printing etc then it adds some percentage of charges on its billing . For example if the printing cost is 50000/- then the agency may add 10% charges on its billing. So the total bill is 55000/- . The agency will earn 5000/- as percentage charge.

Incentive based system: Some companies compensate the advertising agency in incentive based system. It depends on the performance of the advertising agency as how it impacts the overall goals of the advertisers, how it contributes the sales growth, market share etc. It is a complicated process as it depends on many criteria.

CHECK YOUR PROGRESS-C

1. Write about the different departments of an ad agency.
2. What is commission method?
3. Write the function a layout artist.

FURTHER READINGS

- *Handbook of Journalism and Mass Communication*, V. B. Agarwal & V. S. Gupta, Concept Publications, New Delhi.
- *Mass Communication In India*, Keval J. Kumar, Jaico Publishing House, Mumbai.
- *Advertising*, Franc Jefkin, Macmillan India Ltd., New Delhi
- *Advertising basics! A resource guide for beginners*, J. V. Vilanilam& A.K Varghese, Sage Publication, New Delhi

POSSIBLE QUESTIONS

1. What do you mean by advertising agency? State its types and functions.
2. Discuss the criteria for selection of advertising agency.
3. Write a short note on history of advertising agency in India.
4. What is media buying? Does media buying is different from media planning. If yes give reasons.
5. Advertising agency is an integral part of advertising world-Justify your answer.

UNIT: 2

THE CURRENT STATUS OF THE AD AGENCIES IN THE WORLD PERSPECTIVE AND INDIAN PERSPECTIVE

Unit Structure:

2.1 Introduction

2.2 Objectives

2.3 Advertising agencies in the world

2.4 Advertising agencies in India

2.5 Summing up

2.6 References and suggested Readings

2.1 INTRODUCTION

In this unit we shall discuss the status of advertising agencies in the current changing landscape of advertising. We will try to understand the current scenario in the world as well as in India. An advertising agency is a professional firm that specializes in creating and executing advertising campaigns for clients. Advertising agencies help businesses in creating brand awareness, sell products and services. They offer a range of services including market research, planning and budgeting advertising, media buying and planning, creative services and public relations. They provide expertise in copywriting, art direction, stratedy, media buying and planning, etc. advertising agencies play an important role in the marketing

industry, helping businesses reach their target audiences and achieve their marketing goals.

2.2 LEARNING OBJECTIVES

After going through this unit you will be able to

- Define an advertising agency and its necessity
- Explain the present status of ad agencies around the world
- Discuss the situation of ad agencies in india
- Analyze the challenges faced by ad agencies

2.3 ADVERTISING AGENCIES IN THE WORLD

2.3.1 Current Status of Ad Agencies in the World

The advertising industry has undergone significant changes in the past decade, driven by technological advancements, changing consumer behaviour, and evolving marketing strategies. The following conditions need to be considered in relation to the changes perceived in the advertising scenario in the last ten years.

1. **Rise of digital advertising**: Most of the time, the traditional forms of advertising such as print media, electronic media, outdoor forms like billboards are not able to reach certain audiences. A large section of the media consumers in the present times spend their time on the new media, which requires advertising to go digital to reach that section of demographics. Moreover, the scope for interactivity in the traditional forms of media is limited. With the rise of the internet, the advertising scenario has taken a new turn. Inception of 'Search Ads' allowed businesses to target the users who actively search for a certain products and services. For example, a mobile phone company can pay to have their

ads appear when someone searches in the internet 'mobile phones'. As the user base of the social media platforms increases every minute, the 'user data' could be utilized by advertisers. Digital advertising gives scope for real time data analysis, tracking clicks, and so on.

2. **Rise of Mobile devices**- The advancements in the mobile technology has given birth to another form of advertising, which is mobile advertising, as we often come across video ads and interactive features in mobile apps. Proliferation of smartphones enables advertisers to reach consumers anytime, anywhere. Advertisers can target their audience with personalized and contextual ads. In the recent times, artificial intelligence and virtual reality are bringing in more changes in the digital advertising landscape. AI powered algorithms can analyze vast amounts of data to identify consumer behaviour patterns and helps in sending personalized ads to the right audience at the right time.

3. **Rise of Influencer marketing**- Influencer marketing is another form of advertising which has become very popular over the last few years. With the accelerating popularity of the social media platforms such as Instagram, Facebook, YouTube etc, brands contact influencers for marketing. Influencer marketing helps brands reach their target audience more effectively by leveraging the popularity and influence of the well-liked social media personalities. For example, you might have seen the popular social media influencers with thousands of followers talking about a particular brand of any product, such as skincare, electronics, clothing brands, and so on. This type of marketing has become a very

powerful tool for the brands to enhance their visibility and establish meaningful engagement with the consumers.

4. **Data-driven marketing:** Data analytics helps in understanding well the audience base/consumer base of a particular product or service. Their demographics, browsing behaviour, likes and dislikes, etc. could be analyzed to create a consumer profile. It helps in tailoring the advertisements to the taste of the target consumers in order to influence or attract them. The data helps in understanding the distinct characteristics of the consumer group and it allows the advertisers to segregate them into particular groups with shared tastes, and accordingly, messages and visuals could be created as per the likes of each group/ segment. As a consumer, you might have come across some advertisements of products or services that you have previously purchased or have searched for recently. Data analytics helps in dynamic ad creation where product recommendations etc. could be personalized based on the user's past behaviour. It equips the advertisers with tools to measure engagement rates in order to track the performance of their advertisements/ campaigns in real time. This helps them to improve the advertisements if and as required. Data analytics could also help in calculating the return on investment (ROI), thus helping in understanding the financial effectiveness of the ad campaigns.

5. **Evolving Agency model:** With the changing advertising landscape, advertising agencies are adapting to the changing scenario and adopting different approaches to stay relevant.

- **Continuous learning-** The agencies are taking steps to train their manpower with the latest digital marketing skills, data analysis expertise and knowledge of the upcoming technologies such as AI, VR, AR, etc. It is important for the agencies to be constantly aware of the trends and strategies of the industry in order to be able to adopt them effectively and stay in competition.

- **Focus on data driven marketing-** As we discussed earlier the importance of data analytics in advertising, the advertising agencies could focus on having data analytics teams in order to interpret data, understand the consumer base and to effectively tailor their ad campaigns accordingly for maximum effect. Agencies are now shifting their focus from brand awareness to the value they deliver through data driven metrics.

- **Adopting agile workflows-** As an ad agency, it is important for you to keep constant track of audience behaviour, changing market trends and the performance of your advertising campaign, so that you could react quickly to any changes and make strategies accordingly. The traditional set up and working style of the agencies required different teams in the agencies to work separately most of the time; however, the present situations require all the different departments of an agency to work in collaboration, such as the creative teams, media buyers and data analysts have to team up to deliver effective ad campaigns.

- **Expanding services**- Advertising agencies are going beyond the traditional campaigns and creating more engaging contents to be delivered through social media platforms to build brand awareness. They develop strategies across various devices and platforms such as websites, social media, and so on. It is important to create a positive customer experience and this might involve creating loyalty programmes or engaging in interactions over social media, etc. For example, you might have come across the loyalty programme of Starbucks where their members can sign up free and collect member points and enjoy Starbucks Rewards Benefits using a dedicated app.

- **Adopting new business models**- Many ad agencies are adopting newer business models offering combination of fixed fees and performance based pricing structures. They are also collaborating with other agencies, tech firms, etc. in order to have access to specialized skills and resources to stay ahead in the competitive market. The agencies are adapting and moving from a one-size-fits-all strategy to a data driven, personalized, and integrated marketing approach.

6. **Impact of Technology**: The advertising landscape in undergoing a revolution with the advancements in artificial intelligence, automation and virtual reality. As discussed earlier in this unit, advanced technologies such as AI analyzes customer data to understand customers' buying patterns, behaviours and preferences. AI provides more

interactive experience to the customers through chatbots, addressing customer queries at the click of a button. They can identify the areas for improvement. Moreover, technology like AI could even handle the minor tasks like scheduling, etc. which required human resources till now. VR or virtual reality provides a realistic and interactive way to experience the products and services, for example, a hotel could provide a VR experience where people can walk around the hotel and enjoy its surroundings while a car company can give a VR experience of driving the car.

Check Your Progress

Question 1. What is an ad agency?

Question 2. What is the meaning of digital advertising? Give one example.

2.4 ADVERTISING AGENCIES IN INDIA

The advertising industry in India has undergone significant evolution over time reflecting the nation's social, economic and technological progress. Initially, advertising in india was primarily through print media. The industry witnessed a pivotal moment in the 1920s when the first advertising agency, J. Walter Thompson was established in Mumbai. It marked the beginning of modern advertising practices in India. Subsequently the cinema advertising in the 1930s and entry of radio and television in the advertising landscape opened several new avenues for brands. In the last few decades, the digital revolution has reshaped advertising in India, with the proliferation of online advertising, social media campaigns and influencer marketing. Brands utilized the social media platforms

to connect with the tech savvy consumers/ audiences. The industry has also embraced regionalization and cultural sensitivity, creating region specific advertisements to resonate with the unique cultural nuances of different parts of the country.

The advertising industry in India is quite diverse with a number of advertising agencies offering a wide range of services to cater to the needs of businesses across different sectors. Some of the important ad agencies include Ogilvy, which is one of the largest and most renowned advertising agencies in the world. They offer a wide range of services including advertising, digital marketing, public relations and branding. JWT (J. Walter Thompson), now part of the Wunderman Thompson network, is another important agency in Indian ad industry, who provide services such as brand strategy, advertising, digital marketing and content creation. McCann, another prominent global ad agency which has a significant presence in India, offer integrated marketing solutions, including advertising, branding, digital marketing and PR. DDB Mudra Group, one of the largest advertising and communications networks in India, offer services across advertising, digital marketing, design and branding. Lowe Lintas provides services such as advertising, brand consulting, digital marketing and content creation. Leo Burnett, part of the Publicis Groupe, is known for its creative advertising campaigns. Their services include advertising, brand strategy, digital marketing and content creation. Another global ad agency with a strong presence in India, the Grey Group offers advertising, digital marketing, brand consulting and PR services. Havas Group is a multinational advertising and communications company providing services in India such as advertising, digital marketing, media planning and brand consulting. There are numerous other agencies providing services to various clients over diverse sectors.

Advertising agencies in India play an important role in shaping the marketing landscape of one of the most populous nations of the world. The industry is a growing market in India and it has undergone several changes with the advancements in technology in the recent times. This growth has been fueled by the increasing internet usage in the country and escalating usage of mobile phones. The rising middle class could be considered another vital reason for the changing marketing scenario of the country. With the rise in digital advertising around the globe, Indian ad industry is also not left untouched by this phenomenon. It is driven by search engine marketing (SEM), social media marketing (SMM) and programmatic advertising. Search engine marketing is a digital marketing strategy that involves using paid advertisements to increase the visibility of a website in search engine results pages. Social media marketing is a digital marketing strategy that leverages social media platforms like Facebook, Instagram, Twitter to promote businesses to a wide audience. Programmatic advertising is an automated media-buying process that utilizes AI and machine learning to segment audience data, identify efficient ad placements, run auctions and sell digital ad impressions in real time. Another vital aspect of Indian ad scenario is the rise of the vernacular advertising. With the deeper reach and access of internet in the country, more and more people are using social media platforms. This has prompted the brands to create content and campaigns in regional languages to connect more with its audiences.

The advertising agency landscape of India is a blend of international advertising agencies and domestic ad agencies. The big international agencies have the advantage of global expertise and established networks whereas the domestic ad agencies have a better understanding of the local market and consumers. In the recent times, independent ad agencies are also taking over the market as

they provide more flexibility and agility to its clients as compared to the traditional ad agencies.

2.4.1 Present Status

The present status of advertising agencies in India reflects a dynamic and rapidly growing industry shaped by technological advancements, changing consumer behaviour and evolving market demands. These are some of key aspects shaping the present status of ad industry in India-

1. **Dominance of digital advertising**: the growth of digital media has revolutionized advertising strategies, making digital advertising a crucial component of marketing campaigns. Brands are leveraging social media platforms, online videos, influencer marketing, personalized content, etc. to engage with their target audience effectively.

2. **Data- driven marketing**: Data analytics and AI powered technologies are becoming increasingly important in advertising. Agencies need the consumer data to tailor personalized advertising campaigns. They also require the data to improve consumer targeting and to measure the effectiveness of their efforts.

3. **Shift to online platforms:** The brands are allocating more funds towards the digital advertising channels like Google ads, Facebook ads, YouTube, and OTT platforms (Over-The-Top) owing to the rise in e-commerce and online platforms. Ad agencies are changing their strategies to cash on these opportunities.

4. **Creativity and innovation**: The agencies are focusing more on creating high quality innovative content across various platforms. The contents include videos, interactive ads, immersive experiences, as creativity is essential for engaging audiences.

5. **Integrated marketing communication**: Advertising agencies involve strategic coordination of various communication tools and channels to create a message and deliver to its target audience for significant impact. The process of integrated communication requires agencies to align their messages, strategies and creative elements delivering a consistent message for the desired impact on the audiences.

6. **Rise of regional advertising**: Regional advertising emphasizes the importance of understanding and respecting local cultures to effectively engage with the communities. Brands are focusing on creating content in regional languages, utilizing skilled workforce having local knowledge. Ad agencies tailor campaigns according to local culture, language and preferences to take hold of the local markets.

7. **Adoption of new technologies**: New technologies such as AI, AR and VR are being integrated into the ad campaigns to create immersive experiences and boost audience engagement.

8. **Rise of boutique agencies**: Boutique agencies are increasing in the country, they focus on niche services, personalized approaches and innovative strategies. They are offering clients alternative options to the traditional agencies. The

rise of such agencies in India reflects the demand for specialized, personalized and client-focused services.

2.4.2 Challenges

Advertising agencies in India face various challenges which might impact their functioning and success. Some of them are-

1. **Increased competition**: the industry is highly competitive which makes its very challenging for the agencies to stand out in the market due to the very high number of agencies. This high level of competition constantly pressurizes the agencies to deliver innovative and exceptional work to retain clients.

2. **Talent retention**: most of the time, the skilled and talented workforce of the ad agencies are shifting towards startups or streaming platforms due to the factors like better pay packages, work-life balance and growth opportunities. It is crucial for the agencies to retain skilled professionals for continuous delivery of good quality campaigns and market retention.

3. **Technological advancements**: the rapid advancements of technology acts as a challenge for the ad agencies as they are required to adapt constantly and leverage new tools and platforms at a rapid pace. They are required to stay updated with the digital trends, AI integration and data driven strategies to retain their position in the highly competitive scenario as well as to meet the expectations of the clients.

4. **Client expectations**: the agencies are required to prepare their strategies as per the demands of the clients, while

delivering measurable results. It can be challenging at times to meet the client expectations in terms of creativity and campaign effectiveness.

5. **Communication and transparency**: Effective communication is essential to maintain strong client relationship. Poor communication and lack of transparency may lead to misunderstanding, dissatisfaction and strained relationship between the agency and its clients. The agencies must ensure transparency in their processes and provide regular updates on the campaigns, while promptly addressing the concerns of the clients.

6. **Changing consumer behaviour**: Understanding and adapting to the changing consumer behaviour and preferences pose as a challenge to the advertising agencies. Agencies are required to create ad campaigns as per the media consumption behaviour of diverse audiences across diverse platforms to create brand loyalty and engagement. This requires an in-depth research into the changing consumer behaviour and their needs.

7. **Regulatory compliance**: sometimes, adhering to the advertising regulations and guidelines set can be a challenge for the agencies. It becomes essential to ensure that the campaigns comply with the legal requirements, ethical standards and industry best practices in order to avoid penalties and to maintain reputation and build trust. This could prove to be time consuming and may require a dedicated workforce.

Addressing these challenges would require the ad agencies of india to be ore innovative and strategic in their approach. By staying

updated about industry trends, by embracing technology and by understanding consumer behaviour, the agencies would be able to retain their positions in this highly competitive industry.

Check Your Progress

Question 3. Mention any two prominent ad agencies of India.

Question 4. Why is it important for an agency to be transparent to its clients?

2.5 SUMMING UP

Advertising agencies help businesses in creating brand awareness, sell products and services. The advertising industry has undergone significant changes in the past decade, driven by technological advancements, changing consumer behaviour, and evolving marketing strategies. The advertising industry in India has undergone significant evolution over time reflecting the nation's social, economic and technological progress. Initially, advertising in india was primarily through print media. The advertising industry in India is quite diverse with a number of advertising agencies offering a wide range of services to cater to the needs of businesses across different sectors. The present status of advertising agencies in India reflects a dynamic and rapidly growing industry shaped by technological advancements, changing consumer behaviour and evolving market demands. Advertising agencies in India face various challenges which might impact their functioning and success. Addressing these challenges would require the ad agencies of india to be ore innovative and strategic in their approach.

2.6   REFERENCES AND SUGGESTED READINGS

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2. Reeves, R. Reality in Advertising. Imusti, 2015

3. Sharp, B. How brands grow. Oxford, 2010

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2.7   MODEL QUESTIONS

Q.1. What are the challenges that the advertising agencies are facing in the present times? How could they address these challenges?

Q. 2. Discuss the role played by AI in the future of ad agencies and how are the agencies adapting to the changes.

Q.3 How are the ad agencies utilizing data analytics and latest technologies to stay relevant in the competitive age?

Q. 4. What challenges are faced by the ad agencies in India in relation to client servicing?

Q. 5. Explain the status of ad agencies in India during the last few years.

Q 6. How can influencer marketing affect the advertising agencies?

Q 7. How can an ad agency stay relevant in the changing advertising scenario?

Q 8. Explain the importance of data-driven marketing for an ad agency.

2.8   ANSWERS TO CHECK YOUR PROGRESS

Q. 1. An advertising agency is a professional firm that specializes in creating and executing advertising campaigns for clients.

Q. 2. Digital advertising means the practice of promoting products or services through online channels.

Q. 3. JWT (J. Walter Thompson), DDB Mudra Group

Q 4. Poor communication and lack of transparency may lead to misunderstanding, dissatisfaction and strained relationship between the agency and its clients. The agencies must ensure transparency in their processes and provide regular updates on the campaigns, while promptly addressing the concerns of the clients.

Unit: 3

Unit Structure:

3.1 Objectives

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

- comprehend the organizational structure of the Advertising Agencies Association of India(AAAI) and also about its functions and significance in the field of advertising,
- understand the organizational structure of the Erstwhile Directorate of Advertising and Visual Publicity(DAVP)(Now, the Central Bureau of Communication (CBC)) and also know about its functions and significance in the field of advertising,
- comprehend the organizational structure of the Directorate and Information and Public Relations(DIPR) and also about its significance and functions in the field of journalism.

3.2 Introduction

In this Unit-3 of Block-3(Advertising Agency and Advertising Media) under the Paper-MMC-2025(Advertising), we will begin by trying to acquaint you with the organizational structure as well as the functions and significance of the Advertising Agencies Association of India(AAAI). The Advertising Agencies Association

of India (AAAI) is a professional organization that represents the interests of the advertising agencies in India. Established in the year 1945, the AAAI serves as a platform for advertising agencies to come together and discuss industry-related issues, share knowledge and expertise and promote the growth and development of the advertising industry in India. The AAAI also works closely with other industry bodies, such as the Indian Broadcasting Foundation (IBF) and the Indian Society of Advertisers (ISA), to develop and implement industry-wide policies and standards. The AAAI is committed to promoting ethical practices in advertising and ensuring that its members adhere to the highest standards of professionalism and integrity. The Advertising Agencies Association of India (AAAI) is a national organization of the advertising agencies which has been formed to promote the interests of the ad agencies so that they continue to make an important and increasing contribution to the nation. In this particular unit, we will try to acquaint you with the significance and functions as well as the other related aspects of the AAAI. As students of Mass Communication and Journalism, this knowledge on the AAAI which you will be able to acquire by means of skimming through this particular unit, will be of immense help for you in the future course of your professional ventures if you choose advertising as your professional domain. More so, in this particular unit, we will try to acquaint you with the various aspects of the Erstwhile Directorate of Advertising and Visual Publicity(DAVP) (Now, the Central Bureau of Communication (CBC)). The Erstwhile Directorate of Advertising and Visual Publicity(DAVP)(Now, the Central Bureau of Communication (CBC)) was the nodal agency of the Government of India for advertising by various Ministries and organizations of the Government of India, including the Public Sector Undertakings(PSUs) and the autonomous bodies. Hence, after going through this particular unit, you will be able to grasp a perspicaciously fathomable idea about the various aspects of the Erstwhile DAVP(Now, the Central Bureau of Communication (CBC))and also will be able to comprehend the significance and functions of the Erstwhile DAVP in the world of advertising. More so, this knowledge which you will be able to accumulate about the organizational structure and the other aspects of the Erstwhile DAVP, by means of skimming through this particular unit, will be of utmost benefit on the part of you as students of Mass Communication and Journalism, especially, if you choose the field

of advertising as your professional domain in the future or if you choose the broad area of advertising as your study area in the future. Apart from providing some key ideas upon the diverse related aspects of the AAAI and the Erstwhile DAVP, a thorough reading to this particular unit, will be of immense help for you as students of Mass Communication and Journalism, if you want to get aware of the organizational structure of the Directorate of Information and Public Relations(DIPR) and also about its significance and functions in the field of journalism. The Directorate of Information and Public Relations(DIPR) is entrusted with the job of informing and publicizing the plans, programmes and policies, activities and achievements of the State Government by using different means of active publicity media for welfare of the public throughout the state. In other words, the DIPR utilizes multi-media systems for effective publicity and performs a signal service in acting as a bridge between the people and the state governments and creates awareness among all sections of the people on state government policies, plans and programmes intended for their welfare and development. In simple terms, it can be stated that the Directorate of Information and Public Relations(DIPR) is the sole agency to release all state government advertisements to the media. State Government releases and pays for the advertisements released through DIPR. In a nutshell, it can be stated that by means of going through this particular unit, you will be able to gather some vital informations and comprehensive understanding about the diverse aspects of the three key organizations operating in India, namely—the AAAI, Erstwhile DAVP(Now, the Central Bureau of Communication (CBC)) and the DIPR. Now, let us focus upon the sub-sections to be covered under this Unit-3(Block-3) of the Paper-2025 as quoted underneath-----

3.3 AAAI

The Advertising Agencies Association of India (AAAI) is a professional organization that represents the interests of the advertising agencies in India. The Advertising Agencies Association of India (AAAI) was registered as a society in Kolkata (Earlier Calcutta) on September,21, 1945.   Four agencies from Kolkata — D J Keymer, General Advertising Agency, J Walter Thomson Company and Press Syndicate — and three agencies from Mumbai — Adarts, Lintas and National Advertising Service — were the signatories in the registrar's office doing the honours. Initially, the

registered office of the Association was located at 37, Chowringhee, Kolkata, a vibrant commercial city under the British Raj. In the year 1961, it was shifted to Bombay (now Mumbai).

