# PREFACE

In the curricular structure introduced by this University for students of Post-Graduate degree programme, the opportunity to pursue Post-Graduate course in Subject introduced by this University is equally available to all learners. Instead of being guided by any presumption about ability level, it would perhaps stand to reason if receptivity of a learner is judged in the course of the learning process. That would be entirely in keeping with the objectives of open education which does not believe in artificial differentiation.

Keeping this in view, study materials of the Post-Graduate level in different subjects are being prepared on the basis of a well laid-out syllabus. The course structure combines the best elements in the approved syllabi of Central and State Universities in respective subjects. It has been so designed as to be upgradable with the addition of new information as well as results of fresh thinking and analyses.

The accepted methodology of distance education has been followed in the preparation of these study materials. Co-operation in every form of experienced scholars is indispensable for a work of this kind. We, therefore, owe an enormous debt of gratitude to everyone whose tireless efforts went into the writing, editing and devising of proper lay-out of the materials. Practically speaking, their role amounts to an involvement in invisible teaching. For, whoever makes use of these study materials would virtually derive the benefit of learning under their collective care without each being seen by the other.

The more a learner would seriously pursue these study materials the easier it will be for him or her to reach out to larger horizons of a subject. Care has also been taken to make the language lucid and presentation attractive so that they may be rated as quality self-learning materials. If anything remains still obscure or difficult to follow, arrangements are there to come to terms with them through the counselling sessions regularly available at the network of study centres set up by the University.

Needless to add, a great part of these efforts is still experimental–in fact, pioneering in certain areas. Naturally, there is every possibility of some lapse or deficiency here and there. However, these to admit of rectification and further improvement in due course. On the whole, therefore, these study materials are expected to evoke wider appreciation the more they receive serious attention of all concerned.

**Professor (Dr.) Subha Sankar Sarkar**
**Vice-Chancellor**

Proof 2

First Edition : January, 2021

# POST-GRADUATE DEGREE COURSE IN JOURNALISM AND MASS COMMUNICATION
## Second Semester
## [ P.G.J.M.C]
## Core Course- 6 (Advertising)
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## [ P.G.J.M.C]
## Board of Studies : Members

## Notification

**Netaji Subhas Open University**

Post Graduate in Journalism &
Mass Communication
Programme Code: PGJMC
CC6

# Module

## 1    Advertising

# Module

## 2    Brand building & brand positioning

# Module

## 3 Marketing communication

# Module

## 4 Advertising creativity & Writing

# MODULE -1
# ADVERTISING

## Unit 1 □ Definitions And Concepts – Evaluation of Advertising – Relevance of Advertising – Types – With Special Reference to India

**1.1.0 Structure**

**1.1.1 Learning Objectives**

**1.1.2 Introduction**

**1.1.3 Definitions and Concepts**

**1.1.4 Evaluation of Advertising**

**1.1.5 Relevance of Advertising**

**1.1.6 Types of Advertising**

**1.1.7 Summary**

**1.1.8 Questions**

**1.1.9 Suggested Readings**

## 1.1.1 Learning Objectives

After studying this unit you will be able to understand definitions and concepts of advertising, relevance of advertising with special reference to India, and different types of advertising.

## 1.1.2 Introduction

Once a society become sufficiently developed so that a person could specialize in a trade and have goods and services to sell, the tradesman naturally wanted the availability of his product known, and they involved using some form of advertising. This unit will help us to understand different types of advertising such as national advertising, trade advertising, corporate advertising etc.

## 1.1.3 Definitions and Concepts

Advertising is viewed in two basic ways: as a tool of marketing and as a means of communication.

The most accepted definition of advertising is given by the American Marketing Association (AMA). It says:

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

**"Paid Form" :** Advertising is published or broadcast because the advertiser has purchased time or space or tell the story of a certain product or service.

**"Nonpersonal Presentation" :** In advertising no face to face presentation is made as in the case of personal selling. Although advertising complements, or may substitute for personal selling, it is done in a non-personal manner through intermediaries-or media.

"Ideas, Goods and Services" : From this phase one can notice that advertising is concerned with much more than the promotion of tangible goods. After liberalization specially many organizations like Banks, Insurance companies, Airlines, Resorts and Hotels advertise as aggressively as do the makers of soap, detergents or automobiles. Advertising also serves many public interest goals.

In present scenario we see advertisement of tangible products/goods. It can be **Fast Moving Consumer Goods(FMCG)** like biscuit, soap and shampoo etc. It can be **Consumer Durable** products like Television, Mobile phones, Laptop etc. Now a days we also see advertisement for **service sector organizations** like Banks, Insurance, Airlines, and Hospitals etc. Not only advertisement is done for products and services as stated above but "ideas" are also advertised in a big way like "Donate your eyes" "Keep Kolkata Clean" or "Say No to Drugs".

There are also some other definitions of Advertising given by different Scholars.

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

- **Frank Presbrey** – "Advertising is a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser's products and to create in the mind of people, individually or collectively, an impression in favor of the advertiser's interest."

- **William Stanton** – "Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor."

- **John E. Kennedy** – "Advertising is salesmanship in print."

## 1.1.4 Evaluation of Advertising

Good planning and control of advertising depend critically on measures of advertising effective-ness.

**From the standpoint of evaluation, methods may be broadly divided into two classes:**

(i) The reach and reception of the communication, and

(ii) The results of the communication.

**Again on the basis of its training, a test can be classified as:**

(1) Pre-testing, and

(2) Post-testing.

**\* Broader description about the topic have been discussed in the later part of the SLM**

## 1.1.5 Relevance of Advertising

- STIMULATES DEMAND

Advertising helps in stimulating the demand by informing the consumers about the availability of a product or service in the market.

- DEVELOPS BRAND PREFERENCE

Advertising induce Brand trial and satisfied customer develops brand preference Loyal customers are an important asset for any company.

- CUT COST

Increase unit sales decreases unit cost. Advertising may be instrumental in cutting down production and selling cost.

- COMPETITIVE WEAPON-

Advertising can build the image of a brand. Advertising can highlight unique and special features present in a brand thereby provide competitive advantage.

## 1.1.6 Types of Advertising

Advertising is a part of Integrated Marketing Communication (IMC) and it has come a long way from the days of **Mr. Palmer**, who is considered to be the first advertising agent. One of the most accepted definitions of advertising is the one given by American Marketing Association (AMA). According to AMA advertising is defined **as "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an Identified sponsor".**

**Paid form-** The Company whose product/service is advertised needs to pay money to the media houses where its product/service is advertised. For example, if Pepsi/ Coca Cola is advertising in a newspaper say "The Telegraph" then Pepsi/Coca Cola needs to pay money to "The Telegraph".

**Non-Personal** -The message in case of advertising is not targeted at any single individual but it reaches the target audience with the help of mass media in a non-personal manner.

**Presentation and promotion of ideas, goods and services**- In present scenario we see advertisement of tangible products/goods. It can be Fast Moving Consumer Goods (FMCG) like biscuit, soap and shampoo etc. It can be Consumer Durable products like Television, Mobile phones, Laptop etc.

Now a days we also see advertisement for service sector organizations like Banks, Insurance, Airlines, and Hospitals etc.

Not only advertisement is done for products and services as stated above but "ideas" are also advertised in a big way like "Donate your eyes" "Keep Kolkata Clean" or "Say No to Drugs".

Advertising can be classified in terms of scope and coverage, in terms of target audience, in terms of media where the target audienz get exposed to it etc. There are various types of advertising that are mentioned below.



- ✓ National Advertising
- ✓ Retail Advertising
- ✓ Trade Advertising
- ✓ Professional Advertising
- ✓ Cooperative Advertising
- ✓ Corporate Advertising
- ✓ Primary Demand Advertising & Selective Demand Advertising.

**National Advertising**

- ❖ Advertising mainly done for "National Brand".

* Message conveys "Unified theme".
* Large geographic coverage is seen in case of National Advertising.
* Long term image building exercise.
* High circulating mass media used mostly used in case of National Advertising.



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**Retail Advertising**

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* Advertising mostly done by "retailers".
* Message in case of retail advertising is "BUY BRAND 'X' FROM OUR STORE". Which means the retailer is inviting the target audience to buy any brand but only from their retail outlet.
* Limited geographic coverage is generally seen in case of retail advertising.
* Objective of doing is short term immediate result seeking exercise.
* Media capable of localized coverage is used.

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**Trade Advertising**

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* Advertising done by manufacturer to win over "Trade". Trade means intermediaries or middle men who are present between the manufacturer and the final consumer.

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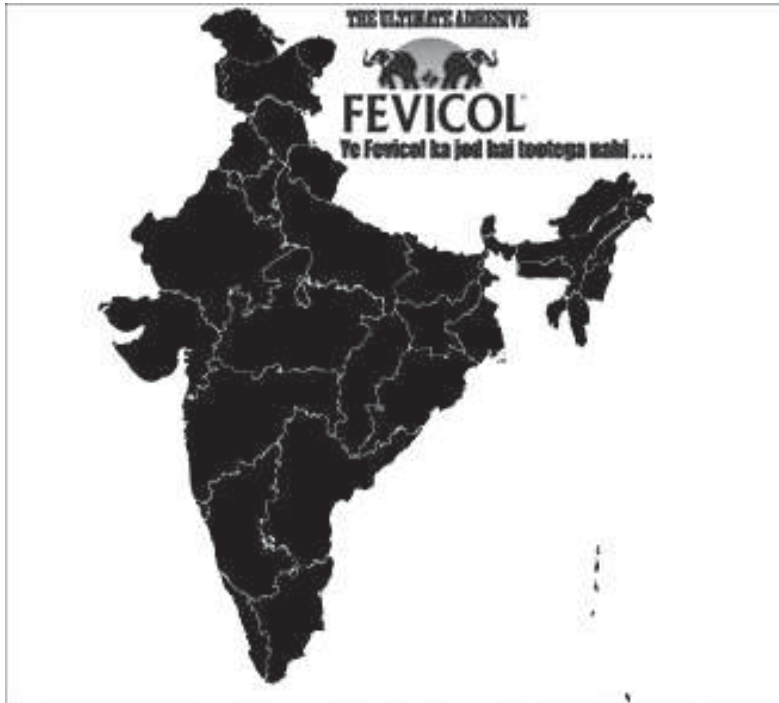
- ❖ Announcement of incentives to the trade. For example say brand Fevicol is doing trade advertising for their middle men.

**Professional Advertising**

- ❖ Targeted at people who are not the final consumers.
- ❖ Medical consultants
- ❖ Architects
- ❖ Engineers
- ❖ Media used are professional Journals, Direct mails etc.

**Corporate Advertising**

- ❖ Aim of corporate advertising is to build the image of the company.

❖ Sponsorship of major sports events.



❖ Target Group of corporate advertising are-

❖ Customers,

❖ Employees,

❖ Stock holders,

❖ Governments etc.

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**Cooperative Advertising**

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❖ The advertising expenditure is shared by the manufactures and the dealers.

❖ Manufacturers give suggestion to the dealers to maintain uniformity in the layout of the print advertisement.

❖ Mostly evident for consumer durable products in print media.



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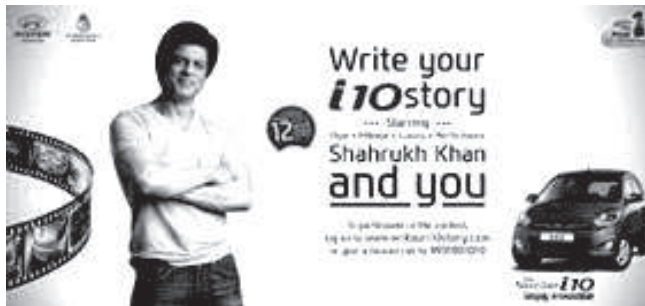
**Primary Demand Advertising & Selective Demand Advertising**

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❖ Primary Demand Advertising is done to stimulate the demand for a product category. (e.g. EGG, Packaged Drinking water, Milk etc.)

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❖ Selective Demand Advertising is done for promoting a particular brand and not the entire product category.



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**Internet Advertising & Concept of FMS**

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**Online Advertising**

Online advertising or digital advertising is a form in which the message is conveyed via the internet. For every website ads are a major source of revenue. Advertising online has become very popular in the last decade and has surpassed the expectations of most of the advertising experts. 60% revenue of Google is generated from ads and the same goes for Facebook.

Online advertising has become so effective that a particular ad can be targeted to a specific person of specific age of a specific location on a specific time. In terms of pricing advertising online is very cheap compared to all other forms of advertising.

The major disadvantage of online advertising is at times people do not click on the ads and the message does not reach the targeted audience. Also setting up online ad

requires technical expertise which may not be possible for everyone. Digital Advertising and Online Advertising is one of the fastest growing Types of Advertising.

**SMS advertising**

SMS marketing is the major source of mobile advertising. Users are informed about the product or service in 160 or fewer characters. This was when the internet was not available on mobile phones. Once mobile phones got access to internet, all internet advertising flowed to mobile and experts suggest that mobile advertising will be the only major advertising strategy for almost every company in near future.

The reach from mobile advertising is fast, personalized and effective and just like online advertising it comes for a very little cost. The difference between online ads and mobile advertising is that online ads can be accessed from any device like computer or laptops; mobile advertising is only via mobile.

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**Concept of Flash Marketing System (FMS)**

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➢ **Flash Marketing System (FMS)** is an online marketing tool that is easy to set up on your brand website to capture and convert direct traffic into revenue.

➤ **Why FMS?**

✓ Instantaneous Result - Converting Website Traffic to Bookings.

✓ Reduce Commission and Heighten Profit Margin

✓ Reward Your (Loyal) Guest!

✓ Automated State of The Art Marketing System

✓ Captivate your web visitors on any devices (mobile, tablet and desktops)

✓ Exclusive Deals and Offers and easy to implement and Simple to use.

**Features of FMS :**

FMS enables a Company to-

➤ Sell an exclusive offer on your brand's website.

➤ The offer can be filtered for viewership by countries, controlled with time setting (time limit offers) and available on selected platforms (e.g. last minute deal on mobile site).

**Advantages of FMS :**

➤ Increase Brand Website Contribution factors.

➤ Exclusive Offers, Last Minute Deals and Special Promotions at your finger tips.

➤ Improve conversion.

➤ Improve "Look to Book" ratio.

➤ Track Click through rates and effectiveness.

➤ Enable targeting of regional markets via your brand website.

**FLASH SALE-**

➤ A flash sale is a discount or promotion offered by an ecommerce store for a short period of time.

➤ The quantity is limited, which often means the discounts are higher or more significant.

➤ The time limit and limited availability entice consumers to buy on the spot.

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**Television Advertising, Product placement, Radio advertising, Print Advertising**

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### Television Advertising

About a decade ago television was the most popular form of advertising. Events like the super bowl, international cricket games, and Olympics etc. where the top attractions for advertisers to advertise their products. To some extent, it still is effective for most advertisers but with the advent of online streaming of television on mobiles, marketers have now moved from television to online as their preferred advertising medium.

### Infomercial

An infomercial is a specially designed advertisement for information and awareness of the public. The term information comes from the combination of words, information and commercial. Ads of almost all products are shown on television. Although it is costly, television ads are till date one of the best types of advertising and have the most fantastic reach for a large audience.

### Product Placement

Product placement is called covert advertising wherein a product is quietly embedded in the entertainment media. Most of the times there is no mention of the product

although the audience sees the product. Movies are the major places where product placement is done.

They could be a few TV shows where product placement has been used but the effectiveness is observed more in movies than TV shows.

## Radio Advertising

Radio advertisements are the ones that are broadcast it through radio waves and heard on radios all over the place. These mostly consist of audible advertisements or jingles. While some consider this to be an ineffective form of advertising there are still many followers listen to the radio every morning.

Advertisement for almost every product can be found on the radio. Every single feature and benefit of the product has to be explained on the radio, unlike other sources where the customer can see the product for inside.

## Print Advertising

Printing is the slowly decreasing form of advertising. There were days before the evolution of television when printing was a major source of advertising and considered to be one of the most effective media. But since the explosion of television usage, print advertisements have taken a backseat.

The main disadvantage of print advertising is the shelf life of the ads is short. However, because its reach is solid, Print advertising is one of the most expensive and most effective types of advertising. Following are the few Print Types of Advertising:

➢ **Magazine advertising**

These are also known as periodical advertisements in which a weekly,  fortnightly or monthly magazine are used for advertising. Ads are printed in the corners or on the entire page of the magazine and sometimes even an extra page might be inserted simply for advertising. Ads are categorized and segregated according to the magazine category for example business magazines will feature ads from Rolex watches, while entertainment magazines will feature ads from high branded apparels.

➢ **Brochures or handouts**

Brochures are specific advertising materials used to promote a particular product usually given at a point of sale are handed out at different locations. Brochure advertisings do not use any base like magazine advertising and are independent.

➤ **Newspaper advertising**

Newspapers display a huge number of ads in them, right from matrimonial services to job hunt, to the notifications and circulars from the Governments. Newspapers were the extremely popular form of advertising in the early 20th century and to some extent it still is. But with the advent of the Internet and digital advertising, newspapers have moved to tablet, PCs and that is where the advertisements are now being displayed.

## 1.1.7 Summary

**In this unit we came to know about the different types of advertising like-**

✓ National Advertising

✓ Retail Advertising

✓ Trade Advertising

✓ Professional Advertising

✓ Cooperative Advertising

✓ Corporate Advertising

✓ Primary Demand Advertising & Selective Demand Advertising.

➤ We also got a thorough understanding about the concept of **Flash Marketing System (FMS)** which is an online marketing tool that is easy to set up on your brand website to capture and convert direct traffic into revenue.

We also understood about **Television Advertising, Product placement, Radio advertising, Print Advertising.**

## 1.1.8 Questions

1) Define Advertising.

2) Explain the different types of Advertising.

3) Discuss the concept of FMS.

4) What do you understand by Flash Sale?

# 1.1.9 Suggested Readings

- **Advertising Management** by Jaishri Jethwaney and Shruti Jain (Oxford)

- **Advertising Management** - M. V. Kulkarni (Everest publishing house)

- **Advertising and Promotion:** An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India)

**Journal Papers**

- **Balakrishnan, L., & Kumar C. S.** Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai). *World Review of Business Research*, 2011; *1*(2), 98 – 112.

- **McCracken, G.** Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 1989;*16,* 310-321.

- **Patra, S., & Datta, S. K. (2012)** Celebrity Selection & Role of Celebrities in Creating Brand Awareness and Brand Preference-A Literature Review**.** *Journal of Marketing and Communication, 8*(2), pp. 48-57.

- **Patra, S., & Datta, S. K. (2010)**"Celebrity Endorsement in India- Emerging trends and challenges" *NIILM Journal of Marketing & Communication.* Volume 5, Issue 3.

# MODULE -1
# ADVERTISING

## Unit 2 ◻ Advertising As An Industry, Current Trends In India – The Social And Cultural Extent Of Indian Advertising

1.2.0  Structure

1.2.1  Learning Objectives

1.2.2  Advertising as an Industry

1.2.3  Current Trends in India

1.2.4  The Social and Cultural Extent of Indian Advertising

1.2.5  Summary

1.2.6  Questions

1.2.7  Suggested Readings

## 1.2.1 Learning Objectives

After studying this unit you will be able to understand how advertising functions as an industry, the social and cultural aspects of Indian advertising.

## 1.2.2 Advertising as an Industry

Advertising is a creative and fast-paced industry that uses various media outlets to motivate people to buy products and services and change their attitudes.

Advertising does not have to aim only on to convincing people that they should buy a particular goods or services but it also aims at raising money for charity, for gaining support for political parties, or encouraging some actions, for e.g. leading youth campaigns in order to address education about AIDS or drugs. In today's highly competitive world, advertising plays a significant role. A career in advertisement can be not only be glamorous

but at the same time very challenging .There are more and more agencies opening up every day, today, hence, there is room for many creative minds. If you have to communicate with and target the mass audience be it brands, personalities, companies or even voluntary or religious organizations, all have to use some or the other form of advertising.

## 1.2.3 Current Trends in India

The main trends in Indian modern advertising:

- Growing international brands have made it necessary for advertisers to think global strategies and adapt global technologies.

- Advertising agencies have become more professional .They have adopted and mastered latest technologies to provide variety of services such as specialized design solutions, public relations, direct marketing, and advertising research.

- Size of the agencies has grown larger with several international mergers and acquisitions and with inter-connectivity it becomes much easier, thanks to internet and other available technologies.

- The agency business has become more competitive as the number of agencies fighting for the same business has increased.

- Market research techniques have become more sophisticated especially in the area of media research, technology, advancements in computers and other support systems like telecommunication have made this possible.

Creativity has become the favorite word of advertising agencies and they began charging fabulous fees for their creative and production efforts. These efforts were more or less dependent on the latest hardware and software on their computer and other technological marvels, like the camera, the state of art printing facilities etc .

**Social media and search advertising** are the major digital ad channels, accounting for 54% of all digital media spend in India.

Another trend in digital sphere is the rise of **OTT platforms** both local and foreign, which provide so valuable nowadays **direct-to-customer (D2C) capabilities.**

## 1.2.4 The Social and Cultural Extent of Indian Advertising

- ❖ Advertising is often criticized for its impact on society, its values, and lifestyles.

- ❖ Advertising is criticized for encouraging materialism in society.

**Deception in Advertising:**

- ❖ The relation between the buyers and sellers is maintained if the buyers are satisfied with what they saw in advertisement and what they got after buying that product.

- ❖ If seller shows a false or deceptive image and an exaggerated image of the product inthe advertisement, then the relation between the seller and buyers can't be healthy.

**Effect on Our Value System:**

- ❖ The advertisers use different tactics, endorsements from celebrities, and play emotionally, which makes ads so powerful that often the consumers like helpless preys buy those products.

- ❖ People picking up habits like smoking and drinking, and buy products just because their favourite actor endorsed that brand.

- ❖ There are some great positive aspects which help-

- ❖ Development of society and growth of technologies

- ❖ Employment

- ❖ Gives choices to buyers

- ❖ Welcomes healthy competition

- ❖ Improving standard of living.

- ❖ Give information on social, economical and health issues.

- ❖ Celebrities are not just endorsing brands from Fast Moving Consumer Goods and Consumer Durable product categories only.

- ❖ They are making their presence felt as brand endorser in service sector also.

- ❖ It is noticeable that International Health and Risk campaigns have their own celebrities, at times actors, sometimes sports person and sometimes doctors to put across their message to their target audience.

- **Neglected Tropical Diseases (NTDs)** are a group of parasitic and bacterial infectious diseases that affect over 1.6 billion of the world's most impoverished people, including 875 million children.

- They cause severe pain, long-term disability, and are the cause of death for over 500,000 people per year.

- Amongst children, infection leads to malnutrition, cognitive impairment, stunted growth, and the inability to attend school.

- Adults suffer from social isolation and are unable to work, and anemia caused by NTDs increases the risk of maternal mortality.

- International actors and musicians lend their face and voice in creating awareness about the Neglected Tropical Diseases (NTDs).

- These celebrities urged their fans to be a part of the movement. (Tom Hollander-"Pirates of the Caribbean,"), Tom Felton ("Harry Potter" series) etc.

- The first global public awareness campaign is undertaken with an intention to control and eradicate the seven most prevalent NTDs by 2020.

## 1.2.5 Summary

**In this unit we came to know about:**

- Advertising as an industry
- Current trends in advertising

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## 1.2.6 Questions

1) Define Advertising.

2) Discuss the current trends of advertising in India.

3) What do you understand by Advertising as an Industry?

## 1.2.7 Suggested Readings

**Advertising Management** by Jaishri Jethwaney and Shruti Jain (Oxford)

**Advertising Management** - M. V. Kulkarni (Everest publishing house)

**Advertising and Promotion:** An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India)

# MODULE -1
# ADVERTISING

## Unit 3 □ International Advertising – Multinational Companies, Global Marketing

**1.3.0 Structure**

**1.3.1 Learning Objectives**

**1.3.2 International Advertising**

**1.3.3 Multinational Companies**

**1.3.4 Global Marketing**

**1.3.5 Summary**

**1.3.6 Questions**

**1.3.7 Suggested Readings**

## 1.3.1 Learning Objectives

After studying this unit you will be able to understand

● International Advertising

● Multinational Companies

● Global Marketing

## 1.3.2 International Advertising

The purpose of advertising is to sell a product, a service or idea. The real purpose of advertising is to have effective communication between the producer and the consumer. Due to current information technology, different countries of the world have come very close to each other and hence, the whole world has become a market. Japanese toys are loved by Indian children and are used by Indian tea and spices all over the world. Different products are produced in different countries according to their geographical

advantages and mineral resources. However, they are needed in different countries of the world.

So the product is sold not only in the producing country but also in other countries. In order to sell the product in different countries, it must advertise and generate demand. Advertising abroad is not easy. For this reason, the social issues of different countries, languages, governmental control, education, customs, beliefs, etc. should be considered. International marketing is very important in current marketing.

## 1.3.3 Multinational Companies

Every student or educated person dreams of working in an MNC. It gives you the experience to go international. Also, here you get the experience, credibility and confidence to pursue a career.

However, not everyone working at MNC can achieve this in his life. India takes great advantage of MNCs such as higher investment in MNCs, reducing technical gaps, optimum use of natural resources and promoting a basic economic structure.

Due to India's growing economy, globalization and its potential in the market, many multinational companies are coming to India to expand their business. Below is a list of the top MNCs in India.

**Microsoft (MICROSOFT)** - Microsoft Corporation India is a subsidiary of Microsoft Corporation that we all know is American Multinational, started in 1979. Microsoft Corporation started its operations with its headquarters in Hyderabad, India, and since then has worked closely with the Government of India as well as IT companies. It is truly one of the most popular MNCs in India.

**IBM** - IBM (International Business Machine Corporation) is the second MNC in our list of multinational companies, with its headquarters in Bengaluru (IBM India Private Limited). It started in India in 1992 and has credits for various products and services including business consulting, storage solutions, etc.