The AAAI serves as a platform for advertising agencies in India to come together and discuss industry-related issues, share knowledge and expertise and promote the growth and development of the advertising industry in India. The AAAI also works closely with other industry bodies, such as the Indian Broadcasting Foundation (IBF) and the Indian Society of Advertisers (ISA), to develop and implement industry-wide policies and standards. The AAAI is committed to promoting ethical practices in advertising and ensuring that its members adhere to the highest standards of professionalism and integrity. The Advertising Agencies Association of India (AAAI) is the official national organization of the advertising agencies of India which has been formed to promote the interests of the ad agencies so that they continue to make an important, essential and ever-increasing contribution to the nation.

The Government's own Press Commission in the year 1953 noted that the value of print advertising was Rs. 35 million. Other media spends were estimated at another Rs. 15 million. In such an era, those were some real bold men who felt the need to create a platform to promote advertising, as a professional activity! After India became a Republic in the year 1950, successive governments promoted the policy of self-reliance and import substitution. For three decades — from 1951 to 1980, advertising in India had limited purpose to play. Till the 1980s, while the government did not encourage competition, it did grudgingly acknowledge the importance of communication in social aspects like in family planning programmes, nutrition, education, modernization of agriculture and ushering in the green revolution.

AAAI members were called upon to provide support to the government's efforts in some of these critical areas. The government also had a healthy respect for AAAI and always consulted it in matters of consequence. For example, it was at AAAI's insistence that the Government permitted foreign equity holding in ad agencies in the late 1980s. Whenever required, AAAI has stepped in to protect its business interests and to regulate orderliness in the industry. It has been instrumental in restoring the 15% commission / trade discount for Government business in Government-owned

media, or in lobbying for removal of tax on advertising, way back in the year 1965 and subsequently in 1978 and 1983.

AAAI's contribution in regulating the industry is no less significant. In 1987 when TV-sponsored programmes became a reality, it determined how the income should be shared between the placing agency and the creative agency. In 1988 and 1990, AAAI was actively involved in determining the procedures and policies of the electronic media i.e. Doordarshan.

In 1983, AAAI was involved in a serious dialogue with Indian Newspaper Society (INS) when the credit period was proposed to be reduced from 75 to 45 days. Eventually, they agreed on 60 days, with the rider that "no changes would be made in the Accreditation Rules without mutual consultation and consent" of INS and AAAI. In the year 1991, when the proposal came to reduce these 60 days to 45 days, it was persuasively defeated. Since then, INS and AAAI meet regularly with respect to matters that concern both the bodies.

AAAI is behind the National Readership Survey (NRS) as a joint industry initiative in collaboration with the Indian Newspaper Society(INS) and the Audit Bureau of Circulation(ABC). Having felt the need for a self-regulating body in advertising, AAAI was highly supportive to the formation of the Advertising Standards Council of India (ASCI).

Similarly, AAAI encouraged the formation of the Indian Broadcasting Foundation(IBF) so that it could address the needs of TV channels. AAAI also enjoys a healthy relationship with the Indian Society of Advertisers (ISA). Time and again, its members have called upon AAAI to resolve disputes with advertisers for which formal arbitration proceedings have been conducted. The body also assists its members to collect payment from defaulting advertisers.

In a nutshell, AAAI, over the years has stood by its members, thereby, protecting their business interests, be it in terms of dialogue with the government, media bodies or advertisers or any other related aspect. It has regulated its members in the orderly conduct of their business affairs, whenever the need arose; And last but not the least, AAAI provides a platform for training advertising professionals, recognition of creative work through its coveted

Triple-A awards and honouring outstanding advertising men through its AAAI Premnarayan Award.

AAAI is the official, national organization of advertising agencies, formed to promote their interests so that they continue to make an essential and ever-increasing contribution to the nation, by working towards the following objectives---

1. To benefit Indian consumers and to protect their interests by helping ensure that advertising is honest and in good taste.

2. To benefit Indian advertisers by promoting their sales, increasing their sales and increasing productivity, profitability, stimulating business and industrial activity etc.

3. To benefit media by establishing sound business practices between advertisers and advertising agencies and each of the various media owners.

4. To benefit the nation by harnessing advertising for the good of the country, its institutions, its citizens, cooperate with the government in promoting social objectives and the task of nation-building.

5. To question advertising practice that is wasteful and extravagant, make it possible for small entrepreneurs to grow through advertising and to compete with the biggest, encourage market and media research, serve the society by meeting its social responsibilities.

6. To encourage the interests of young individuals in the business of communication, to assist in education and training programmes and to provide information of benefit to its members. Non-members are also provided this service for a fee.

7. To establish a common platform in building and sustaining the prestige of the advertising profession and to serve as a spokesman against unwarranted attacks or restrictions on the profession.

8. To establish a forum where representatives of advertisers, advertising agencies, media owners and government can meet on mutual grounds and examine problems of mutual concern.

9. To offer effective cooperation and liaison with government officials and bodies for the purpose of broadening their understanding of the role of advertisers, advertising and advertising agencies.

10. To cooperate with government bodies in discussion of matters such as taxes, radio and TV advertising, legislation, political campaign advertising, controls on pharmaceuticals, tobacco or liquor advertising and other subjects of similar complexity and sensitivity.

In short, it can cited that the Advertising Agencies Association of India(AAAI) is a true representative of the advertising profession in India, with a very large number of small, medium and large-sized agencies as its members, who together account for almost 80 % of the advertising business in the country. AAAI is thus recognized at all forums -- advertisers, media owners and associations and even government -- as the spokesperson for the advertising industry in India. In other words, the AAAI ensures a strong voice for the advertising industry in India and promotes its growth.

Its activities cover all the areas of vital importance of the advertising industry in the country. Some of these include---

- Government & Public Relations--- Improving the overall image of the advertising industry in India and focusing on its role in economic development and employment through campaigns, seminars, press relations and direct contact with government ministries.

- IBF/Doordarshan & AIR/Other FM Channels--- Protection of members' interests on issues related to Guidelines and Rules of Commercial Broadcast, sponsorship, rates, commission and accreditation, working towards full service operations at all TV Channels/Doordarshan Kendras and Radio Channels, setting up an independent monitoring body for commercials.

- INS---Protection of members' interest in matters relating to Indian Newspaper Society (INS) policies, credit periods, rules for accreditation and streamlined operations; promotion of better production values and effective advertising purchases.

- Professional Practices--- Improving the quality of professional relationships between agencies and clients

through seminars, the AAAI Handbook and the evolution of uniform guidelines, codes and norms.

- Client Disputes--- Helping settle disputes through evolution of guidelines, procedures and uniform practices; mediating between agency-client, agency-agency and agency-media to ensure quick resolution of disputes.

- Statutes and Laws---Constantly examining all relevant laws and statutes affecting the advertising industry including ESIS, Sales Tax, other taxes, arbitration, MRTP guidelines; seeking professional advice and presenting a common viewpoint at relevant forums to protect members' interests; pursuing new avenues like Credit Insurance cover, etc.

- Training & Development--- Organizing seminars and workshops on effective advertising skills in creative, copywriting, print and production, client servicing, television production, media operations, media planning, advertising as a career, etc; maintaining a fully-stocked reference library with a reprint service for members.

- Member Communications---Constantly communicating with members through circulars and correspondence, periodic publication of an updated membership directory, regular regional meetings for members and their employees.

- Public Service---Offering the services of the Association and members in significant projects, e.g. for Family Planning, the National Wastelands Development Board, Gujarat Earthquake relief, etc; encouraging the creation of such advertising by members. There are innumerable instances of successful AAAI activities, with benefits to the entire advertising industry and all others associated with it.

This august body(AAAI) functions through active voluntary and honorary services of a President, Vice-President, Honorary Secretary, Honorary Treasurer and an Executive Committee assisted by a full-time Secretary-General and his staff. AAAI has its office at B-502, Marathon Futurex, N M Joshi Marg, Lower Parel, Mumbai, Maharashtra 400013.

Conventionally, a very senior agency person represents each member agency in the forum. The President and the other office-bearers are elected every year by the general body, which comprises of all the representatives of member agencies. Also an effort is made to ensure that all zones and groups of agencies (by size) are represented on this Committee. Assisting the above groups are various Sub-committees, each looking after specific activity areas, and Regional Convenors who co-ordinate members' activities in different regions of the Country. The Executive Committee, the Regional Convenors and various Sub-Committees meet very regularly and information is constantly shared among all the members. Thus, AAAI is a true association in the sense that nearly half of all the members are directly involved with one or more of the active committee groups and the remaining members are in touch through direct communication. In short, the Advertising Agencies Association of India(AAAI) in Lower Parel, Mumbai is a top player in the category Associations in the Mumbai. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Mumbai. Over the course of its journey, this business has established a firm foothold in it's industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow day by day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Mumbai, this establishment occupies a prominent location in Lower Parel. It is an effortless task in commuting to this establishment as there are various modes of transport readily available.

Stop to Consider-1

- The Advertising Agencies Association of India (AAAI) is a professional organization that represents the interests of the advertising agencies in India. The Advertising Agencies Association of India (AAAI) was registered as a society in Kolkata (Earlier Calcutta) on September,21, 1945.

- The AAAI serves as a platform for advertising agencies in India to come together and discuss industry-related issues, share knowledge and expertise and promote the growth and

development of the advertising industry in India. The AAAI also works closely with other industry bodies, such as the Indian Broadcasting Foundation (IBF) and the Indian Society of Advertisers (ISA), to develop and implement industry-wide policies and standards.

- The AAAI is committed to promoting ethical practices in advertising and ensuring that its members adhere to the highest standards of professionalism and integrity. The Advertising Agencies Association of India (AAAI) is the official national organization of the advertising agencies of India which has been formed to promote the interests of the ad agencies so that they continue to make an important, essential and ever-increasing contribution to the nation.

- In a nutshell, AAAI, over the years has stood by its members, thereby, protecting their business interests, be it in terms of dialogue with the government, media bodies or advertisers or any other related aspect.

Check Your Progress-1

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) The Advertising Agencies Association of India (AAAI) was registered as a society in …………………………….. on………………………, 1945.

2) Four agencies from Kolkata — …………………., ……………..,………… and………………..were the signatories in the registrar's office doing the honours.

3) Write down the full forms of IBF and ISA.
   ……………………………………………………………
   ……………………………………………………………
   …………………………..

4) In the year………., AAAI was involved in a serious dialogue with ……………………………………………..

5) Enumerate a few of the activities of the AAAI.

……………………………………………………………………………

……………………………………………………………………………

…………………………………………………………………………….

3.4 Erstwhile DAVP(Now, the Central Bureau of Communication (CBC))

The Erstwhile Directorate of Advertising and Visual Publicity(DAVP) was the nodal agency of the Government of India for advertising by various Ministries and organizations of the Government of India, including the Public Sector Undertakings(PSUs) and the autonomous bodies. In other words, the Erstwhile Directorate of Advertising & Visual Publicity (DAVP) was the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of Government of India. Some of the Autonomous Bodies also did route their advertisements through the Erstwhile DAVP. However, the Central Bureau of Communication (CBC) was set up on December, 08, 2017 by integration of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD). As already stated, the Erstwhile DAVP is now known as the Central Bureau of Communication (CBC) which was set up on December,08, 2017 by integration of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP), the Directorate of Field Publicity (DFP) and the Song & Drama Division (S&DD). The Central Bureau of Communication(CBC) aims at providing a 360 degrees communication solutions to the Ministries/Departments/Public Sector Undertaking (PSUs)/Autonomous Bodies of India. It(The CBC) acts as an advisory body to the Central Government/Government of India on media strategy. With 23 Regional Outreach Bureaus (ROBs) and 148 Field Outreach Bureaus (FOBs), the Central Bureau of Communication(CBC) is engaged in educating people, both rural and urban, about the Central Government's policies and programmes to evoke their participation in developmental activities. This is ensured by the Bureau using different vehicles of communication viz. Print Media Advertising, Audio Visual(AV)

Campaigns, dissemination through Exhibitions, Outdoor Campaigns and New Media etc.

Branding of the Government as prime facilitator of people's empowerment and positioning of messages through Print, Audio-Visual(AV), Outdoor, Digital Media to realize the same, is Central Bureau of Communication's(CBC's) mandate. The Policy guidelines have been adapted in synchronization(sync.) with emerging media scenario in order to maximize the reach of information dissemination.

Advertising and Visual communication Division (Erstwhile DAVP) of Central Bureau of Communication(CBC) is the nodal division of CBC for dissemination of information about various schemes and policies of different Ministries & Departments of the Government of India, Public Sector Undertakings (PSUs) and Autonomous Bodies

The CBC undertakes campaigns to inform and educate rural and urban people about the Central Government's(Government of India's) policies and programmes through available vehicles of communication viz. Print, Audio Visual(AV), Outdoor, Digital and New Media.

Folk Communication Division of the CBC carries out inter-personal communication through live media, utilizing wide range of performing arts such as Drama, Dance-Drama, Composite-Programme, Puppetry, Ballets, Operas, Folk and Traditional Recitals, Mythological Recitals and other Local Folk & Traditional Forms maximizing outreach of Policies, Programmes and Schemes of the Government. The main function is to create awareness and ensure emotional receptivity with the sense of belongingness and ownership.

The Field Communication Division of the Central Bureau of Communication(CBC) undertakes direct and interpersonal communication programmes to create awareness amongst the masses, particularly in rural and semi urban areas. Regional Outreach Bureau (ROBs) and Field Outreach Bureau (FOBs) accordingly seek to empower people through information to enable them to avail the benefits from such programmes/schemes. It organizes ground activation and outreach programmes. Special Outreach Programmes (SOPs) are organized with the support of various stakeholders viz. the State Government and local functionaries, society groups etc. As they are in the local languages and at nearby venues, the impact of these communication programmes is more and it enables a greater understanding of the

Government's schemes among the masses. These efforts are complemented by the use of traditional and folk media and other conventional and non-conventional methods.

With integration of the Erstwhile DAVP, DFP and S&DD, programmes are increasingly organized in integrated manner with special outreach and folk components together. These Integrated Communication and Outreach Programmes (ICOPs) aim at leaving a greater impact, ensuring behavioural change and creating stakes in developmental process.

The Central Bureau of Communication(CBC) has been instrumental in creating awareness amongst the masses on socio-economic themes, seeking their participation in developmental activities and for the eradication of many social evils. All possible channels of communication have been leveraged to reach out to the people, ranging from advertisements to street plays to door-to-door interactions making a paradigm shift from standalone and isolated advertising to 360 degree holistic campaign.

In short, the mandates of the newly formed Central Bureau of Communication(CBC) with the integration of the Erstwhile DAVP, DFP and S & DD, are as follows---

- Work towards creating an informed citizenry.
- People Centric Communication approach.
- Disseminate information on schemes and programmes of the Government of India. using different Media Vehicles.
- Formulate Communication (IEC) strategy for the Government.
- Put in place appropriate policy framework for use of different media vehicles and determine rates for the same.
- Conducting Integrated Communication & Outreach Programmes (ICOPs) at central, regional and rural levels.
- Disseminate information on schemes and programmes of the Government of India. by the means of folk art.

Now, let us acquaint you with the Organizational Structure of the Newly Formed Central Bureau of Communication(CBC).

ORGANISATIONAL STRUCTURE

The Central Bureau of Communication(CBC) is headed by a Director General (DG) with its headquarters at Soochana Bhawan,

New Delhi. The Central Bureau of Communication(CBC) operating from Delhi, the Regional Outreach Bureaus(ROBs) from regions and the Field Outreach Bureaus(FOBs) at the field level are manned by the officers of Indian Information Service(IIS) and Ex-cadre personnel of the Erstwhile Directorate of Advertising & Visual Publicity(DAVP), Directorate of Field Publicity(DFP) and Song & Drama Division(S & DD). The personnel from multiple disciplines like Media Planning, Production, Studio Design, Print Production, Exhibition, Song and Drama Division are amongst others the in house talent with expertise in handling campaign requirements of the client ministries.

Given the massive regional and linguistic diversity in India, the country has been divided into five zones, each headed by a DG level officer, below which there are regional offices and field offices. At the regional level, the media units are integrated into the Regional Outreach Bureaus (ROBs) with an Additional Director General(ADG) level officer as the head of the department. The Field Outreach Bureaus (FOBs) at the local level are manned by Field Publicity Officers/ Field Publicity Assistants/ Field Exhibition Officers etc. At present the Central Bureau of Communication(CBC) has a network of 23 Regional Outreach Bureaus(ROBs) and 148 Field Outreach Bureaus(FOBs) spread all across the country. All communication activities are undertaken in the regional languages as per the need of the campaign.

A 360-degree approach to awareness generation and behavioural change would require the flawless integration of both communication and outreach initiatives. The Central Bureau of Communication(CBC) as a nodal government organization has been working tirelessly towards this goal for effectively taking the message of the Government of India to the people of the country.

Let us have a look at the Functional Set-Up of the Central Bureau of Communication(CBC)----

Bureau of Outreach and Communication

COMMUNICATION	OUTREACH	OTHERS
• Campaign Wing	* Outreach Wing	* Administration Wing
• Advertising Wing	* Song and Drama Wing	* Accounts Wing
• Outdoor Wing	* Exhibition Wing	
• Print Wing		
• Audio-Visual(AV) Wing		
• New Media Wing		

Advertising

Advertising using Audio-Visual(AV), Print, Outdoor and Personal Media to take government schemes to people.

Outreach

Integrated Communication and Outreach Programes(IOCPs)

New Media

Communication through Social Media, Websites, Mobile Phone Apps and Other Digital Platforms Owned, Earned and Shared.

Song and Drama

Engaging people through Dance, Drama and Music programmes.

Printed Communication Materials
Distribution of Fliers, Posters, Brochures etc.

Exhibition
Putting Up Exhibitions of Themes of Public Welfare.

Demonstrations
Demonstrations of activities such as Proper Hand Washing

Rallies
Rallies and Mass Meetings to Generate Awareness

Seminar
Classes and Seminars to Impart Knowledge about Health, Family, Welfare and Legal etc.

Competitions
Competitions, especially for students to encourage fun learning.

Under the ambit of the Outreach of the Central Bureau of Communication(CBC), there are the Field Communications, Exhibitions and Folk Communications. Initially, there was the Bureau of Outreach and Communication(BOC) which was later renamed as the Central Bureau of Communication(CBC). In other words, the Bureau of Outreach and Communication(BOC) which came into being after the integration of the three media units namely, the Erstwhile Directorate of Advertising and Visual Publicity(DAVP), Directorate of Field Publicity(DFP) and the Song

and Drama Division(S & DD), has been changed to the Central Bureau of Communication(CBC). The BOC was constituted as the Integrated Unit at the Headquarter Level, while the Regional and Field Integrated Units were given the nomenclature of Regional Outreach Bureau(ROB) and Field Outreach Bureau(FOB). The change was made to maintain the uniformity in nomenclature within the organization and across its regional and field verticals.

Although, currently we have the Central Bureau of Communication(CBC), in place of the Erstwhile DAVP, still for your knowledge let us have a cursory glance at the Erstwhile DAVP, as quoted underneath-----

The Erstwhile DAVP was founded on March, 01, 1942. At the time of the Second World War(1939-42), the Government of India asked the then leading advertising agencies of the country to form a consortium and set up a publicity unit in Shimla to handle war propaganda, tackle rumour mongering, put out messages about black-outs and handle recruitment to the armed forces.

When the war ended, this consortium was converted into its present form. It was established in the year 1955 and had its headquarters in New Delhi and regional offices in Bengaluru and Guwahati. Its work was further facilitated by two regional distribution centres at Kolkata and Chennai. The Directorate included 4 Campaign wings, an Advertising Wing for Print Media, Audio-Visual (AV) Wing, New Media & Personal Media Wing, Exhibition Wing, Mass Mailing Wing, Outdoor Publicity Wing, Research Wing, Distribution Wing and Language Wing in addition to an Audio Visual(AV) Publicity Cell. The Ministry of Information and Broadcasting(MIB), Government of India was the President of the Erstwhile Directorate of Advertising and Visual Publicity(DAVP).