**Nestlé** (NESTLE) - Nestle is third on the MNC's list in India. Nestlé India, a subsidiary of Nestlé SA, a food and beverage company in Switzerland, entered the market with advanced products in Nestlé 120 and is currently one of India's leading MNCs. It is considered as India's largest food companies with their best food products.

**Proctor & Gamble** - Procter & Gamble (P&G) was developed by global developers MNC and William Proctor and James Gamble. P&G is a part of Indian Procter & Gumball. MNC sailed to India in 1919 and now has products such as Ole, Gillette, Vicks, Tide etc. It has a wide range of products including Beauty, Decoration Health and Family Care.

**Coca-Cola** (COCA COLA) - Coca-Cola is one of the most acclaimed MNCs in India, which comes in the list of top MNCs in India. Coca-Cola, a non-alcoholic beverage marketer, was founded by Asa Griggs Candler in 1886 and began working in India in the 5th. The company was operated as a subsidiary of Coca-Cola India Private Limited in India.

**PepsiCo** (PEPSICO) - PepsiCo has entered the MNC's list of well-known manufacturers of snacks and drinks. Founded in 1965, PepsiCo, an American company, operates in India through its subsidiary, PepsiCo India Holding Private Limited, and is a leading manufacturer of popular brands like Lays, Pepsi, and Slice.

**CTI Group** (CTI GROP) - CTI Group, an American banking Services Corporation established in India, is the next in the list of MNCs in India, which operates in India, which currently has more than 5 branches in more than 5 cities in India. . Corporate offices and revenues in New York City, Manhattan, are $$ 1 billion and its headquarters in Mumbai, India. City Bank has 42 branches across 30 cities and has over 700 ATMs in India. Interestingly, Citibank was formed by one of the largest mergers in history and is now the owner of the world's largest financial services.

**Sony Corporation** (SONY Corporation) - Sony is another well-known Japanese multinational corporation that was founded. Sony Corporation is acclaimed for its various products: electronics, media and entertainment products. The major products of Sony Corporation are television, mobile phones, cameras, PlayStation, headphones, memory cards, etc.

**Hewlett Packard** - HP has also made the list of MNCs in India, starting with laptops, monitors, desktops and other electronic items. HP started in 1939 and is headquartered in Palo Alto, California, and has the highest revenue of $ 111.454 billion. American electronics and information technology firm HP is headquartered in Bangalore, India. HP creates printers, digital cameras, scanners, PDAs, calculators, servers, workstation computers and computer lines for home and small-business use.

# 1.3.4 Global Marketing

Global Advertising is defined by Oxford University Press - "Advertising on a global scale of commercial exploitation of global operational differences, similarities and opportunities to meet global objectives".

So basically worldwide advertising is displaying your products around the world. It sounds a lot like international advertising or two, but there are differences. Global advertising is basically when a company views the entire world as one market. There is no difference between the local market and the market 10,000 miles away. Worldwide advertising is used by large chain stores that sell only specific products. These will not usually bring you something new to the store near you that can cater to certain religions or cultural groups, as they are based elsewhere. They usually do not bring cultural foods or products because they are just general stores. They sell the same exact products all over the world and bring the same thing to every single store. To become a global company, a company must use the "Four Ps of Marketing". These are price, promotion, product and placement. Not only can a company become a global company overnight but it goes through several steps to become global. They have to have a global team. They have a global marketing plan. It takes time for a company to sell products from local companies to the world. International advertising is still somewhat different than global advertising.

**Think and Act Local**

Despite the prevalence of advertising benefits worldwide, market variations exist in terms of cultural differences, different rates of economic and market development, media availability and legal restrictions. Many companies, after creating unwanted results from running global campaigns, have returned to international advertising strategies.

The phrase implies to incorporate a strategy when selling internationally (a global strategy) while keeping a tactical approach to the local market they are targeting (a local approach). The can use this approach on almost every area of sales and marketing including packaging, pricing, physical differentiation., the types of sales channels, etc.

# 1.3.5 Summary

**In this unit we came to know about :**

- International Advertising

- Multinational Companies

- Global Marketing

## 1.3.6 Questions

1. What do you mean by international advertising?

2. What do you mean by global advertising?

3. What do you mean by multi-national companies?

## 1.3.7 Suggested Readings

**Advertising Management** by Jaishri Jethwaney and  Shruti Jain (Oxford)

**Advertising Management** - M. V. Kulkarni (Everest publishing house)

**Advertising and Promotion:** An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India)

# MODULE -1
# ADVERTISING

## Unit 4 □ Advertising Agency

## 1.4.1 Learning Objectives

After studying this unit you will be able to understand the working of Advertising Agency.

## 1.4.2 Introduction

The earliest advertising agents functioned only as agents. And their job was to sell space in a medium. The modern advertising agency plays a major role in the marketing process. With the ever-increasing competition, advertising agents have extended the range of their services. The major advertising agencies have organized themselves as big business houses.

Today modern advertising agency is a group of promotion and marketing specialists who are primarily engaged in serving advertisers. Most national and international advertising is created by advertising agencies because they employ the best talent available. Few manufacturers maintain their own set to design their own advertising, as the cost of employing such skilled specialists is very high. As communication needs are increasing day by day the ad agencies have expanded their services offered to clients in many directions beyond their basic functions of planning the advertising writing copy, designing the advertisements and media selection, specially to stay ahead in inter-agency competition.

## 1.4.3 Services Provided by an Advertising Agency

The wide range of services offered by a well-equipped modern agency is as follows:

- **Basic Services**

  Planning

  Cop Writing

  Art-Layout

  Media Selection

- **Research Services**

  Market Research

  Consumer Research

  Copy Research

  Media Research

- **Trade Promotion Services**

  Wholesaler Promotion

  Retailer Promotion

- **Sales Training Services**

  Salesman's Manuals and Portfolios

  Visual aids

- **Publicity and Public Relations Services**

  Company Image building

  Corporate Advertising

- **Product Services**

  New Product Development

  Product Design

  Creation of brand names

  Creation of trademarks

  Complete packaging design

- **Merchandising Services**

  Displays

  Package inserts

  Banners, Streamers

  Other point-of-purchase material

- **Direct Mail Services**

  Letters, folders, booklets

  Brochures etc

- **Other Services**

  House Journals

  Premiums

  Contests

  Instruction Booklets

  Calendars

  Annual Reports

# 1.4.4 Major Functions of an Advertising Agency

While the specialized departments within the agencies may vary widely, they perform certain common functions, which are:

**Planning**

Major Agencies participate in the formulation of advertising agencies plans for their clients as they are often asked to present their views on objectives, strategies and tactics of the advertising campaign.

**Account Management**

Account management includes the following :

➢ Client relationship

➢ Advertising planning on the account, this includes preparation of market appreciations, strategy and briefs etc.

➢ Suggesting areas of initiation and product development. Preparation of all recommendation and presentations

An Account group in an agency is assigned specific clients for handling their business. They maintain contact with their clients. The Account group is responsible for communicating clients' needs to the agency and for ensuring to turnout the best and effective advertising that works. For the agency he is responsible for selling Agency's work to client and obtains client's approval.

**Copy**

The Copy (the written material) in an advertisement is usually the heart of the advertising campaign. The copy theme is normally set first and then all copy in the advertising campaign is written to confirm to the theme.

**Art ( or layout)**

Most advertising agencies have their Art Directors and their agency's own studio to visualize the campaign. Art Directors are assisted by artists, layout men and visualizers. The department's main work is to arrange in visual terms the elements in an advertisement in a manner that makes communication easy.

**Media**

The department selects the media through the advertising message would be communicated to the masses or target consumers. The primary function of the department includes evaluation and selection of media and media vehicles. After approval of the media plan by the client, the department prepares media schedule showing the dates, publications, sizes etc. for the print as well as stations time and dates for broadcast media.

**Production**

After approval of the advertisement layout, production department makes the advertisement read for printing the publications. Some agencies produce their television and radio commercials for broadcast media. Sometimes for this purpose, agencies take the help of outside services.

**Public Relations**

Modern agencies are equipped to help a client with public relations programme. For this department the agencies employ public relations specialists and also journalists.

**Who Does All This**

Agencies have specialists departments with developed systems to make the following functions to be carried out smoothly.

1. Advertising Ideas- Creative/Art/Account Service Team

2. Copy and Layout— copy/art/copy typing/ traffic Department

3. Media proposals- media/account service team/creative

4. Media plans, schedules, buying media

5. Print production and insertion –print production/art/art and mechanical/traffic department.

6. Commercial production and running- broadcast production: broadcast scheduling.

7. Billing and payment-accounting

8. Budget control- accounting/accounts service group.

**1.4.4.1 Account Management**

The management of client's business, which is called Account Management in agency language, is done by the following;

1. Account Directors

2. Account Supervisors

3. Account Executives

Account Management is very much a team activity, blending the key specialist skills and crafts together in common man- to produce distinctive, relevant advertising for clients.

Each of the three Account group persons has a set of clearly defined job responsibilities.

➢ The Account Director is responsible for Account tenure and development, Account profitability. The Agency's conduct on the business and quality and professionalism of the Agency's output.

➢ The Account Supervisor is responsible for creating and leading a committed and coordinated team, whose responsibilities include all planning and execution. The Account Supervisor ensures that the recommendations were fully integrated; and that relevant and professional balances of views prevail. He ensures that efficient use of agency's resources on the account and the achievement of budgeted billing. He helps in providing all relevant marketing and brand data to the team. He maintains contact at marketing and advertising level. He has a perfect understanding of the client's business plan. He has the responsibility of training Account Supervisor.

➢ The Account Executive's functions are: Assisting the Account Supervisor, as necessary, in all aspects of work. Maintaining day-to-day contact with client. Planning and administering meetings and presentations-preparing and circulating agendas. Ensuring the work is completed on time and read for meetings. Ensuring necessary approvals. Issuing contact reports of all meetings and raise requisitions for jobs. Preparing and maintaining work-lists. Budget control. Checking invoices and inspecting vouchers.

## 1.4.5 Work Flow Model



Communication Agency
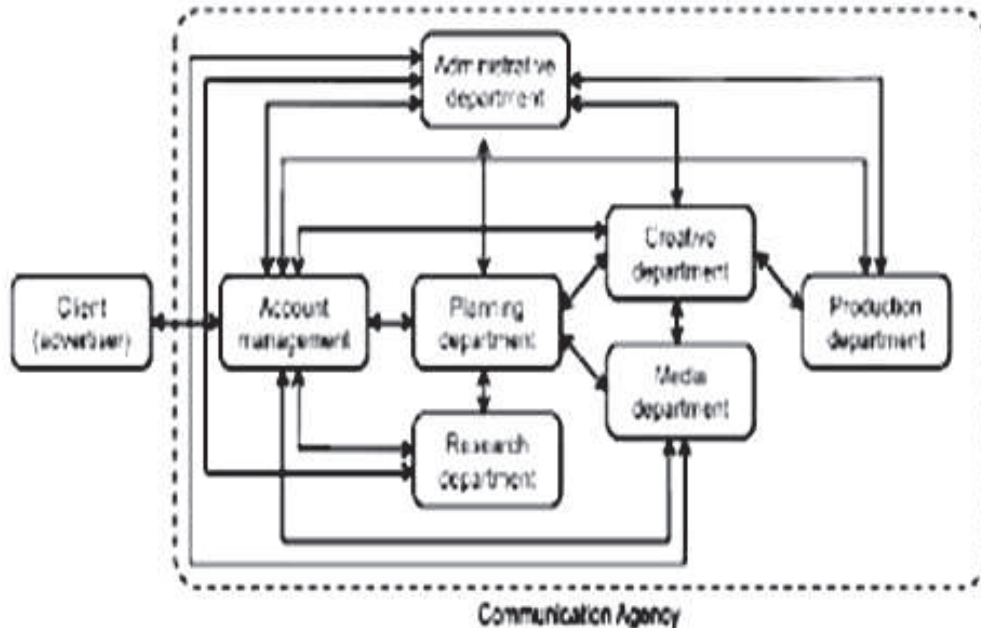
## 1.4.6 Agency Compensation

Advertising Agencies receive their compensation in a number of different ways. The method of compensation varies with the size and type of agency, the kinds of clients served, and types of services offered.

There are basically three methods:

**Commission System**: In this age –old system the agency is paid a fixed commission by the media on the advertising bill for the advertisement space bought by the agency.

**Fee System:** A flat fee is paid to the agency for the specialized services rendered by it.

**Service Charge**: These are added to the cost of materials, and services bought by agency for client in artwork, photograph, typography, plates etc. In industrial advertising fee basis is generally applicable because the work involves preparation of catalogues, sales materials, point-of purchase material where's flat commission is not applicable.

In order to receive commission from media, advertising agencies must meet certain criteria, or be recognized by Indian Newspaper Society and Doordarshan. The requirements are these:

➢   It must be a bona fide agency and be free of control by an advertiser or media vehicle owner

➢   It must keep all commission received from media vehicle owners and not rebate to any other organizations.

➢   It must possess adequate personnel with experience ability to serve general advertisers

➢   It must have the financial capacity to meet the obligations it incurs to the media vehicle owners.