As a service agency, the endeavour of the Erstwhile DAVP was to communicate with the grass roots level on behalf of the various Central Government Ministries. The origin of Erstwhile DAVP can be traced back to the times of the World War-II(1939-42). Immediately after the out-break of the Second World War in September,1939, the Government of India, under the British at that time, appointed a Chief Press Advisor. Besides other things, advertising was also the responsibility of this officer under whom a post of Advertising Consultant was created in June, 1941. This is where the Erstwhile DAVP has its roots. On March,01, 1942, the Advertising Consultant Office became the Advertising Branch of the Department of Information & Broadcasting (I & B). Following

the expansion in its scope, functions and activities, this unit was declared as an attached Office of the I & B Ministry on October, 01, 1955. The office also assumed the name DAVP. The Erstwhile DAVP did work as a catalyst of social change and economic growth over the years. It had been instrumental in creating awareness amongst the masses on socio-economic themes, seeking their participation in developmental activities and for eradication of poverty and social evils. Its brief included - To perform the functions of a multi-media advertising agency as well as to act as a service agency for the Central Government Ministries / Departments to meet their publicity needs like production of media inputs as well as dissemination of messages/information and to help Central Government Departments in formulating communication strategies / media plans and to implement them at the grass-root level by providing multi-media support, etc. The channels of communication used were:

- Advertisements - Release of Press Ads
- Exhibitions - Putting Up Exhibitions
- Outdoor Publicity - Display of hoardings, kiosks, bus panels, wall paintings, cinema slides, banners, etc.
- Printed Publicity - Booklets, folders, posters, leaflets, calendars, diaries, etc.
- Audio & Visual Publicity - Spots / Quickies, jingles, sponsored programmes, short films, etc.
- Mailing of publicity material - Distribution of publicity material.

The main set-up of the Erstwhile DAVP at the headquarters did consist of---

- Campaign Wing - for coordinating publicity campaigns
- Advertising Wing - for release of press advertisements
- Outdoor Publicity Wing - for display of outdoor publicity materials
- Printed Publicity Wing - for printing of publicity materials
- Exhibition Wing - for putting-up exhibitions
- Mass Mailing Wing - for distribution of publicity material
- Audio-Visual Cell - for production of audio / video programmes
- Studio with DTP facility - for designing

- Copy Wing - for making copy
- Coordination Cell - for coordinating Parliamentary Questions, Parliamentary Committees
- Electronic Data Processing Centre - for processing of bills
- Accounts Wing Administration Wing

The Erstwhile DAVP had a network of offices spread all over the country.

The Erstwhile DAVP had---

1. Two Regional Offices in Bengaluru and Guwahati to coordinate the Directorate's activities in these regions.

2. Two Regional Distribution Centres in Kolkata and Chennai to look after distribution of publicity material in eastern and southern regions, respectively.

3. 35 Field Exhibition Units with mobile exhibition vans, seven family welfare units and 21 general field exhibition units.

4. Regional Exhibition Workshop in Chennai and

5. Exhibition Kit Production Centre in Guwahati to assist the Exhibition Division at headquarters in designing and fabricating exhibits.

Some of the important subjects publicized by the Erstwhile DAVP did include---

1. Health & Family Welfare

2. Drug Abuse & Prohibition

3. Women & Child Development

4. Upliftment of the Girl Child

5. Education

6. Adult Education

7. Non-Conventional Energy Sources

8. Mahila Samridhi Yojana

9. National Integration & Communal Harmony

10. Creating public opinion against dowry, female infanticide, child labour, beggary, etc. 11. Blood Donation

12. AIDS Awareness

13. Consumer Protection

14. Safe Drinking Water

15. Welfare of the Handicapped

16. Water-Borne Diseases

17. Handicrafts

18. Social Welfare Programmes

19. Agriculture

20. Food & Nutrition

21. National Social Assistance Programmes

22. Training of Rural Youth for Self-Employment (TRYSEM)

23. Integrated Rural Development Programme

24. Development of Women and Children in Rural Areas (DWCRA)

25. Employment Assurance Scheme

26. Jawahar Rozgar Yojana

27. Panchayati Raj and

28. Commemoration of 60 Years of India's Independence

Stop to Consider-2

- The Erstwhile Directorate of Advertising and Visual Publicity(DAVP) was the nodal agency of the Government of India for advertising by various Ministries and organizations of the Government of India, including the Public Sector Undertakings(PSUs) and the autonomous bodies. In other words, the Erstwhile Directorate of Advertising & Visual Publicity (DAVP) was the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of Government of India. Some of the Autonomous Bodies also did route their advertisements through the Erstwhile DAVP.

- The Erstwhile DAVP is now known as the Central Bureau of Communication (CBC) which was set up on December,08, 2017 by integration of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP), the Directorate of Field Publicity (DFP) and the Song & Drama Division (S&DD).
- Advertising and Visual communication Division (Erstwhile DAVP) of Central Bureau of Communication(CBC) is the nodal division of CBC for dissemination of information about various schemes and policies of different Ministries & Departments of the Government of India, Public Sector Undertakings (PSUs) and Autonomous Bodies.
- The CBC undertakes campaigns to inform and educate rural and urban people about the Central Government's (Government of India's) policies and programmes through available vehicles of communication viz. Print, Audio Visual(AV), Outdoor, Digital and New Media.

Check Your Progress-2

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Write down the full forms of CBC, ROB, FOB and SOP.

………………………………………………………………
………………………………………………………………
………………………………………………………………
………………………………………………………………
………………………………………………………………
……………………………………………………………….

2) In which year and by the integration of which three organizations, the CBC was set up ?

………………………………………………………………
………………………………………………………………
………………………………………………………………
………………………………………………………………
………………………………

3) The…………………………………Division of the CBC undertakes direct and interpersonal communication programmes to create awareness amongst the masses,

particularly in rural and semi urban areas.

4) Enumerate a few of the mandates of the CBC.

…………………………………………………………………
…………………………………………………………………
…………………………………………………………………
…………………………………………………………………

5) Under the ambit of the………………..of the CBC, there are the………… Communications, …………………..and ………………….. Communications.

3.5 DIPR

The Directorate of Information and Public Relations(DIPR) is entrusted with the job of informing and publicizing the plans, programmes and policies, activities and achievements of the State Government by using different means of active publicity media for welfare of the public throughout the state. In other words, the DIPR utilizes multi-media systems for effective publicity and performs a signal service in acting as a bridge between the people and the state governments and creates awareness among all sections of the people on state government policies, plans and programmes intended for their welfare and development. In simple terms, it can be stated that the Directorate of Information and Public Relations(DIPR) is the sole agency to release all state government advertisements to the media. State Government releases and pays for the advertisements released through DIPR. In different states of the country, there is a Directorate of Information and Public Relations(DIPR) for the purpose of predominantly, giving wide publicity to the various state government schemes and other activities by means of publishing special advertisements in different newspapers and as well as other publications. In Assam, also we have the DIPR, Assam, which is also called JANASANJOG, Assam.

The Directorate of information and Public Relations(DIPR) designates specific work to various wings to facilitate smooth functioning of the department. The departments are such as---

- Press Liaison Section--- This section prepares, handles and disseminates official news backed by photographs (where necessary) to the print and electronic media. Clarification against faulty news and views published in the media are issued by this section. Another major responsibility of this section is to prepare speeches and messages etc. for VIPs on all the important occasions. Moreover, the coverage of state Government functions and VIP programmes are also done by this Section.
- Press Research Section----- This section constantly monitors what is reported in the print media concerning the State and the functioning of the Government. Clippings of news and views are regularly made and sent to concerned Ministries and officials with entry into a live Register.
- Archive------ This section has to photograph and preserve almost all important official functions. These are distributed for publication in mass media. Moreover, Daily newspapers are also preserved in the Section.
- Advertisement Section----- The Government has always laid adequate stress on this powerful medium. DIPR is the sole agency to release all government advertisements to the media. State Government releases and pays for the advertisements released through DIPR.
- Cultural Wing----- Songs, street plays, dances etc. are profusely used to propagate messages of community involvement in the administration and development of society.
- Exhibition Wing----- Display of important photographs, artifacts etc. done in an artistic way always attract people's interest. DIPR has a wing exclusively meant for preparation and shaping of field level exhibition.
- Technical Section----- DIPR covers important official functions through Public Address System also. They have a team of trained staff and officers in this section. Moreover, this section handles a huge network of Fixed Loudspeaker System (FLS) in almost all important towns of the state which acts as a local broadcasters.
- Information Centre----- DIPR has a modest Information Center with sufficient books and reference materials under the supervision of a Senior Departmental Officer. The Centre is meant for anyone interested to know about various facts of the state.
- Publication Section----- Important Government policy matters, views, proceedings, interpretation etc. along

with topical matters concerning public welfare and important speeches of dignitaries on various occasions are compiled and published by the DIPR through this section. Besides publishing periodicals, pamphlets, booklets etc. this section brings out regular weekly newspapers at times.

- Regional Office----- DIPR use to set-up Regional Offices with Senior Officers at the helm of affairs in various parts of the State and outside State, so as to streamline Departmental functioning. These offices incorporate all the functioning of the directorate and also coordinates activities of the DIPR field offices in their respective jurisdictions.

- District and Sub-Divisional Offices----- DIPR use to possess well monitored networks of departmental officers and staff spread across the State. These District and Sub-divisional Information and Public Relations Officers are entrusted to function as ear and voice of the State Government in the field level. These officers frequently organize various exercises to generate and mould public opinion in support of the policies of the Government by means of audio, visual media etc. These field offices also run a Fixed Loudspeaker System (FLS) at important places for broadcasting official announcement needing immediate public attention. Prior to the advent of easy satellite broadcast, these DIPR field officers were very popular with their mobile news and cinema shows, cultural programmes etc. These offices also function as a good library for the public with its stock of valuable books, periodicals etc.

In a nutshell, it can be stated that the Directorate of Information and Public Relations(DIPR) is entrusted with the job of informing and publicizing the plan, programmes and policies, activities and achievement of the State Government by using different means of active publicity media for welfare of the public throughout the state. The main objective of the DIPR is basically two fold i.e. informing the public about the plan, policies and programmes of the State Government on one hand and on the other hand, keeping the State Government informed of the people's reaction (feedback from the public) to its policies and programmes. The DIPR is instrumental in disseminating smooth and uninterrupted flow of information to the citizens including media and to promote regular feedback mechanism for the State Government through the Information, Education and Communication (IEC)

technologies. The DIPR deliver services through Press releases, Advertisement in both Print, Electronic and Outdoor Media, Street plays, Publications, Cultural programmes, LED Billboard Display, Hoardings, Press Accreditation to Journalists, Medical aid to Ailing Journalists, Announcement of Govt. Messages through FLS, dissemination of information at grass root level , Website/e-mail/Facebook /Bulk SMS etc.

Aims of DIPR----

1. Use Information, Education and Communication (IEC) technologies for dissemination of information about Plans, Policies and various Welfare Schemes and programmes of the State Government through all means of Media.

2. Use electronic media for awareness generation and social media for promoting communication between the people and the Government.

3. Implementation of welfare schemes relating journalists.

4. Promotion of feedback to the Government.

5. Use of its multi-media systems for effective publicity of development and welfare programmes.

6. Improving internal efficiency/Responsiveness/Service Delivery of Department.

So, it can be concluded that the Directorate of Information and Public Relations(DIPR) is the Publicity Wing of the various State Governments of the country.

Stop to Consider-3

- The Directorate of Information and Public Relations(DIPR) is entrusted with the job of informing and publicizing the plans, programmes and policies, activities and achievements of the State Government by using different means of active publicity media for welfare of the public throughout the state.

- In other words, the DIPR utilizes multi-media systems for effective publicity and performs a signal service in acting as a bridge between the people and the state governments and creates awareness among all sections of the people on state government policies, plans and programmes intended for their welfare and development.

- The main objective of the DIPR is basically two fold i.e. informing the public about the plan, policies and programmes of the State Government on one hand and on the other hand, keeping the State Government informed of the people's reaction (feedback from the public) to its policies and programmes.

3.6 Let Us Sum Up

In this Unit-3 of Block-3 under Paper-2025, you have been acquainted with the organizational structure as well as the functions and significance of the AAAI, Erstwhile DAVP(Now, the Central Bureau of Communication (CBC)) and the DIPR. Now, let us summarize the key points which you can learn by going through this particular unit---

- The Advertising Agencies Association of India (AAAI) is a professional organization that represents the interests of the advertising agencies in India. The Advertising Agencies Association of India (AAAI) was registered as a society in Kolkata (Earlier Calcutta) on September,21, 1945.

- The AAAI serves as a platform for advertising agencies in India to come together and discuss industry-related issues, share knowledge and expertise and promote the growth and development of the advertising industry in India. The AAAI also works closely with other industry bodies, such as the Indian Broadcasting Foundation (IBF) and the Indian Society of Advertisers (ISA), to develop and implement industry-wide policies and standards.

- The AAAI is committed to promoting ethical practices in advertising and ensuring that its members adhere to the highest standards of professionalism and integrity. The Advertising Agencies Association of India (AAAI) is the official national organization of the advertising agencies of India which has been formed to promote the interests of the ad agencies so that they continue to make an important, essential and ever-increasing contribution to the nation.

- In a nutshell, AAAI, over the years has stood by its members, thereby, protecting their business interests, be it in terms of dialogue with the government, media bodies or advertisers or any other related aspect.

- The Erstwhile Directorate of Advertising and Visual Publicity(DAVP) was the nodal agency of the Government of India for advertising by various Ministries and organizations of the Government of India, including the Public Sector Undertakings(PSUs) and the autonomous bodies. In other words, the Erstwhile Directorate of Advertising & Visual Publicity (DAVP) was the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of Government of India. Some of the Autonomous Bodies also did route their advertisements through the Erstwhile DAVP.

- The Erstwhile DAVP is now known as the Central Bureau of Communication (CBC) which was set up on December,08, 2017 by integration of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP), the Directorate of Field Publicity (DFP) and the Song & Drama Division (S&DD).
- The CBC undertakes campaigns to inform and educate rural and urban people about the Central Government's(Government of India's) policies and programmes through available vehicles of communication viz. Print, Audio Visual(AV), Outdoor, Digital and New Media.
- The Directorate of Information and Public Relations(DIPR) is entrusted with the job of informing and publicizing the plans, programmes and policies, activities and achievements of the State Government by using different means of active publicity media for welfare of the public throughout the state.
- The main objective of the DIPR is basically two fold i.e. informing the public about the plan, policies and programmes of the State Government on one hand and on the other hand, keeping the State Government informed of the people's reaction (feedback from the public) to its policies and programmes.

3.7 References and Suggested Readings

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11. Paper-BMC(F) 03—*Advertising*; The Self Learning Material(SLM) of the Bachelor of Mass Communication(BMC) under the KK Handique State Open University(KKHSOU), Guwahati

3.8 Self Assessment Questions(SAQs)

1) Elaborate in your own words, about the organizational structure as well as the functions and significance of the Advertising Agencies Association of India(AAAI).
2) Elucidate the organizational structure, significance and functions of the Central Bureau of Communication(CBC)and make a comparative analysis of the same with the Erstwhile DAVP.
3) Explain in your own words, the significance, functions and the aims of the DIPR.

3.9 Answers to Check Your Progress

Check Your Progress: Model Answers

Check Your Progress-1

1) Kolkata (Earlier Calcutta); September,21

2) D J Keymer;
   General Advertising Agency;
   J Walter Thomson Company and
   Press Syndicate

3) Indian Broadcasting Foundation; and
   Indian Society of Advertisers

4) 1983; Indian Newspaper Society (INS)

5) Government & Public Relations;

   IBF/Doordarshan & AIR/Other FM Channels;
   INS;
   Professional Practices;
   Client Disputes;

   Statutes and Laws;
   Training & Development;
   Member Communications;
   Public Service.

   Check Your Progress-2

   1) Central Bureau of Communication;
      Regional Outreach Bureau;
      Field Outreach Bureau; and
      Special Outreach Programme

   2) 2017; Erstwhile Directorate of Advertising and Visual
   Publicity (DAVP), the Directorate of Field Publicity (DFP)
   and the Song & Drama Division (S&DD)

      3) Field Communication Division
   4)

   • Work towards creating an informed citizenry.
   • People Centric Communication approach.
   • Disseminate information on schemes and programmes of

the Government of India using different Media Vehicles.

- Formulate Communication (IEC) strategy for the Government.
- Put in place appropriate policy framework for use of different media vehicles and determine rates for the same.
- Conducting Integrated Communication & Outreach Programmes (ICOPs) at central, regional and rural levels.
- Disseminate information on schemes and programmes of the Government of India by the means of folk art.

5)Outreach; of the Central Bureau of Communication(CBC), Field; Exhibitions; Folk

Check Your Progress-3

1) Press Liaison Section;
   Press Research Section;
   Archive;
   Advertisement Section;
   Cultural Wing;
   Exhibition Wing;
   Technical Section;
   Information Centre;
   Publication Section;
   Regional Office;
   District and Sub-Divisional Offices

2) JANASANJOG

3) The main objective of the DIPR is basically two fold i.e. informing the public about the plan, policies and programmes of the State Government on one hand and on the other hand, keeping the State Government informed of the people's reaction (feedback from the public) to its policies and programmes.

UNIT: 4

INTERNET AND SOCIAL MEDIA ADVERTISING; MARKETING, BLOGGING AND ITS CURRENT STATUS, MARKET RESEARCH AND AUDIENCE RESEARCH

Unit Structure:

4.1 Introduction

4.2 Objectives

4.3 What is Social Media Advertising?

4.4 Social Media and Marketing

4.5 Blogging and its current status

4.6 Market Research

4.7 Audience Research

4.8 Summing up

4.9 References and suggested Readings

4.1 INTRODUCTION

In this unit we shall discuss the meaning and concept of social media advertising, alongwith its relevance in the present day. We will try to analyse the relationship between social media and marketing, while discussing the importance of blogging and the current status of blogging. We will also try to provide an insight into the concepts of market research and audience research and their importance in marketing and advertising.

4.2 OBJECTIVES

After going through this unit you will be able to

- Describe social media marketing
- Explain the relationship between social media and marketing
- Discuss blogging and its current status
- Analyze the concepts of market research and audience research

4.3 WHAT IS SOCIAL MEDIA ADVERTISING?

By now, you must have learnt what advertising is and what role it plays in the society. Let us now delve into the world of social media advertising and discuss its meaning and significance in the present times.

Social media advertising is quite different from traditional advertising in many accounts. We shall talk about them in this unit later. Social media advertising refers to a form of digital advertising that uses platforms like Facebook, Instagram, LinkedIn, Pinterest, etc. to reach target audience. The internet and social media play a vital role in social media advertising. The internet provides the infrastructure allowing marketers to create, manage and track their advertising campaigns. The social media platforms provide the appropriate audience base targeting on geographic, demographic, psychographic and behavioural characteristics by connecting with consumers more effectively. Social media advertising aims for more personalized and targeted ad campaigns, which enables the marketers to reach their ideal buyers. The internet also enables the use of data analytics and tracking tools to monitor the performance

of the ad campaigns. Hence the internet and social media are essential components of social media advertising.

The benefits of social media advertising are –

Precise audience targeting: social media advertising allows advertisers to target specific demographics, interests and behaviours. It ensures that ad campaigns reach the right audience.

Cost effective: Social media advertisements are often more affordable than traditional advertising methods, with lowest costs per click and cost per impression. It maximizes the efficiency of the advertising budget.

Immediate feedback: Social media advertising provides immediate results and feedback on campaigns. It allows advertisers to make immediate improvements in the ads to optimize their performance.

Better control over ads: The advertisers have more control over the social media ad campaigns, which enables them to make adjustments in budget, content, delivery and in targeting audience.

Innovative formats: Social media platforms provide various advertising formats like carousel ads and lead gen ads, allowing marketers to experiment and interact with different formats to achieve specific goals.

Sophisticated tracking mechanism: Social media advertising tracks Impressions, clicks and conversions providing valuable data to optimize campaigns and understand the impact of ads on marketing.

Enhanced brand awareness: Social media advertising increase brand awareness, engage audiences, drive sales, and gather customer feedback, which fosters brand loyalty and growth.

In order to maximize the effectiveness of social media advertising campaigns, the advertisers should avoid certain common mistakes. It is important to analyze the performance data of the campaigns and make changes to them accordingly. This would lead to better results. One should be very careful while posting any content regarding the brand or the product on social media. The posted content should be in alignment with the brand's image or tone. One should keep in mind that all the social media platforms are different from each other; each platform has its own unique features, user demographics and user behaviour. Hence, the advertiser should tailor their strategies for each platform. It is important to engage with the audience regularly and respond to messages and complaints for a successful social media advertising campaign. Taking advantage of social media marketing tools like Buffer and BuzzSumo can help streamline social media management and improve performance. Posting too frequently or too infrequently could negatively impact engagement and audience interest. It is important to create content that remains relevant over time which would improve engagement. Another important aspect is to understand the target audience's demographics and their preferences in order to create an effective ad strategy for the target audience. In order to maintain engagement and visibility, it is important to stay updated on new platform features, along with creating high-quality content for maintaining brand reputation.

The **audience** is one of the most important components of an advertising strategy and their attention and engagement could play a major role in its success. The advertiser should have a fair knowledge of the target audience's demographics, interests, values and behaviour in order to create the ad strategy for maximum effect. The content should be designed in such a way that it resonates with the audience. The advertiser could ask questions, share user

generated content and host giveaways which could encourage sharing and spark conversations among the audience/customer base. Eye-catching visuals and engaging videos can be used to capture the attention of the audience while conveying your message effectively. Live videos, product demonstrations, and behind-the-scene content could be very interesting and engaging. Respond to the comments and messages promptly and positively to build relationships with the customers. Create online community groups where customers can share their thoughts, ask for advice and connect with each other. Such groups could provide insight into customer preferences as well as foster a sense of community around the brand. As an advertiser, you may also post exclusive content like upcoming sales, new product release, etc to engage followers on social media platforms and make them feel connected to your brand. You may hold contests and giveaways to boost engagement and attract new audiences.

4.4 SOCIAL MEDIA AND MARKETING

By understanding the potential of social media and implementing the right strategies, advertisers can achieve their marketing goals and connect with their target audience effectively. Social media platforms such as Facebook, Instagram, Twitter, LinkedIn etc provide businesses with powerful tools to engage with their target audience. These platforms can be used to build brand awareness, drive sales and foster customer relationships. Social media platforms help businesses with the opportunity to reach wider audiences through targeted advertising and engaging content. Targeted advertising enables the businesses to optimize their marketing efforts, reduce costs and achieve better results compared to traditional advertising methods. User-generated content (UGC) on social media platforms can enhance brand credibility. UGC is also

known as consumer-generated content created by regular people on social media platforms. They may include text posts such as reviews, opinions, images and video posts such as photos, short videos, etc., livestreams such as gamers broadcasting their sessions, musicians performing virtually, or sharing a live experience. Through social media marketing, businesses are able to collect data on customer interactions, and track customer preferences, which in turn help in improving customer services and tailoring marketing effective strategies. Social media serves as an important tool for customer relationship marketing by actively participating in conversations and responding to their inquiries.

4.5 BLOGGING AND ITS CURRENT STATUS

Blogging refers to the act of creating and publishing content online, on a regular basis. It might involve writing, photography, and other media published on the internet. It is like a digital journal or bulletin board that you can share with the world. Blogs are often used to share information, opinions, experience, etc. with an audience. They may cover a wide range of topics, from personal diaries to professional content. Blogs are independent, the bloggers the content and time they publish. The tone of the blogs is typically informal and conversational, sometimes allowing comments and discussions as well. Starting with text based entries, blogs now include images, videos, podcasts, and other multimedia formats. Over time, blogging has become a powerful tool for individuals and businesses to connect with their audiences, to establish expertise and even generate income.

Blogging helps in drawing in potential customers through the search engines. By improving the website's ranking in search results,

businesses can make themselves more visible. Regular publishing of good content can improve search engine optimization (SEO) making it easier for potential customers to find their websites through search engines. Blogs help in reaching wider audience and attract new customers by providing relevant content to address the needs of the audience. The content of the blog could demonstrate your knowledge and expertise in the field which would foster trust and credibility with customers. Consistency in blogging would build recognition for your brand. the more people see your content, the more they become familiar with your brand. Blogging is a relatively inexpensive method to reach larger audiences as compared to the traditional marketing methods, and hence a more cost-effective method of marketing.

Blogging is continuously evolving and is becoming a relevant and significant medium of content creation and sharing in the recent times. Millions of new blog posts are published daily across various platforms like WordPress, Tumblr, and others, with over 600 million blogs existing online and more than 2 billion blog posts published annually. The global content marketing industry is projected to grow significantly which indicates the continued importance and impact of blogging in the digital landscape. It plays a significant role in content marketing strategies, brand building and online communication. Some of the most profitable blog niches of the recent times include personal finance, health fitness and well being, dating and relationships, food and drink, travel, education, home improvement and DIY (do it yourself), parenting, marketing and online business, science and technology, outdoor lifestyle, video gaming, etc.

In India, blogging has seen a significant growth and popularity owing to the factors such as improved internet access, rise in social media, increase in smartphone usage, and demand for niche content.

The growth of internet economy in India alongwith the expanding online population has led to the proliferation of blogs covering a range of topics such as politics, business, technology, lifestyle and entertainment. The readership of blogs in india is also diverse, with a growing interest in regional languages content alongwith English.

4.6 MARKET RESEARCH

Market research is the process of systematically collecting information about a specific market, competitors and customers. Businesses use this information to improve their products and services and develop marketing strategies.

Market research is essential in advertising to understand the target audience by analyzing their demographics, their interests, preferences and behaviour. This allows advertisers to create buyer personas, guiding the entire advertising process to ensure that the ads resonates with the intended audience. Market research gathers information from the consumers so that the advertisers could identify areas for product enhancement and or for new product ideas. Market research also involves keeping track of industry trends and competitions. It provides data on where the target audience spends time and what media channels they prefer, as an effective advertising requires strategic media planning and budgeting. Market research is vital for advertising as it helps advertisers understand their audience, identify market trends, improve products and make informed decisions about media planning in order to achieve the business objectives effectively.

Some of the common methods in market research for advertising include surveys, which involves collecting data from a sample group representing the target market. Surveys can be conducted in various

forms, such as in-person, or through telephone, mail, or online. Another method is focus group, that involves a moderator leading a discussion among a group of individuals to gather qualitative data on consumer attitudes, perceptions and feedback. Personal interviews also provide subjective data on consumer perceptions and provide feedback for advertising strategies. Observation is another effective method where researchers observe subjects in natural or controlled environments to understand consumer behaviour. Competitive analysis is a strategic form of market research that requires analyzing competitors to understand how your brand compares in the market. These methods play a crucial role to effectively reach and engage target audiences. There are two major types of market research, primary and secondary. Primary research involves collecting data directly from the target market through surveys, interviews, focus groups, etc. secondary research involves collecting data that has already been collected by someone else such as government reports, industry publications and market research reports.

4.7 AUDIENCE RESEARCH

Audience research is a key component of market research that seek to understand the specific group of people that the business is trying to reach. It refers to the process of gathering important data and insights about a brand's existing or potential customer base. The main objectives of audience research are –

Understanding the demographics: It is important to learn the target audience's characteristics such as age, gender, income, education, occupation, location, etc. For example, if you are developing a health and fitness app for busy professionals, you might be

conducting audience research to learn that the demographics for your app is between the age group of 25-45, middle to high income office goers, both male and female, based mostly in urban and semi-urban locations.

Analyzing psychographics: The advertisers should explore the audience's interests, opinions, attitudes, values, lifestyles, and other psychological factors, that influence their decision making.

Studying behavioural patterns: it is important to observe how the audience uses the products, navigates websites and engages with the marketing channels, which would reveal their online habits and preferences.

Gathering feedback and opinions: Advertisers may directly gather information from the audience through methods like surveys, interviews, and focus groups to understand their needs.

Conducting audience research for marketing would help in creating tailored content that relevant and engaging for the target audience. It aims at improved targeting by reaching the right people with the right message at the right time. Audience research enables marketers to deliver personalized and relevant content leading to higher customer satisfaction levels. Other advantages of audience research are cost-effectiveness and improved brand trust and loyalty.

4.8 SUMMING UP

Social media advertising refers to a form of digital advertising that uses platforms like Facebook, Instagram, LinkedIn, Pinterest, etc. to reach target audience. The internet and social media play a vital role in social media advertising.

Blogging refers to the act of creating and publishing content online, on a regular basis. It might involve writing, photography, and other media published on the internet. It is like a digital journal or bulletin board that you can share with the world. Blogs are often used to share information, opinions, experience, etc. with an audience.

Market research is essential in advertising to understand the target audience by analyzing their demographics, their interests, preferences and behaviour. This allows advertisers to create buyer personas, guiding the entire advertising process to ensure that the ads resonates with the intended audience.

Audience research is a key component of market research that seek to understand the specific group of people that the business is trying to reach. It refers to the process of gathering important data and insights about a brand's existing or potential customer base.

4.9 REFERENCES AND SUGGESTED READINGS

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4.10 MODEL QUESTIONS

Q. 1. Who are the target audience on social media?

Q. 2. How can social media marketing help in achieving business goals?

Q. 3. How can you build a strong community around your brand? Give examples.

Q. 4. What is blogging? How can it help in building brand image?

Q. 5. What is the importance of audience research in advertising?

Unit: 1

Concept and Definition of Brands; Brand Image, Brand Management.

Unit Structure:

1.1 Introduction:

Sometimes we cannot remind a product name, but well versed with the familiar name to denote that exact product. As for example, we usually pronounce the name -Surf, while washing our clothes, but surf is a detergent, mostly we used the detergent in washing cloth, but the product name detergent become familiar as Surf. In that case Surf occupies the memory lane of each people with its 'Brand Name' having an established 'Brand Value'. In some cases, we normally used to remind the exact name of product or a family of products but we have crystal clear visualization of the product made by a certain company or a manufacturer. For last many years, Dabur is a leading name as well as fast moving consumer goods company in the sector of Ayurveda products, many people or some segments of people have well to do experience with the name Dabur and while they come out to purchase Ayurveda medicine or products, they usually ask for Dabur products. Here is Dabur is a manufacturer of theAyurveda product only but the purchaser choices directly become integral to the name Dabur itself and also its vertical name of the concerned specific product too. Dabur become a mega brand in the purchaser's mindset. As for example Dabur

Honey, Dabur Chyawanprash, Dabur Odonil, Dabur Red Gel etc.

Entirely the 21st century people have the relation with Google. Google is a search engine, besides google, there are so many search engines, but Google is the first choice in the universe, many in fact know nothing other than Google to search their query online. But the question arises- Why Google is the first and last name in the minds of the netizens?

Google was founded in 1998 by two Standford University Scholars with a mission to structure the world information in a useful way and make it available anywhere and anytime to everyone. It becomes a market leader in the search engine industry through its multilateral business focus with an opportunity to search anything and to allow users to employ many other google services. It shines with its constant innovations. Google provides fast and reliable services by focusing on plain text with sophisticated search algorithm but avoiding pop-up ads. Definitely the revenue of Google is from different new services day by day but it was traditionally from search ads, text-based boxes that advertisers pay for only when users click on them.

So, we the people involved in the study of the market's segments, advertisings and brand values have many moreexamples of the market leaders, so we may think about the points on how they become the market leader. Before going in depth, we have to know the basics of Brand, Brand values, Brand Image, Challenges in competitive market, Branding and media as well as Brand Management.

1.2 Learning Objectives:

After going through this unit, the learners will be able to –
- Define 'Brand' and to state why brands are important.
- State how brands differs from a product and explain what brand image is.
- Develop a brand strategy and correlates the relation with different media.
- Identify the steps in strategic brand management.
- Describe the challenges related to branding process.

1.3 Concept and definition of Brand:

According to the American Marketing Association (AMA), Brand means 'a name, sign, term, design or symbol, or a combination of them, intended to identify the goods and services of one sellers or group of sellers and to differentiate them from those of competition'. Brand is a term arises out of the competitive and strategic marketing sphere. Brand is a result of effective and reflective communication to the audience.

The word 'Brand' is derived from the Norse word 'brands' meaning to burn. Basically, the term Brand reflects the ownership or origin. The word has a relation with long back history of slave as well as slavery. Ancient Egyptian history has link of such interpretation on brand. However, the systematic use of branding started since the period of industrial revolutions. Consequence upon wide range of product getting exposure in the marketing sphere, the competitive market as well as choice-based purchasing behavior evolves. Some sources referred the history of branding dates back to distinctive identification of livestock. It was used to differentiate one's cattle from another by using distinctive symbol that burned into the animal's skin with a hot branding iron. Involution from such traditional sphere, the term has been extended to a strategic value that consumer may perceive to buy a product out of the available products of the same configuration or same nature in the market. Brand is not only related to movable and immovable product or items, but also related to service sector also. In business, branding is a subsystem which implies the study of how products take an idiosyncrasy or distinguishing feature and when a manufacturer or distributor or as whole the company creates a brand identity and govern the grand design behind the presentation of a brand personality through informed decision making. Brand is a conversational model where the primary control is on brand management by the corporates and the consumer perspectives. The brand management primarily survives with the perception in the mind of the customer.

Stop to consider:

Elon Mask, CEO of Tesla and SpaceX said that Brand is a perception and perception will match reality over time. It is to be

noted that a pre-notion on a product trickle through the target audience over certain push sales, advertised driven sales etc. But after understanding the buying journey, validating the product, we must have to notice that the satisfaction of the market is the rating only, loyalty is the brand.

Self-asking question:

- Brand is a conversational model – think how and explain?

Let's learn some specific term related to brand. **Brand value, brand equity, brand quality, brand credibility, brand judgement, brand resonance**etc. are mostly used terminology in this sphere of brand and branding.

Brand value implies normally the financial gauge of a brand worth. It can be explained with two meaningful paradox i.emarket-based brand value and cost-based brand value. If one company namely X were to merge or be bought out by another business Y and Y wanted to use that company name, logo and brand identity to sell products or services, then the brand value would be the amount they would pay to the company X for that right. This is the market-based brand value. On the other hand, the cost-based brand value implies the method which values a brand using the costs that have been incurred to build the band since its inception stage. It is mostly a value with the evaluation of the promotion expenditures, heritage value incurred by the item or the service, licensing and registration costs and cost of any trademarks.

Self-Asking Questions:

- What is trademark?
- What is the relation between trademark and logo

Stop to consider:

A trademark is consisting of a recognizable sign, identifiable expression for a product or service,design from a particular source and distinguishes from others. It is protected by intellectual property right. Trademark is a distinguishable sign of a goods or services of

one enterprise from those of others. A trademark owner can be any legal entity, individual or a business organization. According to the United States Intellectual Property law, a trademark is any word, name, symbol, or design or any combination thereof used in commerce to identify and distinguish the goods of one manufacturer or seller from those of another and to indicate the source of the goods.To qualify one as a trademark, it should be used in commerce and that should be distinctive. Through a definite procedure under the trademark act as well as intellectual property right, the trademark can be gained. For further knowledge one can read thoroughly the trademark act.

On the other hand, logo is a graphic sign, mark or an exclusive symbol used to identify a particular product, source or service. In fact, logo is a type of trademark. Logo is an important marketing tool by which public can recognize and feels association with a goodwill towards that exclusive identity. It is to be noted that logo has its both commercial and non-commercial uses. Any business product can have its logo, any association can have a logo to reflect its mission and vision. Logo has its graphic component, many of them have its exclusive tagline beneath or inside the logo or there may have a slogan.

Activity for Learners: Design a logo of a product and incorporate a tag line or a slogan in it.

Amidst this discussion, we may talk to identify different types of brand elements. Brand elements, sometimes called brand identities are those trademarkable devices that serve to identify and differentiate the brand. The marketers choose brand elements to build brand equity. In general, there are six criteria for brand elements i.e

   a) Memorable: Principle behind is: Easily recognized, easily recalled.
   b) Meaningful: Principle behind is descriptive and persuasive.
   c) Likable: Principle behind is involved with the fun and interesting, rich visual and verbal imagery, aesthetically pleasing
   d) Transferable: Principle behind is -within and across product categories, across geographic boundaries and transcultural.
   e) Adaptable: Principle behind is flexible and updatable.
   f) Protectable: Principle behind is legally and competitively.

It is to be noted that the brand name is a basic important choice to take possession of a central theme or a key association of a product in a very compact and economical fashion. The name so closely tied the products in the minds the consumers. So, question may arise- Is it difficult to come up with a brand name? Vocabulary and innovation in the brand name are one of the crucial things to enter among masses in variants and vivid.

In that parlance, the context of brand equity also comes to light in the 1980s as a popular and potentially important marketing concept. Brand equity is the value of a brand, determined by the consumer's perception about its quality and desirability. Though brand equity is a broader concept having its various dimensions like consumer brand equity, market brand equity, mental brand equity. In determining the financial health of a corporation, brand equity is the most important factor. On the other hand, brand equity is the measure of the strength of a brand that impacts the financial contribution the brand makes to the parent company's balance sheet. David Haigh (1997), then CEO of Brand Finance pointed out that brand equity represents the point at which the company objectives converge with customer interest. It goes beyond brand image and brand identity. Haigh told "brand is what the customer buys; brand equity is what the company owns. It includes all the brand descriptions like image, identity, brand measurement components like price elasticity, demand values, purchase frequency, attitude or awareness level, repeat sales and the way these factors combine to create or predict brand monetary value. Various strategic points related to brand equity will be discussed in the next chapter.

Moreover, the understanding on brand quality and brand credibility is very important. The brand quality is the overall perception of a brand's service or product in terms of their reliability, durability, performance and entirely the satisfaction. Customers have some brand judgement also which implies the personal opinion with evaluation of the brand. Such judgements normally cover the quality, credibility, consideration and superiority.

The brand credibility has three dimensions in the eyes of its customers i.e. perceived expertise, trustworthiness and likability. Many items have established relations in the mindset of the customers. In terms of the customers' psychological bonding, the term brand resonance is described. It is the extent of the customer

and the nature of the relationship to which customers feels that they in synchronization with the brand. Mostly the brand resonance is characterized by the intensity of the customer that shows the psychological attachment to a brand and the established loyalty in between customer and brand.

Self-Asking Question:

Give some examples of brands having historically high brand resonance.

In promoting a brand, advertisement plays a pivotal role which is cordially related to the process of branding. Branding is exclusively a process of giving strategically a meaning to a specific product, company, service or any organization by bring into being an impact in the minds of the consumers. This strategic input gives reason to a consumer to choose a product or a service among many.

1.3.1 Explicit role of advertising: Advertising is the information and mobilization interface in promoting a brand by buying space in any media. As brand implies distinguishing aproduct and stimulates specific buying behavioror to lead a market from the front, then the advertising has an explicit role in energize the prospective buyers. In a broader sense, advertising is an indication of the striving force of the human race for betterment and perfection. It creates the brand awareness and act as a guiding force to customers to choose their choice of brands. Advertisement is an instrument of persuasion and information to elaborate creatively on a product and its specification to the prospective buyers. It pushes the product to the buyers, but practically a successful market can be set with first pushing by advertising and second push by satisfaction by the buyers itself. This satisfaction arises out of the product quality, features, affordable price of the buyer's segment also.

Self-asking questions:
- How the branding occurs. Is effective advertisement hinted enough to establish a brand among the buyers.
- How does media buying helps in promoting a product in creating brand value?

1.3.2 Features of Branding:

The prime features of branding are as follows – Distinctiveness, Competition, Consistency, Market Leadership.

One popular television series namely 'Shark Tank' aspires entrepreneurs from India to pitch their business models to a panel of investors and persuade them to invest money in their idea. The motto behind is mostly the distinctiveness of the idea of a product or a service. To make an identity of the brand, the creation needs to be highly distinctive from the other. Royal Enfield is the world's oldest motor cycle brand with the tags on men amongst the boys. It is a distinct brand which prompts commanded stature, confidence and assurance of a leader.So, this kind of distinctiveness is required in the branding process.

A brand must be competent in terms of its key consumer expectations. In this age of competitive environment in the market, the feature of competitiveness is more important. Success in branding evolves from the competent features that go beyond consumers expectations to give a competitive edge cutting to the industry.

With brand consistency, we can enhance consumers' trust and loyalty. It is all about being recognizable, communicating and establishing the trust worthiness. The core team and front liners of the brand should have consistent effort to make the brand ever ready for the customers.

The market leadership is ultimately the building up of the brand image to a newer height with acceptable norms at per consumers' expectations. Market leadership is all about the connection with customers and establishing a reputation as a leader in the market.

Self-Asking Questions and activity:

- Please choose a brand and identify its brand elements and assess its ability to the brand equity.


1.4 Brand versus Product:

Simply product is the generic entity having some configurations, components, constituents etc. But when it gets a specific identity boosted up with mass attraction, involvement, loyal with the satisfactory fulfilment of the consumers need, then the generic identity becomes much more prominent with the brand identity. A product is anything we can offer to a market for attention, acquisition, use or consumption that might satisfy a need. So, it implies the physical good or even an idea for a social, economic or welfare cause. At this crossroad, the question arises, how a product become essential for a mass audience and how the team behind a product can disseminate it effectively to a larger audience with consistent effort. A brand is therefore more than a product, because it can have dimension that differentiate it in some way from other products designed to satisfy the same need. These differences may be rational and tangible related to product performance of the brand- or more symbolic, emotional and intangible-related to what the brand represents. So, a branded product may be a physical good or figure or service like Indigo airlines, Sun Pharma, Coca-Cola, Domino's Pizza, Amitabh Bachchan, Tata Consultancy Service, Hindustan Unilever etc.

Now come to another point. In some goods like credence goods i.e. insurance policies etc., consumers may rarely learn product attributes, in such cases, the brands have certain roles in signaling certain product or service characteristics to consumers. But the same may be very much generic to observe, visualize or taste in case of search goods like groceries where consumers him/herself can have attributes like weight, color, size, compositions etc. A product which is a branded one can reduce risk of taking decision by the consumers. Suppose Anupam or Engine is some of the familiar brands of mustard oil. Among many mustard oil products, customers will have confidence to pick up the branded one having less functional risk. Consumers may perceive many types of risk in buying or consuming products like functional risk, physical risk, financial risk, social risk, psychological risk and time risk. Every consumer has his/her individual purchasing behavior with bigger or smaller risk at market, but the concept of brand makes it easier to reduce the risk in product decisions irrespective of the customers' individual differences. In other words, consumers can manage the risks in many ways, but one important way forward is to buy

well-known brand. Definitely the product portfolio of a brand is the driving force for a purchasing behavior.