## 1.4.7 Client Agency Relationship

Client-Agency relationship is of supreme importance. It is essential to maintain compatibility between the client, the agency, and the brand handled by the agency. Even then there are times when the marriage ends in a divorce. Client moves to another agency. It is now common knowledge that an agency loses a client not so much for creativity but for faulty service. A defective service rendered to client can upset the marketing programme of a client resulting in loss of business in addition to loss of prestige at the market place. There are however, other reasons for the break of relationship. Sometimes management changes can cause a break in relationship. The new management may not be in agreement with the brand policy followed hitherto. When there are mergers or takeovers holding agency gets a jolt resulting, sometimes in loss of business. In the case of introduction of new brand, the business may be placed with a new agency ignoring the claims of the current agency, even though satisfactory service is being done by the existing agency. Brand failure may be another reason for changing an agency. Advertising, however, may not be the sole reason for the failure of the brand but normally it is the agency that suffers.

## 1.4.8 A Client's Expectations from Advertising Agency

Agencies work best when they are partners, not slaves. But the must be held accountable for results, just as all true partners demand for each other. The client-agency relationship, like marriage, requires constant attention. Don't take it for granted.

All good human relationships require trust. After a strategic direction is set, you should exhibit trust with your agency on execution.

Here are ten ways to help the relationship with your agencies:

- Brief Your Agency Thoroughly-
- Require written strategies that are short and clear.
- Balance judgment and research-
- Don't strain your advertising through too many levels.
- Be Willing to Experiment
- Tolerate creative genius and personality differences.
- Listen.
- Be sure your agency has enough income.
- Utilize your agencies' resources
- Hold formal evaluations.

## 1.4.9 Summary

**In this unit we came to know about:**

- **Ad Agency**

## 1.4.10 Questions

1. What are the qualities clients look for in an Ad Agency**?**
2. Discuss ten ways to help the relationship with your agencies.
3. Discuss the functions of Ad Executive

## 1.4.11 Suggested Readings

**Foundations of an Advertising Theory & Practice:** S.A. Chunwalla and K.C. Sethia

**Advertising Management** by Jaishri Jethwaney and Shruti Jain (Oxford)

**Advertising Management** - M. V. Kulkarni (Everest publishing house)

# Module -2
# Brand Building & Brand Positioning

## Unit-1 □ Role Of Advertising In Brand Building – Definition & Concepts – Brand Image- David Ogilvy - brand Personality -

**2.1.0 Structure**

**2.1.1 Learning Objectives**

**2.1.2 Brand Building Process- Definition and Concepts**

**2.1.3 David Ogilvy**

**2.1.4 Brand Image and Positioning Theory**

**2.1.5 Brand Personality**

**2.1.6 Summary**

**2.1.7 Questions**

**2.1.8 Suggested Readings**

## 2.1.1 Learning Objectives

After studying this unit you will be able to understand the Process of brand building, Brand Image and Brand Personality

## 2.1.2 Brand Building Process- Definition and Concepts

Till the middle of 1880s there were no brands in the West and little attention was paid to quality control in manufacturing. The wholesalers held the upper hand and used to pressurize the manufacturers as a condition for distributing their products. This created squeeze of profits. Some manufacturer's found a way to escape. The decided to give names to their products, got them patented to protect their exclusively and thorough advertising not only to inform the customers about the name and qualities of their product but also to differentiate their products from the competition. That is how the concept of branding was born.

A brand name is the title of the product given by the manufacturer. Because a name helps in communication, a brand name helps the manufacturer to speed up communication of ideas about their products, when a consumer sees the ad or a TV commercial on TATA salt the process is simplified. A consumer can identify her want and the retailer, what a consumer is talking about.

The most important consideration in choosing a brand name is its appropriateness. The manufacturer should be certain about the kind of image the brand should project. Brand name must help mould attitudes of customers of various products.

Once the branding is complete and the stage of communication has arrived, the manufacturer should see that advertising, promotion, packaging, direct marketing, public relations, web etc. should carry the same message for brand. In other words, all communication should be integrated by a turned of unity in communication.

The correct answer for the process of building a brand can be found in the Thompson's total Branding concept.

A part of J. Walter Thompson's (JWT) strategic planning process includes the Thompson T-plan. This planning cycle includes answering five basic questions about the brand: **Where are we now?** To answer this question the brand has to be examined in several was e.g. in the market place, in consumer's mind, in relation to its competitors, and in the client's mind. It tries to answer the current standing of the Brand in the market. It focuses on the competitors who are most worrying. The brand's standing in the consumer's eyes and what the consumer likes. What do the consumers feel about the brand?

The correct answer to this question helps in determining the brands overall appeal.

**Why are we there**? - Answer to this question gives the insight into the reasons behind a brand's current position. This lays the groundwork for identifying what JWT calls Brand Vision. This is where (SWOT), strengths, opportunities, weaknesses, and threats are determined.

**Where could we be**? - This leads to identify the most powerful connection between the brand and the consumer. This is the bridge between the insight of planning and the magic of creative innovation.

**How we can get there**? - The next step in identifying the brand idea, which is the creative expression of the Brand Vision. This is the stage to build a communication plan, in which the Agency determined how to reach the consumer target, where and when the consumer will be most receptive to the message.

**Are we getting there**? - An essential aspect of the communication planning is accountability. It is necessary to know how well it has accomplished its objectives, and how to improve next time.

## 2.1.3 David Ogilvy

In 25 years after World War II, three men influenced advertising creativity to a great extent : William Bernback, Rosser Reeves and David Ogilvy.

David Ogilvy, a Scotsman, who was born in 1911 and educated on scholarships at Fetes School and at Oxford University, where he majored in modern history. Upon leaving Oxford, he became a chef at Hotel Majestic in Paris. There he imbibed the principles of discipline and dedication to work which became an important factor in his success in advertising.

After leaving the kitchen, Ogilvy worked as an Associate Director of George Gallop's Audience Research Institute and as secretary at the British Embassy in Washington before starting Ogilvy and Mather in 1948.

Ogilvy, beginning with the now classic Hathaway shirt "eye patch" ad came to be known as the father of "image school of advertising." His rather dogmatic ideas were incorporated in "Confessions of an Advertising Man" which still serves as a copywriter's bible. Ogilvy & Mather is now a very large top- bracket advertisement agency worldwide.

Ogilvy's contributions to the development of the creative function in advertising are unsurpassed. He is often quoted as saying: "I've been in this trade for more than thirty years and written as much advertising as anyone alive. In those thirty years I had nine big ideas. It's not many, is it? But it's more than most people." His accomplishments epitomize the importance of the right idea in successful advertising.

The modern consumer does not buy merely the end product of certain raw materials processed to certain specification in a factory. What the modern consumers wants, seeks and buys are the benefits, physical and psychological, that the product can deliver to the buyer.

One aspect of these benefits is the image of a product, which includes all the ideas the consumer possess about it. The ideas come to the consumer from the impressions imprinted on her from various sources e.g. the sort of people who manufacture it, the type of people who use the product and the kind of stores that sell it, the drama of the ingredients that go into the product, the character of the advertising that is promoting

the product and finally the "personality" of the manufacturer. The image, therefore, is the sum total of all the stimuli received by the buyer related to the product.

To put it simply, the psychological attributes of the product is called product image. It will be worthwhile to clear the meaning of a product and a brand.

**Product**- This is a comprehensive term that includes anything that may satisfy a want or a need. It includes physical objects, services, persons, places, organization and ideas.

**Brand**- A brand is a name, sign, symbol or a combination of them which is intended to identify the goods or services of one seller from those of competition.

The brand image is of the essence for the advertisers. No manufacturer is keen to spend money on advertising to sell more of the generic product such as soap or toothpaste. Advertising money is spent to sell a particular brand of soap or toothpaste against competitive brands of the product.

## 2.1.4 Brand Image and Positioning Theory

The concept of the brand image helps to explain why two products that are technically identical are purchased by different people for different reasons. Thus toilet soap, Palmolive is preferred by younger generation while Lux is bought by another group of customers. When there are many similar products in the market which gives the customers' many options. Development of a distinct brand image is vital for success in the market. Advertising often contributes in creating that image.

Describing what brand personality is, S.A. Chunawala & K.C. Sethia says, "Brands are much like people. They have certain physical characteristics (how they look and sound) ; and certain skills and abilities ( what they can do and how they perform), and certain associations and attitudes. Like an individual a brand too is a blend of all those. The brand therefore, appeals to senses, to reason and to emotions. For the consumer to be at home with one brand, she must be comfortable with its personality."

Positioning theory which also goes in the name of David Ogilvy is an old term in marketing. In advertising, in simple terms, it means not what a marketer does to his product at the market place. It is what the marketer does to his product in the minds of the consumers. David A Aker and john G. Myers say, "the term "position" and

"positioning" have recently been frequently used to mean "image", except that they imply a frame of reference for the image, the reference point usually being competition. It is important to understand that several levels of an organization can be thought of as 'objects'- the company itself, the products, or its brands-then an image is associated with each, and that each can be positioned with respect to competitive alternatives." Thus H.S.B.C positions itself as "the world's local bank."

## 2.1.5 Brand Personality

This approach helps to build the campaign based on Brand Personality approach. The style works on the philosophy 'names make news and big names make bigger news'. It assumes that using celebrities increases the consumer's interest in the advertising as well as the brand. This happens because of aspiration, prestige enhancement and role model effects.

This style is more effective if the celebrity product match is right and the celebrity is established, popular, inspirational and believable. A good example of this style is Pepsi's use of pop icon Britney Spears. Coca –Cola has also used the endorsers like Hrithik Roshan, Aishwara Ray, Aamir Khan etc. in India. Pepsi in India has used Shahrukh Khan, Sachin Tendulkar and Amitabh Bachhan.

NIIT has used the chess Grand Master Viswanathan Anand in the advertisements of student-oriented programmes.

## 2.1.6 Summary

**In this unit we came to know about:**

- Brand building
- Brand Image and Brand Personality

## 2.1.7 Questions

1.  What do you understand by the term 'Brand Image'?
2.  Define 'Brand Personality'.

## 2.1.8 Suggested Readings

- **Advertisement Management**- Batra, Myers and Aaker

- **Brand Positioning**- Subroto Sengupta

- **Advertisement Management**- Mahendra Mohan

- **Advertising Art and Ideas**- Dr. G.M. Rege

- **Foundations of an Advertising Theory & Practice:** S.A. Chunwalla and K.C. Sethia

# Module -2
# Brand Building & Brand Positioning

## Unit-2 □ Brand Positioning– Strategies For Brand Positioning-case Studies Brand Positioning

**2.2.0 Structure**

**2.2.1 Learning Objectives**

**2.2.2 Brand Positioning**

**2.2.3 Strategies for Brand Positioning**

**2.2.4 Case Studies**

**2.2.5 Summary**

**2.2.6 Questions**

**2.2.7 Suggested Readings**

## 2.2.1 Learning Objectives

In this unit we will discuss about

- Brand Positioning
- Strategies for brand Positioning
- Case Studies

## 2.2.2 Brand Positioning

Positioning theory which also goes in the name of David Ogilvy is an old term in marketing. In advertising, in simple terms, it means not what a marketer does to his product at the market place. It is what the marketer does to his product in the minds of the consumers. David A Aker and john G. Myers say, "the term "position" and "positioning" have recently been frequently used to mean "image", except that they imply a frame of reference for the image, the reference point usually being competition.

It is important to understand that several levels of an organization can be thought of as 'objects'- the company itself, the products, or its brands-then an image is associated with each, and that each can be positioned with respect to competitive alternatives." Thus H.S.B.C positions itself as "the world's local bank."

## 2.2.3 Strategies for Brand Positioning

*1. Positioning by product attributes and benefits :*

It is to associate a product with an attribute, a product feature, or a consumer feature. Sometimes a product can be positioned in terms of two or more attributes simultaneously. Sometimes a product may be positioned on more than one product benefit. Marketers attempt to identify salient attributes (those that are important to con-sumers and are the basis for making a purchase decision).

*2. Positioning by price/quality:*

Marketers often use price/quality characteristics to position their brands. One way they do it is with ads that reflect the image of a high-quality brand where cost, while not irrelevant, is considered secondary to the quality benefits derived from using the brand. Premium brands positioned at the high end of the market use this approach for positioning the product.

Another way to use price/quality characteristics for positioning is to focus on the quality or value offered by the brand at a very competitive price. Although price is an important consideration, the product quality must be comparable to, or even better than, competing brands for the positioning strategy to be effective.

*3. Positioning by use or application:*

Another way is to communicate a specific image or position for a brand to associate it with a specific use or application. Surf Excel is positioned as stain remover 'Surf Excel haina!' Also, Clinic All Clear – 'Dare to wear black'.

*4. Positioning by product class:*

Often the competition for a particular product comes from out-side the product class. For example, airlines know that while they compete with other airlines, trains and buses are also viable alternatives. The product is positioned against others that, while not exactly the same, provide the same class of benefits.

### 5. *Positioning by product user:*

Positioning a product by associating it with a particular user or group of users is yet another approach. Motogr baphy Motorola Mobile, in this ad the persona of the user of the product has been positioned.