1.5 Brand Image

We have already discussed about the brand image. It is basically related with the brand's core concept i.e. essence, soul or DNA of a brand. In a nutshell, it is the highlight of the brand strategy. In brand management, the thought and idea revolve on how a brand is perceived in the market. It proceeds with the motto of continuation and enhancement with better building to the ultimate of a brand loyalty. In that parlance, brand image is the customers' perception of a brand based on their interactions. It is the product of brand strategy and action. Finally, brand image is the reputation, emotion,trust,loyalty, confidence, impression,value,belief.

There is a conceptual difference between brand identity and brand image. Brand identity consist of the logo, tagline and the way we want masses to perceive us a brand. On the other hand, brand image is the ways that customers actually perceive us a brand. This is the matter of reputation, emotion, impression and belief.

So, in this context, we may say about brand management to continue the brand consistency.Brand management is the overall marketing techniques to increase the perceived valueof a product line or brand over time. It proceeds through various ways and medium. Out of which advertising is the most effective media buying strategy which grab the attention of potential customers, instigate the desires to purchase or generate the interest for the brand and the product itself. Actually, the contribution of advertisement pushing the curiosity of the customers starts from the launching stage of a product by a producer. In fact, advertisement rolled out the way towards branding

and brand management is the techniques to increase the perceived value in and around the marketing sphere.

1.5.1: How the public relation, advertising and marketing work together to build brand image

It is a prime area of discussion that the brand building exercise is a synthetic resultant of public relation, advertising and marketing mix. A marketing mix implies several focus areas as part of comprehensive marketing plan. It is integral to the four Ps i.e. Product, Price, Placement and Promotion.
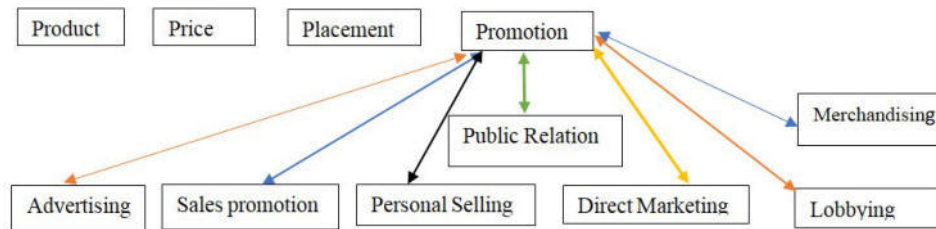
Public Relation (PR): According to Ivy Lee and Edward Louis Bernays, "Public relation is a management function which tabulates public attitudes, defines the policies,procedures and interests of an organization followed by executing a program of action to earn public understanding and acceptance. In the marketing mix, PR is used to build a positive brand image

Advertising: Advertising has two broad targets; one is behavioral change advertisement and other is market enhancement. The advertisement used to enhance sale often seek to generate increased acceptance of their products or services through branding, which

associates a product name or image with certain qualities in the minds of the consumer. Since 19ᵗʰ century, from the time of Egyptians used papyrus- a writing surface to write sales messages, advertising has been playing the strongest and impactful role in establishing a brand. Target messages having gist to attract customers can boost the brand awareness among the current and new customers.

Sales Promotion: Sales promotion is used to stimulate product demand through various incentives under two categories i.e. price promotion and non-price promotion. Price promotions includes discount, cashback, BOGO promotion (Buy one-get one). On the other hand, sampling, contest and free gift are the non-price promotion.

Direct Marketing: It pushes the market by outreach to customer already familiar with the targeted service or product primarily through social media and email.

Personal selling: Man to man communication on customer is the personal selling. It is pushed by interpersonal communication between buyers and sellers.

Lobbying: Lobbying implies seek to influence public opinion.

Merchandising: It implies the boosting of sales. The product promotion in merchandising encapsulates adjustment of prices to manage profit margins across product and selling spaces by designing attractive displays.

From the above descriptions of the tools and process in marketing mix, some specification in the branding process comes to light which is integral part to boost up the brand values and brand equity. Building up of a brand image is the harmonious interplay of advertising, marketing and public relations. In marketing the primary role is to read the needs of consumers and to customize the services or product that will satisfy those requirements. There is need of market research as well as business communication to trace and associate with the customer desires, choices among the populations, moulding the choice suitably with the product profile as well as market trends. Distribution channels needs to be strengthened to get the desired results in market. Balancing of supply chain and the demand must be monitored and ensured even after gaining a good momentum in terms of brand image. Right price and appropriate distribution channel are most important in the marketing mix. Whatever be the situation in the marketing sphere,

the aim of marketing is to foster relationships with customers, meeting their demands and fulfilment more than the expectations, which in turn leads to customer loyalty   and long-term business success.

Stops to consider:

Business communication is the sharing of information that is intended to achieve a fundamental goal and the essence of a business as well as its brand between employees as well as people outside the company. It has both internal and external types. Internal communication is among the workers of a company and external implies the communication among investors, customers and other business segments. The major key elements in business communication are verbal communication, non-verbal communication, active listening, micro expressions and defenses. All these communications occur within a business environment through paper works, email, presentations, reports etc.

But there is a question arises!

Are there any internal relations in building up a corporate image and brand image through the business communications that happens in the business sphere?

Think and discuss the topic.

1.6 Developing a brand strategy:

Great brands are a result of thoughtful and creative planning. Managing a brand or building a brand proceeds through creative brand strategies. The strength of a brand depends on the reputation and its visibility. A brand has three fundamental things –i.e. internal culture, customer experience, external marketing. The elements of branding comprised of certain purpose, competitive awareness, consistency, loyalty, employee involvement, emotion and flexibility. Simply the brand strategies have the core component like product or services, customer services, price, employees' role, logo, brochure, website, business card, mass media and mid media including social media, digital marketing etc.

But more theoretically as well as practically the brand strategy has more complex structure in terms of its competitive positioning. In the brand building exercise, three models are interconnected to bring forth the micro and macro perspectives –

Firstly, the Brand Positioning model indicates how to set competitive advantage in the disposition of the customer in the market.

Secondly, the Brand Resonance model indicates how to bring forward that competitive advantage and set active loyalty relationship with customers for brands.

Thirdly, Brand Value Chain model indicates the value creation process to better understand the financial impact of marketing expenditures and investments to create loyal customers and strong brands.

1.6.1 Components of the brand strategy:

Besides the above models, we need to strategically line up a few important points like brand audit, stakeholders' analysis, market analysis, Brand strategy analysis etc. We can relook the same as follows -

Research + Positioning Strategy + Design and identity + Touch points + Forecast

= Overall Brand Strategy

The research part consists of the brand audit, stakeholder analysis, market analysis, brand strategy analysis. Brand audit is the assessment as well SWOT analysis of a brand's current position in the market compared to its competitors and a review of its effectiveness. The SWOT implies the strength, weakness, opportunity and threat. Stakeholder analysis is the process to identify all the stakeholders in a project and their expectations and need. Market analysis is an analysis of the spending group about the market share, market size, market segments, customer mix, competition influence and competitors. It analyses the dynamics of a particular market for a particular product. It has also the SWOT aspects. The findings of a market analysis may motivate an organization to change various aspects of its investment strategy. Besides we usually do the brand strategy analysis which extracts actionable insights that can drive strategic decision-making and improve brand performance. A strong brand has the four core elements i.e brand identity, brand

image, brand culture, brand personality. These elements must be addressed for an effective brand strategy.

In the next, the positioning strategy is comprised of points like refining the focus and brand promise. It is a strategic marketing plan to evaluate the business stands in the market by distinguishing the brand from its competitors and integrated to the needful position which can be appropriate. The positioning strategy has its core elements like tracing of the market category, target audience, brand differentiation, brand identity and pricing strategy.

The design and identity segments of a brand strategy describe the typography, logo and tagline, color etc. Apart from these, there has a few touch points like merchandise, advertising, digital marketing etc. Finally, the forecast part integrates the management of the assets and communication of the brand identity through various medium.

So, from the above discussion, we may come into the following inference:

- Overall business strategy
- Identification of target clients: Clearly defined target clients
- Research on target clients
- Positioning of the brand.
- Exclusive design, packaging etc.
- Strategic communication in the market.
- Developing market toolkit.
- Assuring strategic chain of supply and demand
- Ensuring sales and after sales services, more specifically in service-based product.

The impression on a product by the customer that boost the market is the outcome of a brand strategy. After a successful brand strategy, clients will be able to sort out certain wish list. As for example, apple is a great brand through breakthrough product and skillful marketing, if you are a prospective customer, then the points come to your mind will be like – Apple is very much user friendly, apple is a prestige, graphics are so attractive, macintosh computer product, leading-edge technology etc. This is all about the impression before buying Apple product.

At a time, Nokia was a market leader in India which was the most trusted keypad mobile phone, however it was overtaken by more advantageous features and Nokia as brand become back footed in the parlance of smart mobile phone brands that come up with so many flying colors with android applications. So, such

consequences may occur with a brand. Updating of its features day by day are more important for a sustainable market. We can cite example of Orkut. Orkut was a privilege social media site, but it becomes irrelevant after the Facebook entered in the social media world with so many updated features. So, Facebook become a breakthrough and skillful social media brand which continuously updating it appearance and features. Mitigation of disinterest of the clients is a very important part of the brand management.

Stops to consider:

Some brand, despite having conventional advertising emerged as a successful brand through the means of strong association with customers by its product itself. Some luxury brand does not focus on appeal as well as advertising across its demographic. These brands essentially personify and represent whatever they are selling, definitely these luxury brands have no common interest with the common economic segments of customer. Brands like Lamborghini, Roll-Royce, Tesla etc. usually we don't see any conventional advertisement. But it attracts the curiosity of the commoners but that common economic segment of customers has no usual purchasing habit of such brand. Even Bollywood song glitters the brand Lamborghini in its popular lyrics. Even after that such brands are bright and relevant. So, it's an irony to look into this paradox.

Can we say that the conventional mass media advertisements are usually flashed only for common economic segment of the customers? What is the other way remains to make a strong association of a brand with its specific customer segment? Or simply we can ask our self, how such brands penetrate into our minds.

1.7 Brand and Brand Management:

To enhance positive brand association and build up loyal customers, effective brand management is very essential. It is the aftermath of brand strategy to consistently maintain the reputation and improving audience perception on the brand which is extended far beyond marketing. It builds the brand awareness, equity and loyalty. It is intertwined with sales, resources and clients' services. Elements of brand strategy and brand managements are almost same. But here some additive

focuses are exerted i.e brand equity, experience, brand differentiation, brand communication and mitigation of gap and brand extension. After all brand management helps to manage the tangible and intangible features of a brand. It is an art to sustain a brand as a brand and developing a promise to the consumer and materializing that promise for a product or a group of products or services. Many brands get success in communicating to its clients or target audience but fail to engage. This engagement happens by identifying the magic in a brand that implies the insight or idea that connects to the audience. It is an intuitive process and it needs a mix of strategic business thinking and ideas. Brand today is synonymous with the business and the style behind a product or a service which offers a set of value and vision cum attitude. To maintain this brand position, one must have to think on sustainably to have a consistent public and the internal image. Brand equity may suddenly drop if the brand continuously fails to engage its audience and inconsistency persist in terms of messaging and value building process. So, brand management is very much essential for the health of a brand.

From the above discussion, we may enlist the following responsibilities derived in terms of brand management:

1) The brand management process manages, monitor and measure the brand equity and brand strength.
2) It develops the brand planning on short term and long-term vision of a brand.
3) Increase brand awareness, relevant differentiation, value accessibility and emotional connection.
4) Responsibly monitor the result and directives over the brand planning.
5) Drive brand understanding and support throughout the organization.
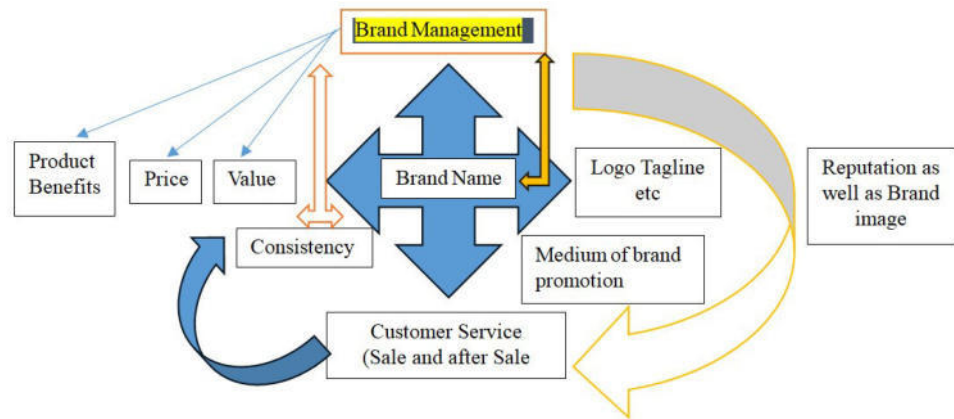
Process of brand management:

- Defining the most important customers is the first steps of the process of brand management.
- The comprehension on motives of the customers' needs to analyzed and we have to know what could cause them to choose a specific brand out of many.
- Set the marketplace advantage
- Make a position that translates the process of strong and consistent brand identity.
- Reinforcement of the brand's promise at each point of customer contact.
- Train the employees about its brand promise. Inspires to elevate and become effective brand champion.
- Managing and measuring the ongoing equity of the brand and mitigate damage if any.

Stops to consider:

- What are the items that covered under branding?

Any ideas, physical goods, services, distributor, product, organization, art work, media, sports event, entertainment event etc.

Any brand has the possible vulnerability, no matter how strong at one point in time. That is why we need brand management. Normally the internal vulnerability has been managed by the company through their redressal system. If we look into the following top global brand like Coca-Cola, Microsoft, Intel, IBM, GE, Toyota, Mercedes Benz, they also have

faced some vulnerability in terms of its equity, legal issues, sales and demand, pricing issues, position etc.

1.7.1 Strategic brand management:

Strategic brand management has the following steps –

- Identify and establish brand positioning and values
- Implement marketing plan
- Interpretation of brand performance.
- Pave the way for sustainable brand equity

In line with these steps, we have to closely monitor the following key concept for a strategic brand management. Many consultancy groups offer strategic brand management. At the level of brand positioning we have to relook the mental maps, competitive frame of reference, points of parity and points of difference, core brand values, brand mantra. Marketing research team opt a gateway to assemble consumer journey and explore solution based on broader marketing perspectives. That is called the mental map. The competitive way of reference is the way to describe the market with respect to positioning of the brand. Points of difference provide a competitive advantage to answer the WH question on consumers' willingness to buy. On the other hand points of parity are the elements that a brand required considerations as good enough in the eyes of the consumer. The core brand promises are the brand mantra, as for example Apple has the brand mantra "think different" but it is not exactly the advertisement slogan or tag line. This brand mantra is mostly intrinsic. Brand mantras are created at the same time of brand positioning. It signifies the brand functions with emotional quotient.

At the next level of marketing plan we need to have the following key concepts:

- Mixing and matching of brand elements that masses can easily understand and get the uniqueness of the brand.
- Integration of brand marketing activities
- Leveraging of secondary associations. This is all about borrowing some knowledge or associations by marketer to keep intake the brand equity or to grow in terms of brand equity.

At the level of brand performance, we need to refocus the brand value chain, brand audit, brand tracking and to set a brand equity management system.

To grow and sustain the equity, the marketer has to emphasis the key concept of brand-product matrix, hierarchies and brand portfolios, expansion strategies and finally the brand reinforcement and revitalization. Here the brand-product matrix means the assessment of product category available at the moment. In this matrix the row is represented by the brand and column is represented by the product category. In a corporate umbrella, many brands are operated in which outlines of such brands are framed under the brand portfolio. Hierarchies are maintained in this framework.

1.7.2 Brand reinforcement and revitalization:

Innovation in product design, manufacturing and merchandising helps to reinforce the brand to get more acceptances from the audience, however in some cases people have tendency to retrieve to the previous one than the new one. It is the part of managing brand over time. Reinforcement of a brand have major features like maintaining brand consistency, protecting source of brand equity, leveraging of knowledge or idea, fine tuning the supporting marketing plans and implementation.Through consistent messaging, iconic advertising, rebooting campaign strategy, one can reinforce the brand. This is the way to manage brand for a long run.

On the other hand if a brand gradually started losing its consumers, then the brand management or marketer tries to use brand offer strategy to restrict the consumer falls or retain the consumer segment. Such cases are instance of revitalization. The power of a brand depends on its equity. Competitive action required in this competitive era to maintain the equity in a stable or growing pace. Long term perspectives in branding activities will definitely be the helping hand strategy for a brand manager. So revitalization implies the consequence based recapturing strategy to retain the equity fall down occurs. In case of certain old brand, revitalization applies. In some cases of market segment, we witness customer interest in terms of its features but price of the product distract the customers, then the revitalization techniques is applied by reducing the price with newer branding or extend offer facility in the product/brand.

1.8 Branding Challenges and opportunities:

The branding challenges are mainly related to brand proliferation, media fragmentation, savvy customers, competition, increasing cost,

accountability issues. Brand proliferation is related to creating various brands under one parent company by targeting multiple marketing segments. In the market there is need of sensible budget for branding, so in the branding process there has chances of branding challenges. So unless there is efficient budgeting, the branding process suffers a lot. The brand managers have to cut back the advertising support due to achieve many short-term goal, so there is always a make shift arrangement in between advertisement and other promotion strategies like PR, sales, lobbying, merchandising etc.

The online shopping sphere is sometime emerge as an opportunity, but sometime it losses the physical and lively credential received from the customer in the retail segment. However in terms of brand promotion, the online platform as well digital marketing sphere opens an easiest way which can be definitely stated as an opportunity.

Saying about the opportunities, brand marketers are now well versed with the updated technology, leveraging technology, knowledge etc., which bring forth a greater opportunity in marketing sector. Buyers are become so sophisticated which open an opportunity to derive quality shopping tendency among the consumers. Competitiveness in marketing sector implies a creative development. Brand managers are always run with more new ideas towards establishing their brand or to maintain consistency of their brand.

Check your progress:

- What do you mean by brand? What are your favorite brands and why?
- What do you do to establish yourself as a 'brand'?
- Define brand resonance. Can every brand resonance with its customer?
- What are the strategies taken by the luxury great brands for promotion other than conventional advertising?
- What makes advertising effective to fuel in successful brand strategy?
- Choose a brand and evaluate how it leverages secondary association if any?
- Explain brand mantra and how it should be developed.
- Describe the steps of strategic brand management.
- Discuss the task of a brand manager.

1.9 Summary:

Entirely the above discussion on branding proceeds with the target for learning outcome on products, brand and branding, brand equity, brand strategy and as a whole the brand management process. Various examples were used to describe the define paragraphs to have better understanding. Encircling with the basics of branding process, the emphasis on brand promotion, media use, advertising etc. are also covered in the discussion within boxes, So that the relevance of the chapters in this paper can be established with a great synergy. After all we discussed the following points in a nutshell.

- A product is anything we put forward to a market for attention, acquisition, use or consumption that might satisfy the requirement. It may be a physical good, service, retailers, organization, idea etc.
- The objectives of the brands are to establish an identity of a product or service as well as group of products or services. It is to acquire a place for the product in the minds of the consumers that reflective in terms of quality.
- Functions of branding are protection of goods, reduce risk among the consumers in choosing a product, market expansion, distinctiveness, develop customer loyalty, promotion etc.
- There is a conceptual difference between brand identity and brand image. Brand identity consists of the logo, tagline and the way we want masses to perceive us a brand. On the other hand, brand image is the ways that customers actually perceive us a brand. This is the matter of reputation, emotion, impression and belief.
- Brand equity is related to brand role in marketing strategies and it is significant in terms of the marketing effects attributable to the brand.
- The brand strategies have the core component like product or services, customer services, price, employees' role, logo, brochure, website, business card, mass media and mid media including social media, digital marketing etc.
- To enhance positive brand association and build up loyal customers, effective brand management is very essential. It is the aftermath of brand strategy to consistently maintain the reputation and improving audience perception on the brand which is extended far beyond marketing.

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Unit:2

Elements in Marketing Plan, Marketing Mix, Ad Budget, Pre-Budget Thinking, Production and Cost Analysis

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Unit Structure:

2.1 Introduction

2.2 Learning Objectives

2.3 Elements in marketing plan

2.4. Brand as a bridge between producer and customers.

2.5 Marketing mix

2.5 Budget in advertising

2.6 Pre-Budget thinking

2.7 How to compete in market and win heart of the customer

2.8 Summing up

2.9 References and Suggested Reading

2.1 Introduction:

Every brand has its own story of marketing plan and marketing mix. It proceeds with the 4 P's as we have mentioned before i.e. product, price, place and promotion. We may start stories with the example of your commonly known brand. One of such brands is Maruti Suzuki, it has an extensive network of dealerships across India, ensuring that their vehicles are easily accessible to customers in both urban and rural areas. But their journey of marketing starts from importing the product. In the earlier stages, the company Maruti imported all its cars. This caused dissatisfaction in the minds of local manufacturer and customer. In first half of 1983, the Maruti 800 was released in the Indian market, and local production started in December 1983 and they started focusing on enhancing manufacturing plant, dealership and service point. Most of the brand has such strategic marketing however Maruti emerged with certain value points. Since beginning, the company primarily applies value-

based pricing, where the price is set based on car's perceived value to the customer. It follows also the segmented pricing strategy e.g. Maruti 800 in the earlier stage was in an affordable segment for lower middle class economic citizen segment. After Maruti 800, Alto occupies that segment strategy. In the latest, the NEXA versions are segmented more strategically with respect to price of the other brands on competition. The customers of Maruti have a strong notion that Maruti is affordable at reasonable price with low maintenance cost. The company took up very sincerely about the economic condition and mindset of the Indian customer. To connect with the brand audience, the aforesaid company follows distinctive promotion policy by utilising print advertising, electronic advertising, outdoor advertising and digital platform notably. From the very beginning Maruti Suzuki utilizes a mix of direct sales through authorized dealers and now catering both the traditional and growing online customers over its digital platforms. Auto expo, test drive events and roadshows are the regular promotion practices adopted by the company likewise many other brands.