### 6. *Positioning by competitor:*

Competitors may be as important to positioning strategy as a firm's own product or services. In today's market, an effective positioning strategy for a product or brand may focus on specific competitors.

Onida was positioned against the giants in the television industry through this strategy. Onida colour TV was launched with the message that all others were clones and only Onida was the leader— 'Neighbour's envy, owner's pride'.

### 7. *Positioning by cultural symbols:*

This is an additional positioning strategy wherein the cultural symbols are used to differentiate the brands. Examples are Humara Bajaj, Tata Tea, and Ronald McDonald. Each of these symbols has successfully differentiated the product it represents from competitors.

The strategy is all about occupying a special space in the consumer's mind which is obviously based on fulfillment of the consumer's most important and relevant need expectation from the category.

In this strategy the consumer associates the brand in his/her mind with a 'chosen expression'. The core of the strategy is to make the consumer strongly associate the brand with the 'chosen expression'. The expression could be like 'owning a special word', which will immediately identify his or her need.

The creation of differentiation is done in such a way that the brand's need satisfaction is felt to be more relevant and meaningful which ultimately will generate desired brand preference. The sustenance of relationship depends on how closely the brand remains relevant to the consumer's mind. The positioning strategy is the most popular strategy and the most desirable.

Examples: (i.) Pepsodent, the toothpaste which owns a special expression in the consumer's mind as 'Protector'. So it is positioned as 'protector'. Likewise, (ii.) Colgate is positioned as 'fresh breath' giver (iii.) Pepsi is positioned as cola of the 'young people' (iv.) Lifebuoy with 'hygiene (v.) Lux with 'beauty'.

**Finding a strategic Difference**

**Purchase Preposition**

The process of devising a 'Purchase Proposition' begins from the process of ideation as discussed earlier. The advertisement practitioner must understand the consumer insight and look at the product/ service/ idea for sale from the consumer's viewpoint. It is not merely the product, which concerns most. It is the brand, which is the focal point of the attention of the advertiser and raison d'être of the advertiser's marketing plans, target audience and advertising objective. The evolution of the proposition for a brand calls for a meaningful search for a brand identity.

**Unique Selling Proposition (USP)**

Rosser Reaves is the Father of USP. He describes in his publication 'Reality in Advertising' three major features of USP :

1.  Ever advertising concept must make a proposition to the consumer- not just show window advertising.

2.  The proposition must be one that the competition cannot or does not, offer. It must be unique.

3.  The proposition must be so strong that it can motivate the consumer i.e. to pull new customers to the brand.

As he said, a gifted product is mightier them a gifted pen. And USP is still the best strategy of a brand having competitive advantage if it is persuasive and sustainable.

# 2.2.4 Case Studies

CASE   1

### 'Sab Kuch Try Karo, Fir Sahi Chuno'

The cellular service industry in India is seeing a lot of changes for the last two years since Mr. Mukesh Ambani made the historic announcement to launch the Jio SIM on 5th of September 2016.

Bharti Airtel ("Airtel") rolled out a new campaign recently reaffirming its solid position as India's Fastest Mobile Network. The campaign, which has been conceived by Taproot Dentsu, had TV and Digital legs.

The new campaign takes a fresh approach with a bold and direct theme – "Sab Kuch Try Karo, Fir Sahi Chuno". The communication calls out customers to decide which network is the best by trying all options themselves and not merely on the basis of unconfirmed report. Says Rajiv Mathrani, Chief Brand & Online Officer, Bharti Airtel:



"This campaign aims to build an open and honest conversation with customers and re-affirm Airtel's confidence in its network. During our consumer work, we discovered that several customers who had moved from Airtel to other networks are now coming back as they were convinced that Airtel is the best.

This is a powerful insight and the strength of Airtel's network has been consistently recognized by the world's leading speedtest app. This is also a reflection of the massive investments in new technology and advanced networks we have made over the past couple of years."

According to Agnello Dias of Taproot Dentsu: "The idea was to communicate Airtel's confident belief that if one were to actually test all the network services, Airtel would come out best". When India's largest telecom network steps out and actually puts itself up for scrutiny by confidently encouraging all users to go out and test every other network before choosing the right one, it is a big bold step that asserts the brand's confidence in its delivery.

**Questions:**

(a) Identify the objective/s of the campaign run by Airtel.

(b) Explain the creative strategy behind the campaign and identify the advertising appeal/s used to connect with the target audience.

(c)    Share your views on the positioning strategy and personality of Airtel as evident in this campaign.

(d)    Is the campaign effective? Justify.

**CASE** 2



A staunch vegetarian, Amit Jatia was 14 when he walked into a McDonald's for the first time. It was in Japan and all he could have was a milkshake. He loved it.

He is now the man behind McDonald's in India, responsible for the phenomenal growth the company has had in the country.

When the American fast-food giant first contacted him in 1994, Amit's first challenge was close to home, convincing his vegetarian family to invest in the business. "What convinced us was that McDonald's was willing to localize" said Mr. Jatia.

McDonald's had a policy of adopting uniformity across global markets. After facing problems, now it adopts products appropriate for particular cultures. When McDonald's entered India, it had to make the most dramatic changes.

Across the world the Big Mac beef burger is the company's signature product. Amit and his partners had to come up with their own signature product for India, so the Chicken Maharajah Mac was born.

They promised that there would be no beef or pork on the menu. "Nearly half of Indians are vegetarian so choosing a vegetarian to run their outlets here makes sense."

Originally Amit was the local partner in the south and west of India, running the chain as a joint venture with the global McDonald's company. Later he bought out the McDonald's stake and now solely runs the chain in the south and west of the country.

It hasn't been an easy journey. "From a consumer point of view I had to start with the message that a burger is a meal," Amit says.

His research shows that in 2003, of 100 meals that people ate in a month, only three were eaten out. They introduced a 20 rupees (20p) burger called Aloo Tikki Burger, a burger with a cutlet made of mashed potatoes, peas and flavoured with Indian spices.

What multinational advertisers are finding is that it is very difficult to assume anything when it comes to cultures. While many believe that the world is getting smaller and that cultural diversity will decline as is suggested by the adoption of Western fashions in many Asian countries, there are others who are finding that differences between cultures remain firm.

For example, some of the European countries with similar values and purchasing behaviours were banded together in a common market. This has not met expectations due to stereotypes, history and schooling.



"It's something you would find on Indian streets; it was essentially the McDonald's version of street food. The price and the taste together, the value we introduced, was a hit. It revolutionized the industry in India," he says.

Now eating out has gone up to 9-10 times per 100 meals and McDonald's in India has more than 320 million customers a year.

"Localized menu, delivered with precision quality at a price that works. One other trick they have used very effectively [is] an entry level ice cream which fuels the ability for consumers who might not ordinarily be able to afford to become a customer."

McDonald's doesn't have the Indian fast-food market to itself:

■   Domino's Pizza has more than 500 restaurants across India

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- KFC has more than 300 restaurants
- Dunkin Donuts has more than 30 outlets in India

While recent weakening of consumer spending has seen a slowdown in sales, overall Amit has managed to grow same-store sales by 200% and he says he's not done yet. The plans are to open another 1,000 restaurants in the next decade.

"Think about it," he says, "India has 1.2 billion people and we have just 350 McDonald's [restaurants] to service them."

They have thought of various Promotional strategies to connect with their target audience. Mc Donald's Breakfast Club talks about having a great start to the day with delicious offers on every visit to McDonald's. The offer encourages the target audience to "Just order for Rs. 100 or more (inclusive of taxes) during breakfast hours and get your card stamped on every visit to avail exciting offers".

"Happy Pocket Card" is another promotional tool that allows you to enjoy attractive discount offers on your favourite food items every time you visit a McDonald's restaurant. This offer is brought to you by Connaught Plaza Restaurants Private Limited (hereinafter referred to as "Company/ McDonalds) which is operating McDonald's stores in North and East India only.

But India is not an easy market to work in, especially for multinational companies.

**Questions**

1. Comment on the segmentation strategy adopted by McDonalds in India.
2. "Brands exist in our head and heart". In light of this statement share your views about the Brand Positioning strategy adopted by McDonalds for Indian market.
3. Suggest Integrated Marketing Communication strategy to be implemented by McDonalds in present competitive market scenario.

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**2.2.5 Summary**

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**In this unit we came to know about:**

- Brand Positioning
- Strategies for brand Positioning

## 2.2.6 Questions

1. What do you understand by 'Brand Positioning'?

2. What do you understand by 'Unique Selling Proposition?'

## 2.2.7 Suggested Readings

Advertising Management by Jaishri Jethwaney and Shruti Jain (Oxford)

Advertising Management - M. V. Kulkarni (Everest publishing house)

Advertising and Promotion: An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India)

**Journal Papers & Case Studies**

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# Module -2
# Brand Building & Brand Positioning

## Unit 3 □ Importance Of Research In Advertising – Pre And Post Testing Of Advertisement

**2.3.0 Structure**

**2.3.1 Learning Objectives**

**2.3.2 Advertising Research**

**2.3.3 Measuring Advertising Effectiveness**

    **2.3.3.1 Pre testing Techniques**

    **2.3.3.2 Post testing Techniques**

**2.3.4 Summary**

**2.3.5 Questions**

**2.3.6 Suggested Readings**

## 2.3.1 Learning Objectives

This unit will make us familiar with different pre testing and post testing methods for measuring advertising effectiveness.

## 2.3.2 Advertising Research

Research is defined as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge". - The Advanced Learner's Dictionary of Current English.

Research can be classified in to –

✓ Basic Research

✓ Applied Research

**Basic Research-**

- Aim at expanding the frontiers of knowledge.
- It is also known as Fundamental, Theoretical or Pure research.

**Applied Research-**

- It proceeds with a certain problem and specifies alternative solutions and possible outcome of each alternative.
- It is prompted by commercial consideration.
- Marketing Research deals with problems which seem to have immediate commercial potential.

➢ **Marketing Research**

The systematic gathering, recording and analyzing of data about problems or opportunities relating to marketing of goods and services". (American Marketing Association).

Marketing Research links consumer with the organization through information.

"The systematic and objective identification, collection, analysis, dissemination and use of information for the purpose of assisting management in decision making related to the identification and solution of problems (and opportunities) in marketing". Naresh Malhotra

➢ **Scope of Marketing Research-**

- **CONSUMER RESEARCH-** Demographic profile, Factors influencing purchase decision etc.
- **PRODUCT RESEARCH-**Performance of existing product, Market Testing of New product.
- **PRICE RESEARCH-**Determining price expectation of the target audience, comparing the pricing strategies of competitors.
- **DISTRIBUTION RESEARCH-**Distribution channel selection, Physical Distribution-Transportation & warehousing etc.
- **COMPETITION AND CORPORATE RESEARCH.**
- **PROMOTION RESEARCH-**

- Advertising

- Brand Awareness-Recall,

- Brand Preference,

- Attitude* towards the Advertisement

- Attitude* towards the Brand etc.

- ✓ **Advertising Research**

- There are different research streams that focus on how advertising works.

- The research brings to light what kind of effect an advertisement should try to create in what kind of situation.

- Research findings focus on how ads can be used to –

- Create Awareness,

- Change Attitude

- Associate feelings with the brand etc.

# 2.3.3 Measuring Advertising Effectiveness

Measuring the promotional effectiveness is a critical element in promotional planning process.

**Reason for measuring advertising effectiveness- Before release of the advertisement**

AVOIDING COSTLY MISTAKES.

EVALUATING ALTERNATIVE STRATEGIES-

- MEDIA STRATEGY

- MESSAGE STRATEGY

INCREASING EFFIENCY OF ADVERTISEMENT IN GENERAL

- CREATIVE  STRATEGY

- CREATIVE TACTICS

**Reason for not measuring advertising effectiveness-**

- COST

- RESEARCH PROBLEM-DIFFICULT TO ISOLATE THE EFFECT OF A PROMOTIONAL ELEMENT.

- DISAGREEMENT ON WHAT TO TEST- EFFECT ON SALES/ IMAGE OF THE COMPANY ETC.

- OBJECTION FROM CREATIVE.

## 2.3.3.1 Pre testing techniques

In pre-testing methods, testing of advertising is done during its development process or after creating advertisement but before implementing it on full scale basis.

Here, ad is tested in trial area to know its weakness.

Following methods are generally used as pre-testing methods for evaluating advertising effectiveness:-

➢ **Consumer Jury method-** In this method ad-effectiveness is evaluated by panel of selected consumers. The member of this panel is known as jury member, as they have to make judgment and are supposed to select best ad from various proposed ads.

➢ **Order of merit test-** Here, jury member rank different advertisement according to their preferences. Best advertisement-copy is given the first rank and the worst advertisement copy is given the last rank.

➢ **Paired comparison test-** In this method, jury members ranks the ads on one-to-one basis, i.e. at one time, they are shown only two ads and are asked to select the better ads.

In case, number of proposed ads is many then each ad is compared with all other ads. The number of comparison in this method will be- No. of comparison= n(n-1)/2 Here 'n' stands for no. of proposed ads.