Self-asking questions:

- What is the exceptionality in the marketing mix of brand Maruti Suzuki we normally witness now a days?
- How can we relate the thematic areas of this unit like elements in marketing plan, marketing mix, Ad budget, Pre-budget thinking, production and cost Analysis etc. with the above example given in the introductory lines?

Stops to consider:

All companies have their own level of contribution towards the economy of its operating nation. Most of the companies have its capitalist intrusively with extra numeric provocations, however the India's Tata Group is seen maintaining its value-based nature of corporation having a very smaller number of controversial issues and very less intrusively in terms of its capitalist insight. But how this conglomerate maintains all these trust among its universal audiences. Tata Group was founded in the year 1868 by Jamshedji Tata. It is a global enterprise, headquartered in Mumbai having 30 giant listed companies across ten verticals. The intercontinental success of this company depends upon the ideation and execution especially the core values. Integrity, Responsibility, Excellence, Pioneering and Unity are the core values Tata Group believes in. They practice the real sense of

the corporate social responsibility by contributing in health sector, livelihoods and skill development, education, livelihood and skill education, rural development, water and sanitation. So, all these 360 degree really benevolent and mindful business strategy Tata become the commoner's fond name. It is definitely a price mix, product mix, place and distribution mix, promotion mix strategy which come into fruition through the specific promotion that Tata do.

So, all these examples signify the core aims and objectives of this unit that to be discussed with theoretical and practical notion of brandings and marketing mix. We may cite many more examples like Colgate-Palmolive, Amazon, Nike, Disney, Coca Cola, Pepsi.

Suppose Nike, the Nike designs, manufactures, and sells athletic shoes, apparel, accessories, and other sporting equipment by attracting mindfully the customers in terms of its visibility and product variance. The brand promoters of Nike try usually to make visible their product in enhancing its wearing promotion among the athletes. The logo and the tagline "Just Do It" is in everybody's mind. Nike usually sponsors many sports teams, influential athletes and event which is a part of their promotion. Nike also promote through TV and social media advertisements. This way all the brands are composing their own real time story in establishing and sustaining its brand value, equity and image.

2.2 Learning Objectives:

After going through this unit, the learners will be able to –
- Extract the elements in a marketing plan.
- State how brands work a bridge between producer and the customer.
- Develop the concept the marketing mix in its practical marketing sphere.
- Enlist the steps of budgeting for advertisement and cost-effective advertising.
- Infer how to compete in market and win heart of the customer.

2.3 Elements in marketing plan:

Usually, the marketing plan is a strategic outline of the marketing objectives set by the marketing managers. It is comprehensive set of

documents which reflect the plan of advertising or boosting of sale with proper brand positioning to reach its targeted customers. This comprehensive document is a process-based outcome of the market situation analysis, budget, action specifications, sale strategy. Technically it is the best use of the resources to achieve the ultimate corporate objectives. These corporate objectives are directly related to its sustainable existence in the market itself.

So, we can enlist the elements in marketing plan as follows:

Product, market research, competitive analysis, target market, marketing goals, marketing strategy, target audience, positioning, marketing budget, promotion strategy, analysis, key performance indicator, marketing materials, messaging, pricing, identify channels.

In essence, the entire marketing plan starts with the marketing strategy which determines the direction for a mix of marketing elements integrated with target audience, value proposition, product mix, brand messaging, promotional initiative and content marketing. However, the product-based market research is more important before setting a marketing strategy. Market research includes the re-searching of the market size, industry standards, market dynamics as well as seasonality, competition analysis, product or service analysis. The term marketing plan and marketing strategy are often used interchangeably. However, the marketing plan has a big emphasis on the product promotion part with campaign design and marketing strategy outlines the value proposition. So many elements of marketing plan stated above are interchangeably meaningful to a specific goal of boosting the market only. Whatever be term incorporated in such documents of marketing plan, the core meaning is to achieve the key performance indicators.

2.3.1 Setting Key Performance Indicators (KPI):

 The KPI is a very important part of the marketing plan. It is the attainable things which comply with penetration among vivid customers and their development of positive perceived value. The key performance indicators are specific in nature in a time bound manner. It allows to measure the success of the marketing plan in relation to the value proposition of the company. Suppose you have a digital platform to promote your product, in such platform we can measure the audience engagement which is a hand in hand result of

the market reach. However, all the engagement in digital as well as social media platform are not resulting into the real time purchasing rate, however brand messaging may occur to reach a vivid audience which implies boosting of the purchasing rate itself. But after the first purchasing by a customer, the next purchasing or taking a service will be directly proportional to the customer's satisfaction in the first level purchasing.

Overall, the concept of KPI is an accumulation of the letters i.e RAMSRV – Relevant, Attainable, Measurable, Specific, Resource allocation, Variety. Keeping this in mind the KPI is set in a marketing strategy which will reflect the core performance of the targeted marketing segment. In other words, it is also called as SMART i.e Specific, Measurable, Attainable, Relevant and Time-bound.

2.3.2 SWOT analysis in marketing plan:

Likewise, many other areas of operations, SWOT analysis helps to fix the problem in a marketing sphere. This SWOT analysis can help in extracting the strengths, weakness, opportunities and threats in a brand atmosphere. In analyzing the strengths of a brand as well as product, we may ask self that what we are good at, what is working, what our customers like about us. In the same way we may postulate our weakness like – what we want to fix, what we want to strengthen, what we want to become more efficient among the competitive environment. If we want to think about us regarding our opportunities – then we may ask ourself like what we think we will be good at, what will be our exceptionality, what the industry might soon want, what the technological advancement we have as per customer need etc. But certain threats we might have to shortlisted like the hindering elements in our growth, difficulties in service atmosphere, product and price inappropriateness etc.

Self-asking Questions:

- Look at a common brand and think what are the strength you noticed considering self as a brand manager.
- Think how the strength can be converted to an opportunity for enhancing the market through promotional avenues needful.
- What are the weakness and threats you have noticed on the brand you have taken for consideration, note it and try to erase those problems as a marketing strategist.

- How could the strength and opportunities have inculcated in a brand helps in enhancing promotion through advertising and other public relation mechanism.
- As a student of communication, how you capacitate the notion of SWOT analysis in enhancing market of a product as well as brand.

The marketing plan should be adjusted in a formative assessment style i.e. the assessment on day-to-day basis or ongoing basis based on the findings from the metrics that show the impact or the impact nil. It is noteworthy that the digital marketing shows results in real-time basis, however impact of print and tv advertisements require rotation to realize any level of market penetration.

In this context, the market research is very important. It is the foremost area of focus to get the aftermath of a marketing strategy in a safety position. Overall, it is the steps of market analysis and consumer analysis. Market analysis is the analysis of the market size, structure, season, share and trends, competition. Consumer analysis is the analysis of the consumer or customer demography, behaviors, buying decision, motivation, loyalty of the customer, economic and marketing segment. Market research determines the viability of a product or services and potential demand. It is conducted with an in-house way or by outsourced means. Various surveys, sample push, tracing of potential demand etc. are performed in conducting market research. Telephonic data, data collected through personal interview, digital method etc are employed for data collection process. Normally when a company is launching a new product, then the team wants to ascertain the views of the target audience on the distinctive features of that particular product. Market trend is also kept in mind in such launching.

So, this is an overview of the marketing plan and its various elements and components.

2.4 Brand as a bridge between producer and customers:

In general, we may choose the following criteria for brand elements –

- Memorability
- Meaningfulness
- Likability
- Transferability

- Adaptability
- Protectability

A short discussion on such elements is already discussed in the previous chapter. However, the bridging aspects of brand in between producer and customer yet to be discussed. Normally the gap between consumers and manufacturers are bridged by the distributors or sellers. But the brand identity and image in fact link up the entire chain of producer, distributor and the consumers. Consumer gets the proximity of product through its branding or brand image that perceived by the consumer himself or herself. The awareness of a customer regarding the product quality or the material they used in the day-to-day life through the spread notion by the producer with the distributors.

In between that chain the brand manager is also employed by the company or producer itself. It's an exercise for sustainability. There may have chance of misinterpretation with vague or counterfeited promotions. In such cases, a product only gets its first sale through promotion, not the sale arises out of the satisfaction of customers. Hence the product penetration disrupted.

- There is a brand competition prevails and it is increasing day by day, so the firms are exerting much more effort to survive.
- Though promotional cost is like a incremental cost, however the firms or companies are giving more emphasis on creative paid promotion and other forms of publicity.
- Firms are inviting various interactive platform by which they want to promote taste of a product by its first level promoter who disseminate the other levels of retail channel. Suppose, a new firm is launching a product, that product has not gain any brand identity yet.
- In such circumstances, now a days they push the first level customer through test sales, sample promotion etc. Some firms use to promote through various high subscribing youtubers' channels, apps etc. Such interactive session of advertisement-based promotion boosts up the numbers satisfied first level customer.
- That implies the brand growth from n to 2n in an exponential way. In the next level the retailers are the carrier of that satisfactory notion where call of the customers

gradually increased regarding a product. So, in such situation the retailers invest more to get closer to the customers.

- Now a days, many retail chain purchase bulk of products to sell it with their own brand label. Counterfeiting cases are strictly minimised by those established retail chain in their practice of retail marketing.

- Other small retail segment always has to rely on the distributors channel because they usually do not have direct relation to the manufacturers. The bulk selling networks are operated by those distributors. Now a days the online retail sellers are increasing which other way promote the digital purchasing habits among the consumers. Consumers are also discovering new ways purchasing with the hub of option in choosing their product among the brand diversity.

Basically, the first level of quality sense among the customers comes with feel good factors of the packaging, it creates confidence in the customer. Next is after getting taste of the product as well as service.

Suppose you are a prospective customer of a car; you first look into various digital advertising first. Then you watch various interactive videos in YouTube or other digital platform as well as app like spinny, carwale, true value, car trade etc. Then you would like to have a test drive of the car or a sports utility vehicle. In between that you show a comparative video of Maruti's Brezza and Hyundai's Venue. In exterior-interior overview, both the vehicles have its identical look. Then you will see the comparative prices, next you go to the dealer for a test drive to have its comparative internals. After that, adjusting all of your financial possibility, you will choose one car among those many brands. So, in this example, a consumer gets its direct navigation towards a certain brand through promotional platforms then to the concerned dealer or distributors. It implies a phenomenal psychographic as well as choice-based product purchasing cases occurred within that big sphere of marketing. So, the brand work as bridge between the producer and customers.

2.5 Marketing Mix:

The concept of marketing mix was described thoroughly in the last chapter, now in this chapter we will discuss the operational aspects of marketing mix. Originally the 4Ps we mentioned are proposed by Philip Kotler and E.Jerome MCcarthy providing a framework of marketing decisions.

Operationally, it is the process of mixing product, prices, place and promotion in the competitive world. Operational marketing implies the set of techniques and ways adopted to reach the marketing objectives. The new changes in the economic, socio-political, technological and competitive environment, some tactics and strategy behind marketing programs have changed day by day. Such milestones are may be like –

- High level of customer awareness after the digital revolutions occurs in entire world.
- Growth of interactive and mobile marketing options
- Rapid technological developments
- Industry convergence through globalisation and global competition.
- Globalisation and affordability in accessing newer technology.
- Innovative marketing and growth.

Stops to consider:

McCarthy's 4Ps model implies many more in the marketing decision. In case of product, we may see the fabulous implication of the following tactical points –

- Product implies the product design, features as well as quality.
- Product has a range and grow with proper packaging, labelling as a whole the brand.
- Product is also a service which has range of complimentary service, after-sales etc
- Guarantees and warrantees etc. all are associated with a product.

In the same way, the next P i.e. price implies the variable for revenue which has the following common points to be marked up.

- Price is all associated with price strategy and tactics with proper settings for the market.
- Price has the mobility aspects i.e like allowances, rebate for the distributors, such aspects foster the mobility of the transactions.

The third P i.e. place is all associated with the distribution strategies, market coverage, franchise, channeling, assortment, transport, warehousing and logistics. The location decision related with the market mix is another important part of this P i.e. place. The distribution has strategy types like intensive distribution, exclusive distribution and selective distribution.

And the fourth P i.e promotion as well as promotional mix of marketing mix is the fourth pillar. The appropriate balance of advertising, sales promotion, public relation, direct marketing the required points under this P. In such promotion, the content plays the pivotal role, message strategy is the prime foresight of promotion. It should have a certain frequency over a defined or strategic media network.

So, this is the summary of the McCarthy's 4Ps which as a whole role the market strength.

In that changing atmosphere in the twenty first century, the market strategist applies customised approach than the normal mass-market strategies. The messaging styles for promotion is in fact tailored style messaging. There are several types of marketing exist i.e. Consumer marketing, Relationship marketing, Retail marketing, Industry marketing, Service marketing and the most emerging marketing now-a-days i.e. electronic marketing. We will have a glance on those process of marketing mix in brief.

In 1962, Lazer and Kelley defined that marketing mix in a different way. He stated that the marketing mix has the components of goods mix, distribution mix and communication mix. Goods mix implies the product, brand and the price and the distribution mix includes the channels and physical distribution. The communication mix includes the advertising and sales.

According to the American Marketing Association, marketing is the activity, set of institutions and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

The 21st century digital marketing era gets its present-day status after passing through stages of traditional marketing and relationship marketing later on. It is a kind of blended marketing that combine both traditional and digital channels to promote service and products. Earlier the firms have to depend on the conventional advertisements in marketing through the platforms like newspaper, radio, television, flyers to reach their target. But after getting into the digital era, the concept of marketing itself changed into more interactive than before. Now the inbound marketing has been profound which implies two-way interactive communication between organizations and customers through search engines and social media platforms.

According to various inputs from the practioners, the service marketing represents four other Ps including the previous 4 Ps i.e. we can mention 8 Ps in case of marketing mix e.g. the product, price, place, promotion, people, positioning, packaging and performance.

Theorist also imply other 4Cs in case of the theories of marketing mix as follows- consumer, cost, convenience, and communication. So, it is invariably certain ideas which ultimately promotes the following important phases –

- Marketing mix develops the strengths and eliminate the weakness
- It promotes and works through the competitiveness and adaptability of enterprises
- It is the close collaboration among the internal departments of a company.

Now a days, the marketers use social media platforms like Instagram, Facebook, YouTube, Twitter etc to engage target audience to impact on the purchasing behavior. The audience also has the instantaneous feedback in such platforms. Marketers can easily access the likes and dislikes of the customers through such social media platforms. Advertising as a part of marketing mix become so reflective these days through the means of social media.

Literally we can say the benefits of social media marketing for organizations are low cost and high response rate.

2.5.1: Tailored messaging

It is related to the target set on certain demographics and geographics areas. Tailored messaging is an approach of personalization strategy which implies –

- The messaging by analyzing all available customers data.
- Segmenting past due customers into group.
- Pushing the customer on pre-payment history

Tailored messaging is the messaging that fits to personality or individual characteristics of the customer like choices, pricing, preferences etc.

Mostly it is seen that the concept of targeting message is applied in the behavior change communication, however in pursuance of the ongoing market behavior, the tailored messaging style is applied. Although the personified messaging is aired over a specific cloud messaging network, normally the brand managers and advertising managers applies strategic selection of platform for product and service promotion like the digital, radio, television, trade magazines etc.

We usually take helps of the personalized email marketing, cloud telephony, personalized message by researching their purchasing behavior etc. Email marketing is an effective tool for sending personalized messages to customers and persuading them to make purchases. Besides these, many marketing mix team applies content marketing strategy through search engines to reach targeted customers. Such content marketing is quite creative in nature to attract peoples to taste a product. The search engines like Google, Bing, Yahoo also maintain quality content to post at their platforms. Even after that the traditional marketing strategies as well as promotions techniques have not expired. The mega firms or companies are still dependent on Print and television advertising to attract customers. The marketers of such mega organizations integrate traditional and digital marketing strategies to create a suitable brand image for their products. Meanwhile, small-scale

organizations with a lower marketing budget leverage digital marketing tools to bring more clients on board.

In this context of personalised marketing, we should have to note the aspects of Experiential Marketing. It promotes a product by not only communicating a product's features and benefits but also bridging it with unique and interesting customers experiences. Two pioneers in this field namely Pine and Gilmore stated that we are on the threshold of Experience Economy.

Bernd Schmitt from Columbia University stated that experiential marketing is usually defined as any form of customer-focused marketing activity that creates a sensory-emotional connection to customers. It is the combo of sense marketing, feel marketing, think marketing, relate marketing and act marketing. Experience providers like the visual, signage, branding tools, sales people, television etc can become a part of marketing campaign to create these experiences.

On the other hand, the relationship marketing provides a holistic, personalised brand experience to create stronger consumer ties. Another point i.e. Mass Customization is the making of products to fit the customers exact specifications.

There is another important thing in the marketing mix process i.e Psychographic turnover at the level of customer. Customers getting interested and showing interest as per their feel and need. In those circumstances, the manufacturer looks out the customer's psychographic need. This sort of psychographic data comes from customer via retailer, distributor and through the channels of promotion. Now a days, at the age of digital marketing customer's feedback, searching history etc. can be easily sorted out, apart from this the market in offline and online mode get some trend for a period. Messaging as well as promotional process is the channel herein to go proximate to the customers mindset. Curiosity boosters are used in the messaging process. In case of a new launch, advertisements are prepared in such a way that the customers can get some information about the product as well as the brand and in that creative process, curiosity among the customers are boosted up. Brand managers as a whole including the promotional in-charge of a brand are always role critically in

this phase to follow the customers feedback, response, purchasing behaviour etc.

So, the advertisement plays a major role in the marketing mix. Preparation and displaying of advertisement are made in line with the reach and access of the customers itself. A proper budgeting is also required in this part.

2.5 Budget in advertising:

We have already discussed in the previous chapters that the advertising grabs the attention of customers and create interest in the product and the service which fuel the customers to purchase it. It develops the brand awareness, effect the selling and create the demand of the product or service, finally it secures the market shares. Value proposition among the customers through convincing messages over an effective channel is the pre-requirement in this process of advertising. Advertising is the part of fourth P of marketing mix i.e promotion. Promotion has many aspects which are already discussed in the previous chapter. A successful advertising campaign enlighten a brand in its competitive environment, making it memorable and preferred in the minds of the customers.

In creating a consistent brand, marketers have to focus on the harmonious interplay of advertising, marketing and PR. Each of these components have their own unique role and function. These three must work together to create a unified brand message that resonates with the consumers. In strategic positioning of a brand, advertising is mainly responsible and PR plays the overall relationship process with the customers. For an identifiable and successful brand, the synergy of advertising marketing and PR must be ensured.

We have already mentioned that the market strategy first starts. Market research and many other parts are pivotal in this process. Consumer behaviour is studied very carefully to spread a message about a product to get its brand image. Based on the insights that accumulate through the market research, advertising then steps in to develop compelling visualise the product effectively putting forward the strategies established over the marketing process. After grabbing the customers interest and reflected in the

purchasing behaviour by establishing our target to make it a loving brand of the public, the job of the PR starts and manage the ongoing relationship with the public.

It is always significant to see how the customers perceive the brand. So, in perceiving properly such notion one must have to ensure the proper messaging, creativity in messaging and placement of advertisements. For example, attractive language and graphics in an advertisement enhance the grabbing potential. Simple and catchy elements like language, tones, vibrant colours might make the brand appear more accessible. So, in making a strategic and effective ad design we need to have the strategy in budgeting. This is a perception building exercise which must be sustainable to get the brand equity in developing mode. Advertisement must be prepared in order to differentiate the brand in the market and attracting the right kind of customers.

So, abridging the budgeting of advertising, the role of channels through which the advertisement propagates to the public must be kept in mind. Normally in the process of advertising, the core components are like –

- Production including the content researcher
- Distribution over certain channels
- Monitoring of the reach and access along with impact study.

In sustaining a brand, the brand managers need a broad view of the market and awareness of different levels of categories in order to identify the real competitors. Same insight is required in this promotion component; accordingly, the budgeting of the advertisement would go in line with the microenvironment of the firm or company and brand itself.

The microenvironment of a brand implies the ecosystem of the specific stakeholder groups the brand is dependent on, which is determined by its specific product category within which the brand is marketed. The attitude, interest, perceptions, feedback as well as opinion and behaviour of the groups that have a stake in brand's success influence the development of the brand's sales and market position.

Self-asking questions:

- What are the specific stakeholders' group that a brand depends on, enlist as per your idea.

The labour market, financial market, supply chain, trade channels, Government bodies, non-government bodies, Market and competition and customers or consumers are the prime network of market for a brand. So, every task inside the brand building exercise has the direct relationship that keep in mind with this microenvironment. In this context, the concept of Internal Environment of a brand also comes to light. This can be presented as follows –
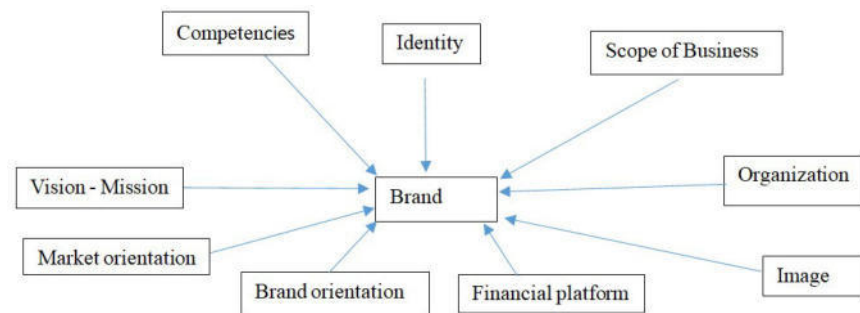
On the above parlance, the advertising component will also work to create demand, interest and boosting sell by keeping in mind about the internal situations of the brand. So, a compatible budget for advertising is required.