➢ **Eye movement camera test-**

➢ This test is adopted for testing outdoor advertising. In the test market area, eye movement cameras are installed at the place where neon signboards are fixed. These cameras record the eye movements of persons watching these signboards.

➢ The area of interest and attention can be judged by observing the eye movements.

## 2.3.3.2 Post testing techniques

These tests are conducted after running the ad campaign. The basic purpose of post-testing is to provide an insight into the performance of ad campaigns & draw some conclusions from it about the future conducting of advertisements.

✓ Readership survey Test

✓ Recall Tests

   Attitude Measurement Test Method.

✓ **Readership survey Test-**

✓ In this method a group of selected respondents are asked to indentify advertisements they have seen in the publications they read.

✓ They are asked to classify the ads as noted, seen, and associated & read most.

✓ **Recall Test**

In the words of Keller (2007), Brand Awareness consists of Brand Recognition and Brand Recall performance.

Brand Recall can further be classified as Unaided Recall and Aided Recall.

Unaided Recall: The unaided recall test aims to measure penetration of an advertisement. They are regarded as more demanding than the aided recall. They make viewers/ readers recall what advertisements they had seen and what they remembered.

**TOMA**- Top of Mind Awareness.

 **DAR**

Several routes of unaided recall are in place in advertising world. For instance, it could be a Day-After-Recall (DAR) where the readers and viewers are questioned about the advertisement a day after it has been aired or published.

➢ Day-After Recall Test is a method of measuring an Ad's effectiveness in terms of consumer's recall of an ad, a day after the exposure to the advertisement.

➢ It is conducted to make sure that the intended message of the ad is getting passed on to the consumers.

➢ **ATTITUDE TEST (Tri Component Model)**

➢ The tri component attitude model states that attitudes are composed of three components-

➢ Knowledge (cognitive) component,

➢ Feeling and emotional (affect)component and

➢ The action (conative) component.

## 2.3.4 Summary

The unit made us familiar with different pre testing and post testing methods for measuring advertising effectiveness like – consumer jury method, paired comparison test, order of merit test, readership test, recall test and attitude measurement test etc.

## 2.3.5 Questions

Q1. Discuss the different pre-testing techniques to measure advertising effectiveness.

Q2 Discuss the different post-testing techniques to measure advertising effectiveness

## 2.3.6 Suggested Readings

Books

Advertising Management by Jaishri Jethwaney and  Shruti Jain (Oxford)

Advertising Management - M. V. Kulkarni (Everest publishing house)

Advertising and Promotion: An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India.

# Module -2
# Brand Building & Brand Positioning

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## Unit 4 □ Use of AIDA, DAGMAR Etc., Other Diagnostic Tests – Limitation of Research Strategies – Advertising, Planning And Decision Making

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## 2.4.1 Learning Objectives

This unit will throw light on various advertising objectives and the concept of DAGMAR.

It will help us to understand the different **Advertising Research Models like Exposure, Salience and Familiarity, Low Involvement learning model, Elaboration Likelihood Model and Cognitive Response Model.**

## 2.4.2 Advertising Objectives & Concept of DAGMAR and Advertising Research Models

Advertising is a part of Integrated Marketing Communication (IMC) and it has come a long way from the days of **Mr. Palmer**, who is considered to be the first advertising agent.

One of the most accepted definitions of advertising is the one given by American Marketing Association (AMA). According to AMA advertising is defined **as "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an Identified sponsor".**

Before we try to measure or test the effectiveness of any advertising campaign it is essential to understand the different **objectives and goals** with which different companies/ brands are advertising in 21$^{st}$ Century.

**R. H. Colley (1961)** pioneered an approach known by the acronym **DAGMAR.**

DAGMAR stands for Defining Advertising Goals for Measured Advertising Results. He tried to establish an explicit link between advertising goals and advertising results. Colley distinguished 52 advertising goals that might be used with respect to a single advertisement a year's campaign for a product or a company's entire advertising philosophy.

According to DAGMAR approach, the communication task of the brand is to gain-

(a) Awareness,

(b) Comprehension,

(c) Conviction,

(d) Image and

(e) Action.

Advertising goals should be consistent with these communication tasks. DAGMAR approach is the task of measuring advertising effectiveness and will not be daunting if we clearly spell out the advertising goals.

Advertising objectives change depending on the dynamic marketing environment and the Product Life Cycle (PLC) stage.

**Advertising Objectives –**

- ## CREATING AWARENESS AND INDUCING TRIAL.

This is very important at the introductory stage of the PLC. Advertisement is aimed at creating awareness among the Target Audience and thereby induces trial to achieve the minimum targeted sales volume.

Mostly seen in case of any new product/ service sector organization.



Gujarat government's "Khushboo Gujarat Ki" campaign, for the first time since its launch has turned the focus on the state's Islamic heritage.

Amitabh Bachchan visited Sarkhej Roza and Jama Masjid in Ahmedabad to shoot the ads.

Creative director Mr.Piyush Pandey, along with Mr. Bachchan and filmmaker Mr. Shoojit Sircar, camped in Gujarat in different destinations and shot for the new ads.

- ## SUSTAINING PREFERENCE-

Mostly relevant for an existing brand at the growth stage of the PLC. Sustaining preference by highlighting its special features and distinctiveness.

- **SHOW NEW USE, INTENSIFY USAGE**

Showing new use of an existing product. (Mobile phones) or Intensifying usage. (Brush your teeth Twice Daily).



- **CONFIRM IMAGERY**

Some exclusive brands are sold by virtue of their image and may not require the support of advertising. Occasional advertising is done to reinstate the image.



- **CORRECT MISCONCEPTION-**

Removing misconception from the mind of the Target Audience. To win back the confidence of the target audience. Recently Maggi advertised with this objective as it was trying to win back the confidence of the target audience. In the past Pepsi and Dairy milk also had similar objective behind advertising.

**Advertising Research Models**

Research is defined as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge". - The Advanced Learner's Dictionary of Current English.

Research can be classified in to –

✓ Basic Research

✓ Applied Research

### Basic Research-

● Aim at expanding the frontiers of knowledge.

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➢ **Scope of Marketing Research-**

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● **COMPETITION AND CORPORATE RESEARCH.**

● **PROMOTION RESEARCH-**

● Advertising

● Brand Awareness-Recall,

● Brand Preference,

● Attitude* towards the Advertisement

● Attitude* towards the Brand etc.

✓ **Advertising Research**

● There are different research streams that focus on how advertising works.

● The research brings to light what kind of effect an advertisement should try to create in what kind of situation.

● Research findings focus on how ads can be used to –

● Create Awareness,

● Change Attitude

● Associate feelings with the brand etc.

### 2.4.2.1 Exposure, Salience and Familiarity

- This dealt with effects of an advertising exposure and advertising created brand familiarity.

- Liking can be created simply from exposure with no cognitive activity at all.

- This model suggests that people like objects with which they are familiar.

- Perceived to be more believable and feels safer and more trusted.

### 2.4.2.2 Low Involvement learning model

- When products are advertised on Television, consumers have little opportunity to think deeply- (Krugman of General Electric observed this trend).

- Michael L. Ray (Stanford University) argued that when the product involved were of low risk and low interest (low involvement) and advertised on TV then Advertisement lead to trial simply because of greater Top-of-Mind (TOM)Awareness.

### 2.4.2.3 Elaboration Likelihood Model

- Developed by psychologist R.E.Petty & John T.Cacioppo.

- Attitude changed or formed by careful consideration, thinking and integration of information relevant to the product or object of the advertisement.

- Audience motivated to process information and able to process information- Use central route to attitude change.

- No motivation to process information-Peripheral cue present- use peripheral route to attitude change.

### 2.4.2.4 Cognitive Response Model

- Counter Argument (CA) occurs when the audience member argues against the message presented in the advertisement.

- Support Argument (SA) is a cognitive response that affirms the argument made by an advertisement.

- In high involvement situation it is desirable to stimulate Support Arguments and minimize Counter Arguments.

# 2.4.3 Advertising Response Process

It is essential to understand the response process that the consumer go through while displaying a behaviour by virtue of their exposure to advertisement. It is an essential and important aspect in developing an effective advertisement.

Exposure to an advertisement often generates feelings- positive or negative. The consumer based on their exposure to an advertisement and marketing communication develops some idea about the image of the brand.

The objectives of the advertiser may relate to –

- COGNITIVE ASPECT- Learning /Rational
- AFFECTIVE ASPECT- Feeling/ Emotion
- CONATIVE -BEHAVIOURAL ASPECT.

## 2.4.3.1 AIDA Model

- This is very relevant in the context of personal selling.
- A- Attention
- I- Interest
- D- Desire
- A-Action
- In ideal condition an advertisement would prove to be really effective if it takes this route. We are seeing things happening otherwise now a day.

## 2.4.3.2 Hierarchy of Effects Model

- This m odel was developed by Lavidge and Steiner.
- It helps in setting advertising objectives and providing a basis for measuring the results.
- It takes the consumer all the way from a stage of Brand Ignorance to Purchase of the product /Service.

Time is an important criterion to bring about the changes in the mind of the consumers.

## Hierarchy of Effects

**Cognitive Phase**

Awareness

Knowledge

**Affective Phase**

Liking

Preference

Conviction

**Behavioral Phase**

Purchase
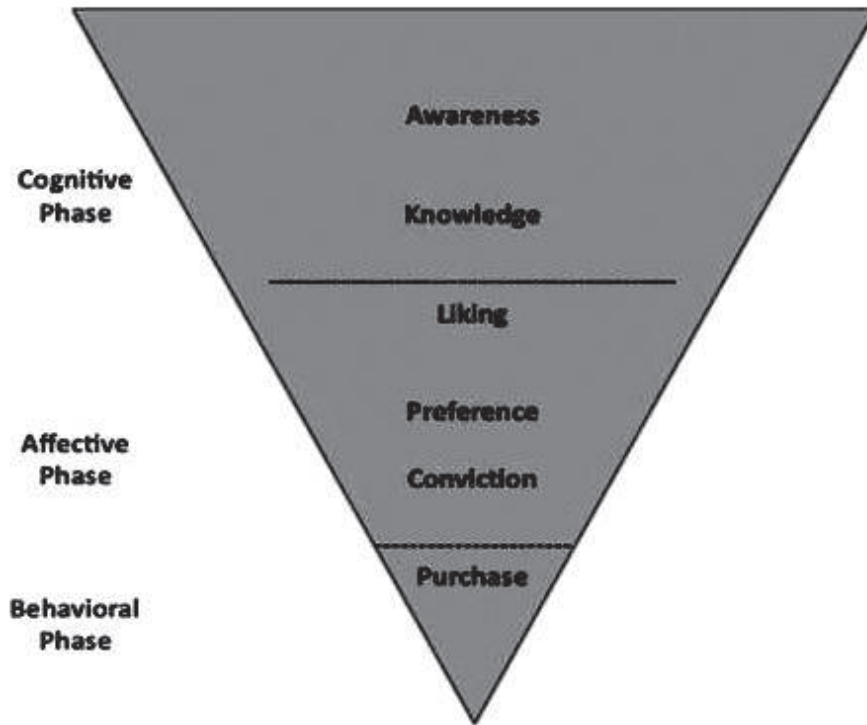
| Review Of Marketing Plan | Analysis of Promotional Program | Analysis of Communication Process | Budget Determination |
|---|---|---|---|
| Develop integrated marketing communications program | | | |

# Hierarchy of Effects Model

**Cognitive**
Realm of thoughts.
Ads provide information and facts

Awareness

Knowledge

Teaser campaigns, Ads

Descriptive copy
Classified ads, Proposition, Jingles

**Affective**
Realm of emotions.
Ads change attitudes and feelings

Liking

Preference

Conviction

"Image" copy
Status, glamour/comman man appeal

Competitive ads
Argumentative copy

**Conative**
Realm of motives.
Ads stimulate or direct desires

Purchase

Point of purchase
Retail store ads, deals
"Last-chance" offers
Price appeals

Testimonials

| Develop Objectives & Strategies for each | Develop message,media strategy and tactics | Integrate & Implement IMC Program | Evaluate, Monitor & Control IMC Program |
|---|---|---|---|

### 2.4.3.3 Innovation Adoption Model

This model presents the different sequential steps and stages that a consumer moves through in adopting a new product or service. According to E.M.Rogers, this model evolved from the work on diffusion of innovations. It is a challenging phenomenon to create Brand Awareness and Interest among the Target Audience.

Marketers are using Celebrity appeal to connect with the Indian Target Audience.

In this model -

- COGNITIVE STAGE relates to AWARENESS.

- AFFECTIVE STAGE-Interest & Evaluation.

- BEHAVIOUR STAGE- Trial and Adoption.

### 2.4.3.4 Meaning Transfer Model

McCracken (1989) explained the effectiveness of celebrity endorsers by assessing the meanings that the consumer associated with the endorser and eventually transfer to the brand by suggesting a three stages meaning transfer model.

First, when a celebrity endorses a product in an advertisement, the audience forms associations.

The meaning associated with the famous person moves from the endorser to the product or brand. The meaning attribute to the celebrity becomes associated with the brand in consumer's mind. Eventually, in the consumption phase, the meaning is transferred from the product to the consumers.
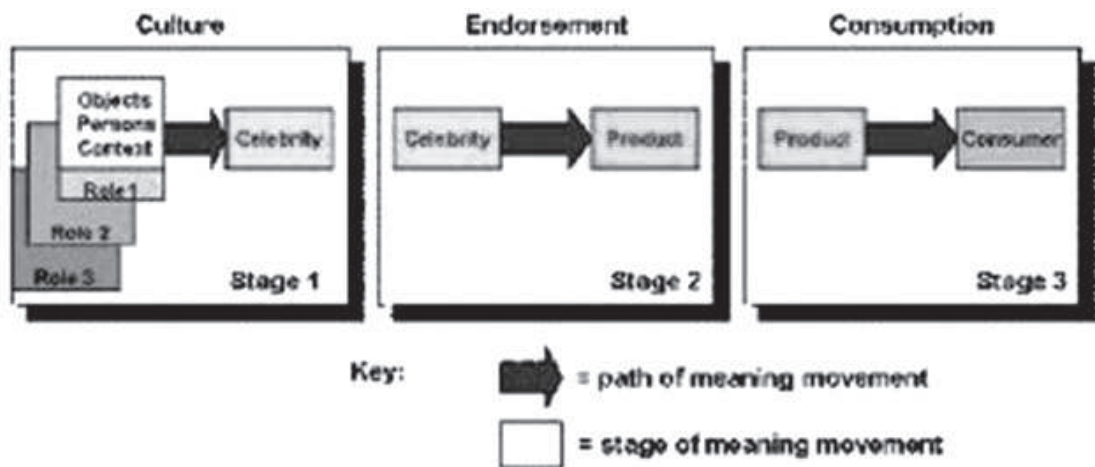
### 2.4.3.5 Information Processing Model

This model assumes that the Target Audience is information processors and problem solvers.

This model was developed by William McGuire.

The Cognitive Stage relates to – Presentation, Attention and Comprehension.

The Affective Stage relates to – Yielding and Retention.

The Conative stage relates to – Behaviour.

Retention refers to the ability of the Target Audience to accept and store in memory the relevant information about the product /Service. The "Retention Stage" is unique to this model of McGuire. Purchase of a brand takes place at a later date and not at the time of exposure to an advertisement. The Advertising Objectives would be different depending on the Awareness level of the Target Audience.

## 2.4.4 Limitation of Research Strategies

**This is not a panacea:**

Advertising research is not the ultimate solution to all advertising problems. Rather, it provides accurate information, which can lead to appropriate solutions to the problem.

**Not exact science:**

It is related to human behavior and cannot be tested in such a controlled environment. There are various and uncontrollable factors that influence advertising power. This allows for wrong decisions. So this is not proper science as advertising research leads.

**Time Limit:**

Its process is long and requires a long time to complete. During the period between initiating the study and implementing the decision, the circumstances and assumptions can drastically change which reduces the usefulness of the research report. The conclusions based on this national report prove obsolete and result in false conclusions.

**Wrong results:**

Critical issues cannot be studied extensively, and due to insufficient funding, time and techniques, researchers can analyze their effects properly. It finds false results, which frustrates management.

**Not accurate forecasting tools:**

It cannot be used as a foolproof tool of forecasting because there are many interfering factors between the results of research and marketing complexity. Forces work and respond and communicate to give a complex state, which is difficult to study.

**Experienced research staff:**

It requires great skills and well-trained and experienced researchers, interviewers and investigators.

**Narrow concept:**

Marketing research is a fact-finding practice. This is not problem-based. This is of low and questionable validity.

**High cost involved:**

It is considered a luxury for management because it involves high cost.

**Equipment and technique limitations:**

The validity of marketing research is also limited by the limitations of the tools and techniques involved.

**It is passive:**

Its use and effectiveness largely depend on the ability of executives to get the maximum

## 2.4.5 Advertising-Planning and Decision Making

Advertising management is primarily concerned with advertising planning and decision making. The advertising manager will be involved in the development, implementation and overall management of any advertising plan. Developing an advertising plan essentially requires the generation and specification of options. Decision making involves choosing from among the options. Options can be different types of expenditures, different types of objectives or strategies, including copy creation and media choices. Thus, the essence of advertising planning is to look for potential alternatives and reduce them to decisions. An advertising planning plan and decision - the process and decision making process that reflects a particular product and market situation.

Advertising Planning Framework

Advertising plans and decisions depend on internal and external factors. Internal factors are situation analysis, marketing programs and advertising planning. Advertising planning has three legs of concern

1. Objective setting and target market identification,

2. Messaging strategies and tactics, and

3. Media strategies and tactics.

The advertising plan should be prepared in response to a situation analysis based on research. Once developed, the advertising plan needs to be implemented as an ad campaign in terms of social planning and legal constraints, and by engaging with various convenience agencies.

## 2.4.6 Summary

This unit helped us to understand various advertising objectives and the concept of DAGMAR.

It also helped us to understand the different **Advertising Research Models like Exposure, Salience and Familiarity, Low Involvement learning model, Elaboration Likelihood Model and Cognitive Response Model.**

This unit explained the **reason for measuring advertising effectiveness- before release of the advertisement-**

AVOIDING COSTLY MISTAKES.

EVALUATING ALTERNATIVE STRATEGIES-

• MEDIA STRATEGY

• MESSAGE STRATEGY

INCREASING EFFIENCY OF ADVERTISEMENT IN GENERAL

• CREATIVE  STRATEGY

• CREATIVE TACTICS

**Reason for not measuring advertising effectiveness-**

• COST

• RESEARCH PROBLEM-DIFFICULT TO ISOLATE THE EFFECT OF A PROMOTIONAL ELEMENT.

• DISAGREEMENT ON WHAT TO TEST- EFFECT ON SALES/ IMAGE OF THE COMPANY ETC.

OBJECTION FROM CREATIVE

## 2.4.7 Questions

● Explain the objectives of advertising.

● Write short notes on AIDA model.

● Explain the DAGMAR MODEL.

## 2.4.8 Suggested Readings

Books

**Advertising Management** by Jaishri Jethwaney and  Shruti Jain (Oxford)

**Advertising Management** - M. V. Kulkarni (Everest publishing house)

**Advertising and Promotion: An Integrated Marketing Communications Perspective** – Belch and Belch (Tata McGraw-Hill Education India

# Module 3
# Marketing Communication

## Unit 1 □ Need For Integrated Communication, The Value Chain System In Marketing- Consumer Behaviour : Environmental Influences, Personal Influence, Decision Process – Marketing Strategies

## 3.1.1 Learning Objectives

After studying this unit you will be able to understand

- Integrated Marketing Communication

- Value Chain system in Marketing

- Consumer Behavior

- Marketing Strategies

## 3.1.2 Introduction

Once a society became sufficiently developed so that a person could specialized in a trade and have goods and services to sell, the tradesman naturally wanted the availability of his product known, and they involved using some form of advertising. This unit will help us to understand the dynamics of Integrated Marketing Communication, value chain system in Marketing, Consumer Behavior, Decision Process and key marketing strategies.

## 3.1.3 Need for Integrated Marketing Communication
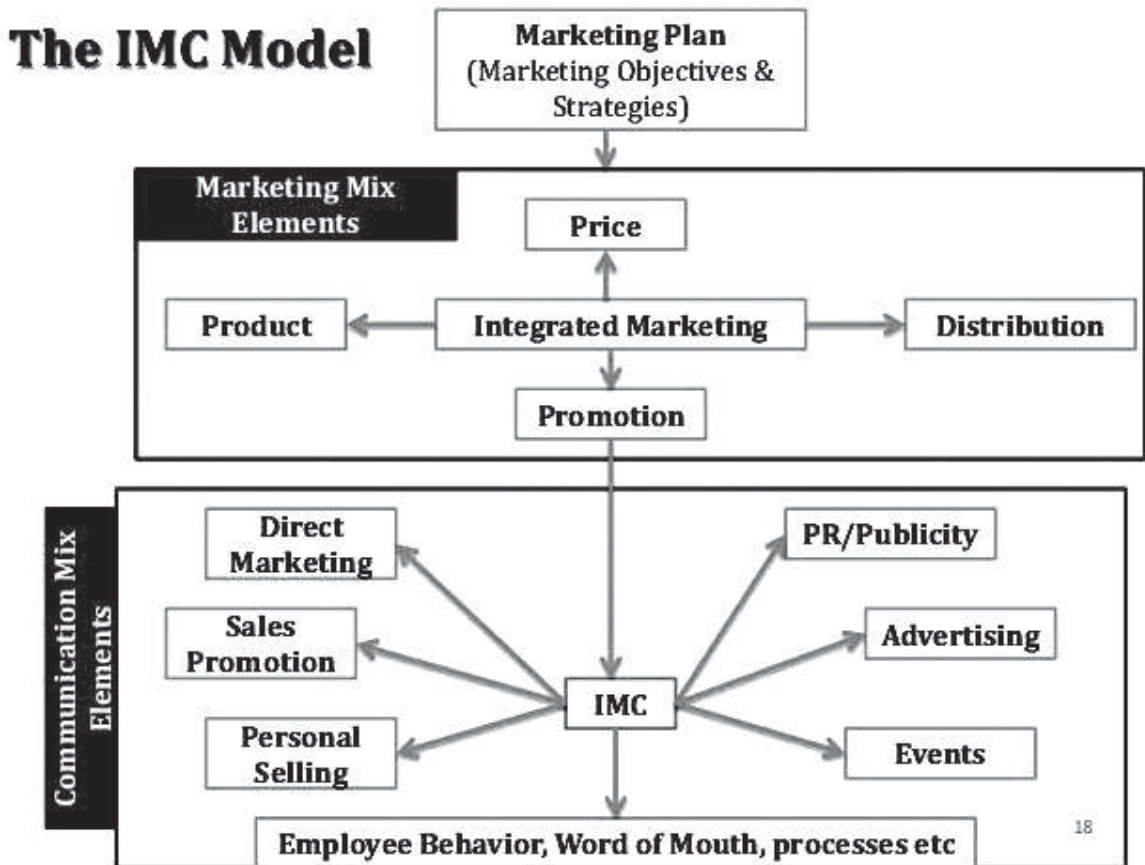
**Concept of IMC**



**Figure 3: IMC Model**

Every brand is trying to communicate with its target audience with the help of various **Integrated Marketing Communication (IMC)** elements. The first question to be answered in this regard is **What is that we are trying to offer to our target audience?**

It can be a **product or a service**. According to Peter D. Bennett, "A product may be an idea, a physical entity (a good) or any combination of these. According to Philip Kotler, a product "is anything that can be offered to satisfy a need or want".

### Product Mix-

Total product offered for sale by an entity. Different Product lines an organization offer for sale.

Product mix decisions are aimed at increasing the firm's ability to fight competition. It's an element of Marketing Strategy.

➢ **Product line**

A group of closely related product catering to the needs of a particular group of buyers. Being utilized together. Sold to some customer group. Marketed by same type of outlets. Fall within given range of prices.

The next important question to be answered by brands relates to –

➢ **How are we going to communicate with our target audience?**

The answer is with the help of IMC components that are mentioned below.



The Integrated Marketing Communications (IMC) Mix

➢ **Advertising**- "Paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor" – (American Marketing Association).

➢ **Sales Promotion-**"Sales promotion are short term incentives to encourage purchase or sale of a product or service".- Roger A. Strang.

"Sales promotion is the direct inducement or incentive to the Sales force, Distributor and Consumer with the primary objective of creating an immediate sale" – William A Robinson.



➢ **Personal Selling-** "One to one face to face interaction between a prospective buyer and a seller". This is very useful in case of B2B situation. Personal selling involves selling through a person to person communication process. In an IMC program, personal selling is a partner with, not a substitute for, the other promotional mix elements.

➢ **Public Relations-** "Two way flow of information between an organization and its public based on truth, knowledge and full information". Two major ways of doing PR are Press Release and Press Conference. Public Relations Society of India is the apex body in India.

**Direct Marketing**

"Sales method by which marketers approach potential customers directly with products or services". The most common forms of direct marketing are

➢ Telephone sales,

➢ Solicited or Unsolicited emails,

➢ Catalogs, leaflets, Brochures and coupons.

➢ Successful direct marketing also involves compiling and maintaining a large data base personal information about potential customers and clients.

The above components of IMC if properly and judiciously used it will help brands to effectively communicate with their target audience.

**Need for integrated marketing communication**

Let's look at these five important reasons why you need an integrated marketing communications.

1. To deliver a single message across all channels- If you want your business message to be successful, you need to deliver a single message consistently across all channels.

2. To build your Brand's Image- IMC strategies will help to build your brand in the market and will be able to maximize impact.

3. If you deliver a single message consistently across all channels, it helps you conserve resources and will help you in cost saving.

4. With the help of an integrating marketing strategy, your customers will get an immersive experience.

5. With the help of IMC, you will be able to instill a powerful impression in the minds of customers and in return would fetch you good results.

# 3.1.4 The Value Chain System in Marketing

The value chain analysis which is developed by Porter, aimed at identifying potential competitive advantages. According to porter, the activities of a company can be segmented into nine 'value activities', five being primary and four secondary. These activities

collectively comprised designing, manufacturing, marketing, and delivering the organization's products and services.