What is advertising budget?

Terminologically, Advertising budget is the estimate of promotional budget that to be spent by a company over a certain time period. This provision is literally the money kept aside to accomplish marketing objectives by a company. It works like an investment for company's growth emerge out of the demographic research and customer segmentation. In determining an advertisement budget, the marketing goals must be set which is in line with the following –

- Demographic profile of the customer, purchasing behaviour and the final target audience.

- Right approach for the audience – suitability of the customer needs etc.
- Media reach and access – most effective choices.
- Balancing between advertising expenses and turn over.

Keeping this in mind, the company applies different approaches in determining its way of advertising and spendings on advertising. Many companies allocate specific percentage of money for advertising from the total gross sale in the last year, however in case of a new brand or new company, that statistics does not suit. Everyone has different strategy on different brand. That can be discussed with interactive process in the class also.

Self-asking question:

How an advertising budget is estimated in case of a new brand by a new firm? What are the strategies that best suitable out of many?

Types of advertisements:

Before describing vivid aspects, we may relook the types of advertising that normally use in brand promotion –

- Print and Electronic Media advertising. In case of print, informative and behavioural insights are kept with suitable message and graphics. In case of electronic media, audio visuals are used in case of Television medium and Audio format is used for Radio medium. TVC i.e Television commercials are used in case of slotting the commercial breaks, ticker advertisements are used in the upper slug and lower slug of the TV screen. Frequent graphics plate is used to blink in the TV screen as a way of advertising a product or brand promotion. In case of Radio, Jingles are normally used. Voice over pieces incorporating signature tune is also used. Promotional songs are also one kind of advertising strategy.
- Outdoor advertising: Hoarding, banner, bill board, sun pack sheet advertising etc.
- Transit advertising – Advertising in mobile medium like Buses, Company car, Tagging in different vehicular arrangement etc.
- Social media advertising and online search advertising.

- Cellular phone-based advertising
- Direct mail and door to door inter personal communication
- Product placement, product shows etc.

So, we may name so many creative segments of advertising, but out of those channels and medium, the company must have to sort out the most suitable medium which is most effective and cost effective. So, in this context, we may brief out the pre-budget thinking.

2.6 Pre-Budget thinking:

For an advertisement budget, the pre-budget thinking is the most important part to be stratified in a engaging way. First of all, we have to make familiar an engaging advertisement content for our need felt promotion. It carries forward to make the brand familiar. So, the budget has to be used wisely on high-return channel, utilizing data for optimization, allocating budget for customer retention and adjusting with changing environment of the market. Also, the marketing mix must have a prospectus venture for emerge with the future stable and reliable channels. The Moonshot Principle is pronounced in this context. It implies devoting marketing budget for new and exploratory marketing channel to unmasked the future stable and reliable channel. It provisioned to proof a marketing strategy in the futuristic ventures too. It is all about trying new things with great sense of taking risks. Through this moonshot marketing open up the ways to explore influencer marketing, test targeting new markets, mixing of content in social media networks.

Apart from all those points, we have to keep tracking of the marketing budget plan through the below mentioned aspects.

- Tracking of the campaign
- Setting of benchmarks for the budget.

Advertising budget is the translation of an advertising objectives of a company. It is normally prepared by the advertising manager with the inputs from marketing manager as well as CEO level. Out of various method of setting advertising budget, we may mention the following –

- Affordable method
- Percentage of sales method
- Competitive parity method
- Objective and task method

The affordable method implies the presumption-based procedures that a company can afford amount for the planful action of promotion, specifically advertising. In another method, a fixed percentage of sales figure is allocated as advertising budget which is called as percentage of sales method. It is figure out from the last sale of the company on an ongoing marketing process of the company.

Competitive parity method is based on the competitors' trend on which the budget setting is done to compete with the competitors. But apart from all, we may mention that the objective and task method is the method of advertising budget which is set logically with the task achievement. Before setting this task achievement target, intensive research is normally conducted. Need based issues are also incorporated under this method.

Accordingly, we may set the following steps for an advertising budget to prepare –

- Settings of advertising objectives
- Choosing of task to achieve the target
- Prime part of advertisement.
- Consultation by the advertising manager with marketing manager and top official
- Setting media or channel to disseminate the messages.
- Production and innovative inputs to be set along with cost effectiveness etc.
- Allocations of budget for a specific time period along with campaign implementation plan and release of procedure.
- Monitoring and control

2.7 How to compete in market and win heart of the customer:

The above lines signify basically the creative and innovative as well as honest approaches in the marketing mix. First of all, if a

product is established as a brand that implies there is potential interest among the customers. There may have a gained success rate which in lieu we may call as wining the interest of the customer. So, all brands have their competition with its other players. But how those brands managers have managed them as valued one, that is the prime win.

So, this is all about some basic professional ethics to get the customers affection.

- A brand manager or manufacturing firm or the company must have to keep in mind about the promises made to the public through the product. Business is about being faithful to customers and delivering promises.
- If customer believes a brand, the team behind a brand should be always a trusted one for those customers in a sustainable way.
- Customers first attitude must be developed.
- Promotion policy should be simple, creative, clear and dominating.
- Realtime taste of a product or service and shown in advertisement should be same.
- Maintaining demand and supply chain convenient for the customer
- Appropriate margins to the retailers over its distribution network.

Attracting and retaining customers in a competitive market is a tough task, but on a brand we must have to ensure exceptional customer service within the limit of competitive pricing providing a great customer experience, innovative approaches and leveraging technology, then one can differentiate its own brand among many.

Stops to consider:

Winning heart of the customer is a not an easy task. Please provide your inputs how one can initiate honest strategy to build up brand image through product quality, service quality and creative promotional practices. Your inputs are necessary –

2.8 Summing up

The marketing plan is a strategic outline of the marketing objectives set by the marketing managers. It is comprehensive set of documents which reflect the plan of advertising or boosting of sale with proper brand positioning to reach its targeted customers. This comprehensive document is a process-based outcome of the market situation analysis, budget, action specifications, sale strategy.

Operationally the marketing mix is the process of mixing product, prices, place and promotion in the competitive world. Operational marketing implies the set of techniques and ways adopted to reach the marketing objectives.

Advertising budget is the estimate of promotional budget that to be spent by a company over a certain time period. This provision is literally the money kept aside to accomplish marketing objectives by a company.
Tailored messaging is the messaging that fits to personality or individual characteristics of the customer like choices, pricing, preferences etc.

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Unit: 1

Legal Aspects of Advertising, Laws and Acts Concerning Advertising; New Trends, Importance of Self-Regulation in Advertising

Unit Structure:

1.1 Introduction

1.2 Objectives

1.3 Regulation of Advertising:

1.4 Drugs and Magic Remedies (Objectionable advertisement) Act, 1954

1.5 Indecent Representation of Women (Prohibition) Act, 1986

1.6 The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003

1.7 Cable Television Networks (Regulation) Act, 1995

1.8 Consumer Protection Act, 1986

1.9 Provision under other acts

1.10 Summing Up

1.11 Possible Questions

1.12 Further reading

1.1 Introduction

In this unit we will discuss about legal aspects of advertising, different Laws and Acts concerning advertising. Many advertisers and media are forgetting the basic ethical and moral values while creating and publishing advertisements. While concentrating on the business part, they forget that the messages that they are producing and disseminating through different medium may create negative

impact on the society. Here we will discuss some of the Indian laws and acts that directly related to advertisement.

1.2 Objectives

After going through this unit you will be able to learn sections and prohibition related to advertising in the following act.

-Drugs and Magic Remedies (Objectionable advertisement) Act, 1954
-Indecent Representation of Women (Prohibition) Act, 1986
-The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003
- Cable Television Networks (Regulation) Act, 1995
-Consumer Protection Act, 1986

1.3 Regulation of Advertising:

Advertising is the most powerful tool to attract people within a short period of time. It is the medium through which the manufactures reach diverse section of people, inform about their product/service and build a reputation. Advertisements have an immediate impact on business. As India is one of the fasting growing market in the world, so competition among business organizationshave increased. To attract more customers' advertiser sometime forgot to think about the ethical and moral values.To increase their sale, they may produce ads which are deceptive and misleading. There is no special legislative regulation or agency which regulate advertising industry in India. The only regulatory body that we have in India is Advertising Standards Council of India (ASCI) which is a no government self-regulatory council. Advertiser and the media both have to ensure that the advertisement is in compliance with all National law which is somehow related to advertisement.

Some major legislation of India related to advertising are:

- Drugs and Magic Remedies (Objectionable advertisement) Act, 1954
- The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003
- Cable Television Networks (Regulation) Act, 1995
- Consumer Protection Act, 1986
- Indecent Representation of Women (Prohibition) Act, 1986
- Copy right Act, 1957
- Trade Marks Act, 1999
- Prevention of Food Adulteration Act, 1954
- Pharmacy Act, 1948
- Prize Competition Act, 1955
- Embles and Names (Prevention of improper use) Act, 1950

Here we will discuss some of the important sections which are directly related to advertising industry.

1.4 Drugs and Magic Remedies (Objectionable advertisement) Act, 1954

The Drug and Magic Remedies (Objectionable Advertisement) Act, 1954 be it enacted by Parliament as follows:

This is an Act to control the advertisement of drugs in certain cases, to prohibit the advertisement for certain purposes of remedies alleged to possess magic qualities and to provide for matters connected therewith.

According to this Act the definitions are

(a) 'advertisement' includes any notice, circular, label, wrapper or other document, any announcement made orally or by any means of producing or transmitting light, sound or smoke

(b) 'drug' includes

    (i)   a medicine for the internal or external use of human beings or animals

    (ii)   any substance intended to be used for or in the diagnosis, cure, mitigation, treatment or prevention of disease in human beings or animals

    (iii)   any article, other than food, intended to affect or influence in any way the structure or any organic function of the body of human beings or animals

    (iv)   any article intended for use as a component of any medicine, substance or article, referred to in subclauses (i), (ii) and (iii)

'Magic remedy'includes a talisman, mantra, kavacha, and any other charm of any kind which is alleged to possess miraculous powers for or in the diagnosis, cure, mitigation, treatment or prevention of any disease in human beings or animals or for affecting or influencing in any way the structure or any organic function of the body of human beings or animals.

Section 3,4,5 and 6 of this act prohibited misleading advertisement of certain drugs.

Section 3. Prohibition of advertisement of certain drugs for treatment of certain diseases and disorders: Subject to the provisions of this Act. no person shall take any part in the publication of any advertisement referring to any drug in terms which suggest or are calculated to lead to the use of that drugs for- (a) the procurement of miscarriage in women or prevention of conception in women; or (b) the maintenance or improvement of the

capacity of human beings for sexual pleasure; or (c) the correction of menstrual disorder in women

Section 4. Prohibition of misleading advertisements relating to drugs: Subject to the provisions of this Act, no person shall take any part in the publication of any advertisement relating to a drug if the advertisement contains any matter which-(a) directly or indirectly gives a false impression regarding the true character of the drug; or (b) makes a false claim for the drug, or (c) is otherwise false or misleading in any material particular.

Section 5. Prohibition of advertisement of magic remedies for treatment of certain disease and disorders: No person carrying on or purporting to carry on the profession of administering magic remedies shall take any part in the publication of any advertisement referring to any magic remedy which directly or indirectly claims to be efficacious for any of the purposes specified in Section 3.

Section 6. Prohibition of import into, and export from India of certain advertisements: No person shall import into, or export from, the territories to which this Act extends any document containing an advertisement of the nature referred to in Section 3, or Section 4, or Section %, and any documents containing any such advertisements shall be deemed to be goods of which the import or export has been prohibited under Section 19 of the Sea Customs Act, 1878 (8 of 1878) and all the provisions of that Act shall have effect accordingly, except that Section 183 thereof shall have effect as if for the word "shall" therein the word "may" were substituted.

1.5 Indecent Representation of Women (Prohibition) Act, 1986

Indecent Representation of women (Prohibition) Act, 1986 seeks to prohibited indecent representation of women through advertisement or in publications, writings, paintings, figures, or in any other manner.

According to the act,

(a) "advertisement" includes any notice, circular, label, wrapper or other document and also includes any visible representation made by means of any light, sound, smoke or gas;

(b) "distribution" includes distribution by way of samples whether free or otherwise,

(c) "indecent representation of women" means the depiction in any manner of the figure of a woman, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to, or denigrating, women or is likely to deprave, corrupt or injure the public morality or morals;

(d) "label" means any written, marked, stamped, printed or graphic matter, affixed to, or appearing upon, any package;

(e) "package" includes a box, carton, tin or other container

(f) "prescribed" means prescribed by rules made under this Act

Section 3 and 4 prohibited indecent portrayal of women. However, it is not prohibited if the publication of which is proved to be justified as being for the public good and if it is within the meaning of Ancient Monument and Archaeological Sites and Remains Act, 1958 and Cinematography Act, 1952.

Section 3. Prohibition of advertisements containing indecent representation of women: No person shall publish, or cause to be published, or arrange or take part in the publication or exhibition of, any advertisement which contains indecent representation of women in any form.

Section 4: Prohibition of publication or sending by post of books, pamphlets, etc., containing indecent representation of women: No person shall produce or cause to be produced, sell, let to hire, distribute, circulate or send by post any book, pamphlet, paper, slide, film, writing, drawing, painting, photograph, representation or figure which contains indecent representation of women in any form:

Provided that nothing in this section shall apply to-

(a) any book, pamphlet, paper, slide, film, writing, drawing, painting, photograph, representation or figure-(i) the publication of which is proved to be justified as being for the public good on the ground that such book, pamphlet, paper, slide, film, writing, drawing, painting, photograph, representation or figure is in the interest of science, literature, art, or learning or other objects of general concern; or (ii) which is kept or used bona fide for religious purpose

(b) any representation sculptured, engraved, painted or otherwise represented on or in-(i) any ancient monument within the meaning of the Ancient Monument and Archaeological Sites and Remains Act, 1958 (24 of 1958) or (ii) any temple, or on any car used for the conveyance of idols, or kept or used for any religious purpose

(c) any film in respect of which the provision of Part II of the Cinematography Act, 1952 (37 of 1952) will be applicable

1.6 The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003

The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce,

Production, Supply and Distribution) Act, 2003 is an important act which prohibited the advertisement of Cigarettes and other tobacco products.

The act stated as, 'An act to prohibit the advertisement of, and to provide for the regulation of trade and commerce in, and production, supply and distribution of, cigarettes and other tobacco products and for matters connected therewith or incidental thereto'.

The important section of this act is as follows

Section 5. Prohibition of advertisement of cigarettes and other tobacco products: (1) No person engaged in, or purported to be engaged the production, supply or distribution of cigarettes or any other tobacco products shall advertise and no person having control over a medium shall cause to be advertised cigarettes or any other tobacco products through that medium and no person shall take part in any advertisement which directly or indirectly suggests or promotes the use or consumption of cigarettes or any other tobacco products.

(2)No person, for any direct or indirect pecuniary benefit, shall-
(a) display, cause to display, or permit or authorize any advertisement of cigarettes or any other tobacco product; or
(b) sell or cause to sell a film or video tape containing advertisement of cigarettes or any other tobacco product; or
(c) distribute, cause to distribute, or permit or authorise to distribute to the public any leaflet, hand-bill or document which is or which contains an advertisement of cigarettes or any other tobacco product; or

(d) erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, frame, post or structure or upon or in any vehicle or shall display in any manner whatsoever in any place any advertisement of cigarettes or any other tobacco product:

Provided that this sub-section shall not apply in relation to-(a) an advertisement of cigarettes or any other tobacco product in or on a package containing cigarettes or any other tobacco product; (b) advertisement of cigarettes or any other tobacco product which is displayed at the entrance or inside a warehouse or a shop where cigarettes and any other tobacco products are offered for distribution or sale

(3) No person, shall, under a contract or otherwise promote or agree to promote the use or consumption of-(a) cigarettes or any other tobacco product; or (b) any trade mark or brand name of cigarettes or any other tobacco product in exchange for a sponsorship, gift, prize or scholarship given or agreed to be given by another person

1.7 Cable Television Networks (Regulation) Act, 1995

To regulate cable television programmes in India, Central government has passed Cable Television Networks (Regulation) Act in 1995. According to this act no person shall transmit or re-transmit through a cable service any advertisement unless such advertisement is in conformity with the prescribed advertisement code. The advertising code according to this act is as follows

Advertising Code-
- Advertising carried in the cable service shall be so designed as to conform to the laws of the country and should not

offend morality, decency, and religious susceptibilities of the subscribers.

- No advertisement shall be permitted which-
  a. derides any race, caste, colour, creed and nationality
  b. is against any provision of the Constitution of India
  c. tends to incite people to crime, cause disorder or violence or breach of law or glorifies violence or obscenity in any way
  d. presents criminality as describe
  e. exploits the national emblem, or any part of the constitution or the person or personality of a national leader or a State dignitary
  f. in its depiction of women violates the constitutional guarantees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The cable operator shall ensure that the portrayal of the female form, in the programmes
  g. exploits social evils like dowry, child marriage
  h. promotes directly or indirectly production, sale or consumption of-

    - cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants
    - infant milk substitutes, feeding bottle or infant food

    - No advertisement shall be permitted, the objects whereof, are wholly or mainly of religious or political nature; advertisements must not be directed towards any religious or political end.
    - The goods or services advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986
    - 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 or miraculous or super-natural property or quality, which is difficult of being proved.
    - The picture and the audible matter of the advertisement shall not be excessively 'loud'

- No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall not be carried in the cable service.
- Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements
- No advertisement which violates the standards of practice for advertising agencies as approved by the Advertising Agencies Association of India, Bombay, from time to time shall be carried in the cable service.
- All advertisement should be clearly distinguishable from the programme and should not in any manner interferewith the programme viz., use of lower part of screen to carry captions, static or moving alongside the programme.

1.8 Consumer Protection Act, 1986

The Consumer Protection Act, 1986 is an act to provide for better protection of the interests of consumers and for that purpose to make provision for the establishment of consumer councils and other authorities for the settlement of consumers' disputes and for matters connected therewith.

The act defines the misleading and unfair advertising.

According to this act "unfair trade practice" means a trade practice which, for the purpose of promoting the sale, use or supply of any goods or for the provision of any service, adopts any unfair method or unfair or deceptive practice including any of the following practices, namely-

(1) the practice of making statement, whether orally or in writing or by visible representation which-

(i)   falsely represents that the goods are of a particular standard, quality, quantity, grade, composition, style or model;

(ii)   falsely represents that the services are of a particular standard, quality or grade;

(iii)   falsely represents any rebuilt, second-hand, renovated, reconditioned or old goods as new goods;

(iv)   represents that the goods or services have sponsorship, approval, performance, characteristics, accessories, uses of benefits which such goods or services do not have;

(v)   represents that the seller or the supplier has a sponsorship or approval or affiliation which such seller or supplier does not have;

(vi)   makes a false or misleading representation concerning the need for, or the usefulness of, any goods or service;

(vii)   gives to the public any warranty or guarantee of the performance, efficacy or length of life of a product or of any goods that is not based on an adequate or proper test thereof

1.9 Provision under other acts

- Under Arms Act, 1959, advertisement related to product such as firearms, weapons and ammunition are not permissible in India.
- The Transplantation of Human Organs Act, 1994 prohibits any advertising inviting persons to supply any human organ for payment.
- The Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 prohibits advertisements relating to prenatal determination of sex.

- The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Products, Supply and Distribution) Act, 1992 prohibits the advertising of infant milk substitutes or feeding bottles.

- The Drugs and Cosmetic Act, 1940 prohibits advertisements for any drug or cosmetic from using reports of tests or analysisof the Central Drugs Laboratory or by a government analyst.

- The Young Persons (Harmful Publication) Act, 1956 prohibits advertisements relating to any harmful publication.

- Embles and Names (Prevention of improper use) Act, 1950 prohibits the improper use of names or pictorial representation of certain famous persons for commercial use.

- Trade Marks Act, 1999 prohibited advertising designed to create confusion in the minds of the public, as between the products and services of one firm and another.

POSSIBLE QUESTIONS

1. Name the acts existing in India that regulate advertising.
2. Explain the salient features of the Drugs and Magic Remedies (Objectionable advertisements) Act, 1954.
3. What do you mean by "indecent representation of women"?
4. What do you mean by misleading advertising? Discuss with reference to Consumer Protection Act, 1986.
5. Discuss the advertising code with reference to Cable Television Networks (Regulation) Act, 1995.

Further reading

- For the full version of Drugs and Magic Remedies (Objectionable advertisement) Act, 1954 refer to

https://www.indiacode.nic.in/bitstream/123456789/1412/1/195421.pdf

- For the full version of Indecent Representation of Women (Prohibition) Act, 1986 refer to https://www.indiacode.nic.in/bitstream/123456789/1768/1/198660.pdf

- For the full version of Consumer Protection Act, 1986 refer to https://www.indiacode.nic.in/bitstream/123456789/6922/1/consumer_protection_act_1986.pdf

- For the full version of Cable Television Networks (Regulation) Act, 1995 refer to https://excise.delhi.gov.in/excise/cable-television-networks-regulation-act-and-rules

- For the full version of The cigarettes and other tobacco products (prohibition of advertisement and regulation of trade and commerce, production, supply and distribution) Act, 2003 https://www.indiacode.nic.in/bitstream/123456789/15366/1/the_cigarettes_and_other_tobacco_products_%28prohibition.pdf

- Hemant Goyal and Jitender Jain, Advertising Law in India Part-1, https://www.mondaq.com/india/advertising-marketing--branding/192384/advertising-law-in-india---part-1

- Hemant Goyal, India: Advertising and Marketing Advertising Law, https://www.globaljurix.com/our-publications/advertising-and-marketing-law-india.pdf

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Unit: 2

ASCI and advertising ethics-codes and guidelines of advertising

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Unit Structure:

2.1 Introduction

2.2 Objectives

2.3 Ethics in advertising

2.4 Code for commercial advertising

2.5 Advertising Standards Council of India (ASCI)

2.6 fundamental principles

2.7 Code of the Advertising Standards Council of India (ASCI)

2.8 Summing Up

2.9 Possible Questions

2.10 References and Suggested Readings

2.1 Introduction

In the previous unit we have discussed legal aspects of advertising, Laws and Acts concerning Advertising. In this unit we will discuss about Advertising Standard Council of India and its guidelines. Advertising Standard Council of India is a self-regulatory body which ensure the protection of the interest of consumers. It is a non-government body. It encourages the consumer or the general public at large to complain against unethical ads. We will also discuss the code of conduct of PrasarBharati related to commercial advertising.

2.2 Objectives

After going through this unit you will be able to learn
-importance of ethics in advertising

-code of conduct of advertising

-PrasarBharati's code for commercial advertising

-about the Advertising Standard Council of India, its purpose, principles and guidelines

2.3 Ethics in advertising

Advertising is basically a paid communication tool which promote a product or service to increase the sale for an establishment. The importance of advertising is increasing in modern society. Now India has become one of the attractive market for many business organizations and Indian market is one of the fastest growing markets in the world. Competition among the sellers are increasing. To increase their revenues,they made attractive ads. Many a time an advertisement published in media may create harmful impact on individual and society. To manipulate consumers, the advertisers, make false promises. The advertisers make false claims or exaggerated the product benefits which may create adverse effect on consumers. According to the drugs and Magical Remedies (Objectionable Advertisements) Act of 1954, an advertisement includes 'any notice, circular, label, wrapper, or other document and any announcement made orally or by means of producing or transmitting light, sound or smoke'. People associated with ad making should be morally responsible towards society. Publisher or broadcasting media are equally responsible to publish ethically correct sales messages.It is important for all to maintain high ethical standards in terms of truthfulness, human dignity and social responsibilities. Like other profession, advertiser, ad agency and media who publish the ad should follow some ethics. Ethicsdenotes by Neelamalar in his book *Media Law and Ethics*as,'a set of

principles or standards for correct conduct and reliable character within society. Ethics refers to principles that define behavior as right, good and proper'. According to Oxford dictionary, ethics are moral principles that control or influence a person's behavior. According to Cambridge Dictionary, ethics is the study of what is morally right and wrong.

An advertisement should not be false, offensive or misleading.Though advertisement is associated directly with business, but the profession has strong social responsibilities. It should not harm the dignity and privacy of individuals. Advertisers should set their own ethics and principles considering the values of the society. There are several ethical and social principles that are relevant to advertising.

According to DrRuchi Gupta, the ethical and social issues of advertising that has challenge the standards of advertising professionals are:

1. Misleading claims
2. Reinforcing stereotypes
3. Use of sex appeal and nudity in advertisement
4. Concealment of facts
5. Manipulative advertising
6. Portraying a particular body image
7. Advertisements directed at children
8. Advertisements showing dangerous actions
9. Surrogate advertising
10. Subliminal advertising
11. Puffery
12. Weasel claim

2.4 Code for commercial advertising

The following standards of conduct are laid down in order to develop and promote healthy advertising practices in All India Radio.

The code (General Rules of conduct in Advertising)

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

2. No advertisement shall be permitted which:
   (i)   derides any race, caste, colour, creed and nationality is against any of the directive principles, or any other provision of the Constitution of India
   (ii) tends to incite people to crime, cause disorder or violence or breach of law or glorifies violence or obscenity in any way
   (iii) presents criminality as desirable
   (iv) adversely effects friendly relations with foreign States
   (v)   exploits the national emblem, or any part of the constitution or the person or personality of a national leader or State Dignity
   (vi) relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants

3. No advertisements messages shall in any way be presented as News

4. No advertisements shall be permitted the objects whereof are wholly or mainly of a religious or political natures;

advertisement must not be directed towards any religious or political end or have any relation to any industrial dispute.

5. Advertisements 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 Government Organisations, Nationalised or recognized banks and Public Sector Undertakings

    (iv)   Unlicensed employment services

    (v)   Fortune tellers or sooth sayers etc. and those with claims of hypnotism

    (vi)   Foreign goods and foreign banks

    (vii)   Betting tips and guide books etc. relating to horse racing or the other games of chance

6. The items advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act 1986.

7. No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult of being proved, e.g. cure for baldness, skin whitener etc.

8. No advertisement shall contain the words 'Guarantee or 'Guaranteed' etc., unless the full terms of the guarantee are available for inspection by the Directorate General, All India Radio and are clearly set out in the advertisement and are made available to the purchaser in the writing at the point of sale or with the goods; in all cases, terms must include details of the remedial action available to the purchaser. No

advertisement shall contain a direct or implied reference to any guarantee which purports to take away or diminish the legal rights of a purchaser.

9. Advertisers or the agents must be prepared to produce evidence to sustainable any claims or illustrations. The Director general reserves the right to ask for such proofs and get them examined to his full satisfaction. In case of goods covered by mandatory quality control orders, the advertiser shall produce quality certificate from the institutions recognised by the Government for this purpose.

10. Advertisements shall not contain disparaging of derogatory references to another product or services.

11. Testimonials must be genuine and used in a manner not to mislead the listeners.

    Advertisers or advertisingagencies must be prepared to produce evidence in support of their claims.

12. No advertisement of any kind of jewellery or precious stones shall be accepted.

13. Information to consumers on matters of weight, quality or price of products, where given, shall be accurate.

14. Advertisements indicating price comparisons or reductions must comply with relevant laws.

15. No advertisement shall be accepted which violates AIR Broadcasting Code.

16. Any such effects, which might startle the listening public, must not be incorporated in advertisements. For example and without limiting the scope, the use of the following sound effects will not be permitted

    (i)   Rapid gunfire or rifle shots

    (ii)   Sirens

    (iii)   Bombardments

    (iv)   Screams

(v)   Raucous laughter and the like

17. Any pretense in advertising copy must be avoided and such copy shall not be accepted by AllIndia Radio. The 'simulation' of voices of a personality in connection with advertisements for commercial products is also prohibited unless bonafide evidence is available that such personality has given permission for the simulation and it is clearly understood that stations broadcasting such announcement are indemnified by the advertiser or advertising agency against any possible legal action.

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

19. No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to the condemned or ridiculed for not owning or using it.

20. No advertisement likely to bring advertising into contempt or disrepute shall be permitted. Advertising shall not take advantage of the superstition or ignorance of the general public.

21. No advertising of talismans, charms and character-reading from photographs or such other matter as well as those which trade on superstition of general public shall be permitted.

22. Advertising shall be truthful, avoid distorting facts and misleading the public by means of implications by false statements, as to:

(i) The character of the merchandise, i.e. its utility, materials, ingredients, origin etc.

(ii) The price of merchandise, its value, its suitability or terms of purchase.

(iii) The services accompanying purchase, including delivery, exchange, return, repair, upkeep etc.

(iv) Personal recommendations of the article or service

(v) The quality or value of competing goods or trustworthiness of statement made by others

23. Testimonials of any kind from experts etc. other thanGovernment recognized standardization agencies shall not be permitted.

24. No advertisement shall be permitted to contain any claim so exaggerated as to lead inevitably to disappointment in the minds of the public.

25. Methods of advertising designed to create confusion in the mind of the consumer as between goods by one maker and another maker are unfair and shall not be used. Such methods may consist in:

(i) The limitation of the trademark of the name of competition or packaging or labelling of goods; or

(ii) The limitation of advertising devices, copy, layout or slogans

26. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisement. This also supplies to such advertisements which themselves are not objectionable as defined above, but which advertise objectionable books, photographs or other matter and thereby lead to their sale and circulation.

27. No advertisement in respect of medicines and treatments shall be accepted which is in contravention of the code

relating to standards of advertising medicines and treatments.

The code for commercial advertising on Doordarshan contains the same principles as that of All India Radio. In addition, it has code such as:

- Advertisement message being presented as news can be accepted provided it carries a super. 'This is an advertisement' throughout the advertisement. The size of the super shall be of minimum 36 pixel height and it should be in the same language as the audio of the advertisement.
- Doordarshan accepts the advertisement of educational institution/colleges. However, it must be ensured that the institutions/college are genuine so as to ensure that students do not get misled.
- Doordarshan will also accept advertisements relating to real estate including sale of flats/land, flats for rent both commercial and residential. Doordarshan will also accept advertisements relating to holiday resorts and hotels.
- Doordarshan has also allowed the telecast of:
  (i) Foreign products and foreign banks including financial services
  (ii) Jewellery and precious stones
  (iii) Mutual funds approved by SEBI
  (iv) Hair dyes
  (v) Matrimonial agencies

However, to ensure the viewers do not get misled by false claims, it has been decided that all such advertisements must carry a statutory message at the end in the form of super imposition or caption as

follows: 'Viewers are advised to check the genuineness of the claims made'.

- Scientific or statistical excerpts from technical literature etc. may be used only with a proper sense of responsibility to the ordinary viewer. Irrelevant data and scientific jargon shall not be used to make claims appear to have a scientific basis they don't possess. Statistics of limited validity should not be presented in a way as to make it appear that they are universally true.
- Imitation likely to mislead viewers shall be avoided.
- Visual and verbal representation of actual and comparative prices and cost shall be accurate and shall not mislead on account of undue emphasis or distortion.
- The picture and the audible matter of the advertisement shall not be excessively 'loud'. This is to ensure that between the programme and the advertisement there is a smooth change over avoiding jerkiness or shock to the viewers.
- Any advertisement which endangers the safety of the children or creates in them any interest in unhealthy practices, shall not be accepted.
- Children shall not be shown begging or in undignified or indecent manner.

2.5 Advertising Standards Council of India (ASCI)

To ensure the protection of the interest of consumers, The Advertising Standards Council of India (ASCI) was established in 1985. It is a self-regulatory body comprise of advertisers, media, advertising agencies and other professional which are connected

with advertising practice. It is not a government body and not responsible for formulating rules for the general public. ASCI is a voluntary council, registered as a 'not-to-profit' company under Section 25 of the Indian Companies Act. Before the formation of ASCI, there is no other professional body which regulate the content of advertisement published in India.ASCI has adopted a self-regulating code. The importance of Standards of Conduct as stated by ASCI as 'Advertising is an important and legitimate means for the seller to awaken interest in his products. The success of advertising depends on public confidence. Hence, no practice should be permitted which tends to impair this confidence. The standards laid down here should be taken as minimum standards of acceptability which would be liable to be reviewed from time to time in relation to the prevailing norm of consumers' susceptibilities'.

ASCI codeis applied to 'advertisement read, heard or viewed in India even if they originate, or are published abroad'.ASCI seeks to ensure that 'advertisement conform to its Code for self-regulation, which requires advertisements to be legal, decent, honest and truthful and not hazardous or harmful, while observing fairness in competition'.In 2016, the Ministry of Information & Broadcasting cast a mandate on all commercials and advertisements to follow the ASCI code. ASCI encourages the public to complain against advertisement which they found are not ethical.

The definition of advertisement under the code of Advertising Standards Council of India is as, '*a paid-for communication, addressed to the public or a section of it, the purpose of which is to promote, directly or indirectly, the sale or use of goods and services to whom it is addressed. Any communication which in the normal*

course may or may not be recognized as advertisement by the general public, but is paid for, or owned or authorized by the advertiser or their advertising agency would be included in the definition'.

The purpose of the code as stated by ASCI regulation is to control the content of advertisements, not to hamper the sale of products which may be found offensive, for whatever reasons, by some people.Provided, therefore, that advertisements for such products are not themselves offensive, there will normally be no ground for objection to them in terms of this code.

ASCI consists of Board of Governors and a Consumer Complaints Council (CCC) and a Secretariat. Board of Governors consist of 16 members, four each from

- Advertisers
- Advertising Agencies
- Media (owners of TV channel, Newspaper etc)
- Related sectors (outdoor agencies, PR, market researchers, ad producers, business schools)

The Consumer Complaints Council (CCC), the heart of ASCI is form to entertain complains against advertisements which violate the code of conduct of advertisement ethics. A complaint received may be of any of the three types:

- Complaints by the public at large which may include complaints by the Government
- Complaints from the Board of Governors or from the Consumer Complaints Council
- Complaints by the advertisers

The members of the Consumer Complaints Council (CCC) are appointed by the Board of Governors. It consists of 21 members of which 12 are appointed from the civil society and 9 from professional advertisers. All complaints received are dealt by the Consumer Complaints Council.The CCC decides upon the complaints within a period of 4 to 6 weeks. When a complaint received, the Secretary General ask for complaints from the advertiser against whom the complaint has filed. Both the parties involved shall be allowed to present their case. If the Committee find that the advertisement violates the guidelines, the advertiser shall be informed and given a period of 2 weeks to make the necessary changes, failing which the ASCI will publish the advertisement in its Media quarterly release.

The Secretariat consists of five members headed by the Secretary General.

2.6fundamental principles

The Advertising Standards council of India prescribe the following as fundamental principles

- To ensure the truthfulness and honesty of representations and claims made by advertisements, and to safeguard against misleading advertisements

- To ensure that advertisements are not offensive to generally accepted standards of public decency

- To safeguard against the indiscriminate use of advertising for the promotion of products, which are regarded as hazardous to society or to individuals to a degree, or of a type which is unacceptable to society at large

- To ensure that advertisements observe fairness in competition so that the consumer's need to be informed of choices in the marketplace and the canons of generally accepted competitive behavior in business is both served

2.7 Code of the Advertising Standards Council of India (ASCI)

Chapter-I

TRUTHFUL & HONEST REPRESENTATION

To ensure truthfulness and honesty of representations and claims made by advertisements, and to safeguard against misleading advertisement

1.1 Advertisements must be truthful. All descriptions, claims and comparisons, which relate to matters of objectively ascertainable fact, should be capable of substantiation. Advertisers and advertising agencies are required to produce such substantiation as and when called upon to do so by The Advertising Standards Council of India.

1.2 Where advertising claims are expressly stated to be based on, or supported by independent research or assessment, its source and date should be indicated in the advertisement.

1.3 Advertisements shall not, without permission from the person, firm or institution under reference, contain any reference to such

person, firm or institution, which confers an unjustified advantage on the product advertised or tends to bring the person, firm or institution into ridicule or disrepute. If and when required to do so by The Advertising Standards Council of India, the advertiser and the advertising agency shall produce explicit permission from the person, firm or institution to which reference is made in the advertisement.

1.4 Advertisements shall neither distort facts nor mislead the consumer by means of implications or omissions. Advertisements shall not contain statements or visual presentation, which directly, or by implication or by omission or by ambiguity or by exaggeration, are likely to mislead the consumer about the product advertised or the advertiser, or about any other product or advertiser.

1.5 Advertisements shall not be so framed as to abuse the trust of consumers, or exploit their lack of experience or knowledge. No advertisement shall be permitted to contain any claim so exaggerated as to lead to grave or widespread disappointment in the minds of consumers.

Chapter- II

NON-OFFENSIVE TO PUBLIC

To ensure that advertisements are not offensive to generally accepted standards of public decency.

Advertisements should contain nothing indecent, vulgar, especially in the depiction of women, or nothing repulsive which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave and widespread offence.

Chapter-III

AGAINST HARMFUL PRODUCTS/SITUATION

To safeguard against the indiscriminate use of advertising in situations or of the promotion of products which are regarded as hazardous or harmful to society or to individuals, particularly children, to a degree, or of a type which is unacceptable to society at large.

3.1 No advertisement shall be permitted which:
(a) Tends to incite people to crime or to promote disorder and violence or intolerance
(b) Derides any individual or groups on the basis of race, caste, colour, religion, gender, body shape, age, sexual orientation, gender identity, physical or mental conditions, or nationality
(c) Presents criminality as desirable, or directly or indirectly encourages people-particularly children-to emulate it, or conveys the modus operandi of any crime
(d) Adversely affects friendly relations with a foreign state

3.2 Advertisements 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

3.3 Advertisement shall not, without justifiable reasons, show or refer to dangerous practices, or manifest a disregard for safety, or encourage negligence

3.4 Advertisement should contain nothing which is in breach of the law, nor omit anything which the law requires

3.5 Advertisements shall not propagate products, the use of which is banned under the law

3.6 Advertisements for products whose advertising is prohibited or restricted by law or by this code must not circumvent such restrictions by purporting to be advertisements for other products, the advertising of which is not prohibited or restricted by law or by this code. In judging whether or not any particular advertisement is an indirect advertisement for a product whose advertising is restricted or prohibited, due to attention shall be paid to the following:

(a) Whether the unrestricted product, which is purportedly sought to be promoted through the advertisement under the complaint, is produced and distributed in reasonable quantities, having regard to the scale of the advertising in question, the media used and market targeted.

(b) Whether there exist in the advertisement under complaint, any direct or indirect clues or cues which could suggest to consumers that it is a direct or indirect advertisement for the product whose advertising is restricted or prohibited by law or by this code.

(c) Where advertising is necessary, the mere use of a brand name or company name that may also be applied to a product whose advertising is restricted or prohibited, is not a reason to find the advertisement objectionable, provided the advertisement is not objectionable in terms of (a) and (b) above.

Chapter-IV

FAIR IN COMPETITION

To ensure that advertisement observe fairness in competition such that the consumer's need to be informed on choice in the

marketplace and the canons of generally accepted competitive behavior in business are both served.

4.1 Advertisements containing comparisons with other manufactures or suppliers, or with other products, including those where a competitor is named, are permissible in the interests of vigorous competition and public enlightenment, provided:

(a) It is clear what aspects of the advertiser's product are being compared with what aspects of the competitor's product.

(b) The subject matter of comparison is not chosen in such a way as to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case.

(c) The comparisons are factual, accurate and capable of substantiation.

(d) There is no likelihood of the consumer being misled as a result of the comparison, whether about the product advertised or that with which it is compared.

(e) The advertisement does not unfairly denigrate, attack or discredit other products, advertisers or advertisements directly or by implication.

4.2 Advertisements shall not make unjustifiable use of the name or initials of any other firm, company or institution, nor take unfair advantage of the goodwill attached to the trademark or symbol of another firm, its product or the goodwill acquired by its advertising campaign.

4.3 Advertisements shall not be similar to any other advertiser's earlier run advertisements in general layout, copy, slogans, visual presentations, music or sound effects, so as to suggest plagiarism.

4.4 As regards matters covered by sections 2 and 3 above, complaints of plagiarism of advertisements released earlier abroad will lie outside the scope of this code. Except in the under-mentioned circumstances:

(a) The complaint is lodged within 12 months of the first general circulation of the advertisements/ campaign complained against.

(b) The complaint provides substantiation regarding the claim of prior invention/usage abroad.

In addition to this code, ASCI has separate guidelines for:

- Advertisements Depicting Automotive Vehicles
- Qualification of Brand Extension Product or Service
- Advertising of Food & Beverages
- Advertising of Educational Institutions and Programmes
- Disclaimers made in supporting, limiting or explaining claims made in advertisements
- Validity & Duration of Claiming New/ Improved
- Saving for Large Pack Comparison
- Advertising for Skin Lightening or Fairness Improvement Products
- Celebrities in advertising
- Usage of Awards/Rankings in Advertisements
- Advertising of Online Gaming for Real Money Winnings
- Influencer Advertising in Digital Media
- Advertising of Virtual Digital Assets and Linked Services
- Harmful Gender Stereotypes
- Online Deceptive Design Patterns in Advertising
- Advertisements for Charitable Causes
- Guidelines for Advertisements Making Environmental/ Green Claims

POSSIBLE QUESTIONS

1. Why ethical and moral principles are important in advertising?

2. What is CCC? State the functions of CCC.

3. Write a short note on PrasarBharati's code of conduct for commercial advertising.

4. Write the composition of ASCI.

5. State the purpose of ASCI and discuss its code for self-regulation in advertising.

Further Reading

1) *Media Law and Ethics*, M. Neelamalar, PHI Learning Private Limited, New Delhi

2) *Advertising and Personal Selling*, Dr Ruchi Gupta, MKM Publishers Pvt. Ltd., New Delhi

3) https://prasarbharati.gov.in/code-for-commercial-advertising/#1531082347720-8094d780-9123

4) Revised code for commercial advertising on doordarshanhttps://prasarbharati.gov.in

5) Manya Chhabra, What is the Advertisement Standards Council of India and what does it do,https://blog.ipleaders.in/advertisement-standards-council-india-asci/

6) https://www.ascionline.in/the-asci-code/

7) Hemant Goyal and Jitender Jain, Advertising Law in India Part-1, https://www.mondaq.com/india/advertising-marketing--branding/192384/advertising-law-in-india---part-1