**The value chain**

Firm Infrastructure

Human resource management

Technology development

Procurement

Support activities

| Inbound logistics | Operations | Outbound logistics | Marketing and sales | Services |

Margin

Margin

Primary activities

Source- (https://www.wisdomjobs.com/e-university/marketing-management-tutorial-294/the-concept-of-value-chains-9653.html)
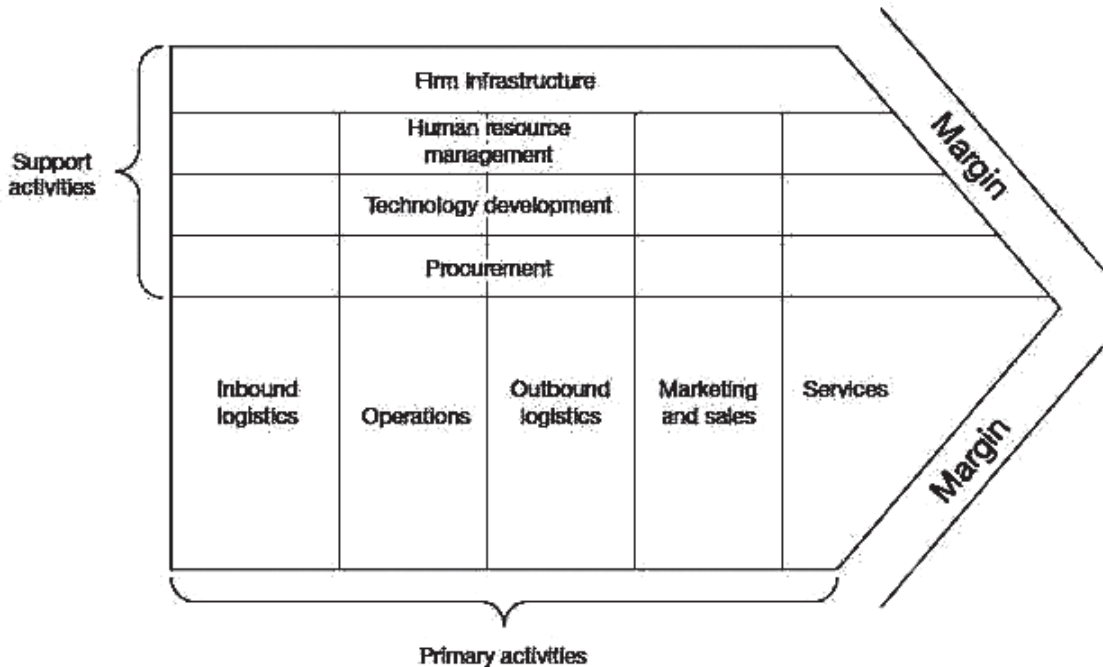
**Primary activities** comprised of (I) inbound logistics like materials, stock-control; (II) Operational activities like packaging, assembly, instrument maintenance and testing; (III) Outbound logistics like finished goods, order processing and delivery; (IV) sales and marketing which includes promotion, advertising, pricing and channels; (V) service which includes installation, repair and parts supply.

Support Services include those activities which helps primary activities in the physical creation of the product and its sales. It comprised of: (VI) procurement: This includes procurement of raw materials and components; (VII) technology development: activities that helps in improving the product and the process, Mainly it includes all kind of technology support activities, communication with customers, office automation etc; (VIII) Human Resource Management (HRM): includes hiring, selection, training and development; (IX) firm infrastructure: includes systems of quality control, marketing planning etc.

# 3.1.5  Consumer Behavior : Environmental Influence, Personal Influence, Decision Process

Consumer behavior means choosing, buying and consuming goods and services to satisfy their needs. There are various processes in the behavior of the consumer. First, the consumer tries to figure out which products they want to consume and then chooses products that promise greater benefits. Once the products are selected, the consumer evaluates the amount of money they can spend.

There are many factors that influence a buyer's behavior. Consumer behavior means choosing, buying and consuming goods and services to satisfy their needs. There are various processes in the behavior of the consumer. First, the consumer tries to find the goods they want to spend and then chooses products that promise greater benefits.

Once the products are selected, the consumer evaluates the amount of money they can spend. As a result, the consumer analyzes the prices of the raw materials used and decides on the goods to be consumed. At the same time, there are various other factors that affect the consumer's purchases, such as a marketing, personal, social, cultural, personal and psychological factors.

**Consumer behaviour while making purchasing decisions: environmental and personal factors**

Consumer behavior is the study of individuals, groups, or organizations that It combines elements of psychology, sociology, social anthropology, marketing and business. Try to understand the decision-making process of the buyers individually and in groups. Customer Behavior Analysis is based on the buying behavior of consumers, which includes three different roles of user, payer and buyer.

Following are the types of consuming buying behaviour.

**Types of consuming buying behaviour :**

- **Regular purchases:** Consumers have what they buy every day, once a week, or monthly. These can range from a nearby supermarket to a cup of morning coffee, from a supermarket to milk, eggs and cheese. Customers spend very little time deciding whether or not to buy these items, and in general, they don't have to read reviews or ask their friends for advice before shopping.

- **Limited Decision Making:** Customers can ask a friend for advice or suggestions when making purchases that require a limited number of decisions. The consumer

may look for some options, but the search does not seem complete or time consuming as it is more expensive. Decision

- **Extensive Decision Making :** Consumers have to make extensive decision-making for the purchase of expensive electronic components such as a TV, computer or camera, or for important purchases such as a house or car. Consumers spend a lot of time looking for different options before buying. The decision-making process takes longer because the consumer puts in a lot of money.

- **Impulse purchase:** When a consumer is at the checkout and notices magazines and similar goods, he buys without thinking or planning. For the most part, this happens with inexpensive items.

## Factors affecting consumer behavior

The behavior of the consumer must be related to the behavior of the last consumer. The decision to buy is the result of everyone and depends on one factor. The individual and the consumer are governed by their own culture, subculture, and society.

Class, member, groups, family, personality, and psychological factors, Influences cultural and social trends. The brand offers more effective strategy, marketing and advertising campaigns to identify and understand the facts that affect customers.

**Personal Factors :** Personal factors for the consumer affect their purchases. These personal factors vary from person to person and lead to different perceptions and behaviors of consumers.

Following are the personal factors.

- **Age:** It is an important factor influencing purchasing behavior.. In older people, buying habits are completely different. Millennial are more interested in buying colorful clothes, beauty products, and electronic gadgets The working professionals are more interested in the real estate, family vehicles, and other stuffs.

- **Occupation:** Employment affects consumer's decision. A person tends to buy things that fit his/her profession. For example, a professor would buy clothes according to his/her profession, and a corporate employee would buy them differently.

- **Lifestyle :** It is an attitude of the individual to stay in society. Your behavior has a strong impact .For example, if a consumer maintains a healthy lifestyle, the products they buy mean healthy alternatives to junk food.

**Environmental factors:**

One of the most important factors influencing the consumer's behavior is the cultural factor. Mainly cultural values are permanent and attempts to change them usually fails. It is important when it comes to understanding a person's needs and behaviors. Mainly, culture is a part of every society and is an important reason for a person's desire and behavior.

The impact of culture on the purchasing power varies by country, so marketing professionals need to be very careful when analyzing the cultures of different groups, regions, or even countries.

Following are the environmental factors.

- **Culture**: Cultural factors have a strong impact on consumer behavior. Cultural factors include the basic values, needs, wants, desires, concepts, and behaviors that the consumer observes and learns from close family members and other important people around him or her.

- **Subculture**: There are many subcultures within the cultural group. These cultural groups share the same beliefs and values. Subcultures can be made up of people of different religions, categories, geographies and nationalities. These subcultures form the customer segment in themselves.

- **Social Class** : Every society in the world has a social class form. The social class is determined not only by income but also by other factors such as job, family level, education and place of residence. The social class is important to predict the behavior of the consumer.

Everyone has their own behavior in the buying process, but they are all influenced by certain factors. These effects can be environmental, social, personal, or psychological. But cultural values are shared among people in society and gradually affect them over time. It also has different effects on the company's behavior, depending on which group it belongs to.

## 3.1.6 Marketing Strategies

**(1) Be single-minded**

All the great success stories are simple, not complicated. They say one thing brilliantly. You have to give up some points to make the core stand out.

**(2) Make it fit an overall plan**

Don't let product, price or package go off in one direction while advertising goes in another.

**(3) Keep the objectives reasonable**

Over ambition is the pitfall of most strategies. Don't push people to change deeply ingrained habits but behaviour can be modified.

**(4) The strategy must be easy to use**

It should be very short, sharp and leave no room for misunderstandings.

**(5) Be sure about the target profile**

Pick the larger, easier target group who will ensure business.

A comprehensive marketing strategy will include...

- Your value proposition
- Your competitive advantage in the market
- The demographics of your target audience
- Key marketing messages
- Your tone of voice
- And more

# 3.1.7 Summary

After studying this unit we have learnt about

- Integrated Marketing Communication
- Value Chain system in Marketing
- Consumer Behavior
- Marketing Strategies

# 3.1.8 Questions

1. What do you understand by Integrated marketing Communication?

2. Discuss the factors which affect consumer's behavior while making purchasing decisions.

3. What do you understand by value chain system in marketing?

## 3.1.9 Suggested Readings

**Online Resources**

1. https://www.wisdomjobs.com/e-university/marketing-management-tutorial-294/the-concept-of-value-chains-9653.html

2. "What Is Consumer Behavior in Marketing? - Factors, Model & Definition." *Study.com*, 19 January 2016, study.com/academy/lesson/what-is-consumer-behavior-in-marketing-factors-model-definition.html

3. Factors influencing consumer behaviour Pinki Rani* Institute of Law Kurukshetra, University Kurukshetra, India

4. https://www.umassd.edu/fycm/decision-making/process/

5. https://www.talkwalker.com/blog/5-steps-to-planning-a-winning-marketing-strategy

# Module 3
# Marketing Communication

## Unit 2     Market Segmentation, Targeting, Positioning – Importance of Marketing Mix

**3.2.0  Structure**

**3.2.1  Learning Objectives**

**3.2.2  Introduction**

**3.2.3  Market Segmentation**

**3.2.4  Targeting**

**3.2.5  Positioning**

**3.2.6  Importance of Marketing Mix**

**3.2.7  Summary**

**3.2.8  Questions**

**3.2.9  Suggested Readings**

## 3.2.1 Learning Objectives

After studying this unit you will be able to understand

- Market Segmentation
- Targeting
- Positioning
- Importance of Marketing Mix

## 3.2.2 Introduction

Once a society became sufficiently developed so that a person could specialize in a trade and have goods and services to sell, the tradesman naturally wanted the availability

of his product known, and they involved using some form of advertising. This unit will help us to understand the nuances of market segmentation, Targeting steps, Positioning, and the importance of marketing mix.

## 3.2.3 Market Segmentation

Market segmentation is a consumer-oriented process and can be applied to almost any type of market. In dividing or segmenting markets, researchers typically look for shared characteristics such as common needs, common interests, similar lifestyles or even similar demographic profiles. So, market segmentation assumes that different segments require different marketing programmes, as diverse customers are usually targeted through different offers, prices, promotions, distributions or some combination of marketing variables. According to Kotler, there is no single way to segment a market. A marketer has to try different segmentation variables, alone and in combination. In order to be successful in today's global market, organizations will have the think innovatively, be willing to change and quickly adapt to the new ways of conducting business in this twenty-first century. Nevertheless, a great deal of organization is now facing a larger number of small consumers who do not think segmentation is worthwhile. However, as per Kotler & Armstrong, these suppliers must look for broad classes of consumers who adapt in their products or services needs and buying habits. Various studies show that mass marketing creates the largest potential market at the lowest costs, which can lead to lower prices and higher profit margins.

By dividing the market into segments, marketing managers can acquire a better understanding of the needs and wants of customers. This enables them to customise or to 'tailor' the company's marketing activities more accurately and responsibly to the individual customers' likings. Segmentation marketing supports businesses in meeting and exceeding their customers' requirements. It may also allow them to evaluate the competitors' strengths and weaknesses. This way, they could discover business opportunities in markets which were not served well. Customer segmentation enables marketers to adopt a more systematic approach when planning ahead for the future. This leads to better exploitation of marketing resources, resulting in the development of a more finely-tuned marketing programme.

Consumer diversity is growing quickly and organizations have prolonged how to make a distinction between their products and services and that of the competition. This is where marketing segmentation plays a key role.

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The traditional variables that may be used for market segmentation can be grouped into five main categories:

(i)   Demographic,

(ii)  Geographic,

(iii) Psychographic or Lifestyle,

(iv)  Price,

(v)   Behavioral.

Details about the categories have been discussed in the unit 4.

## 3.2.4 Targeting

Target market means breaking down the entire market into smaller fragments to which the company wants to sell its products. The companies also plan marketing strategies according to the target market.

The consumers who make up the target market do basically share similar characteristics including

- buying
- geography,
- buying power
- demographics
- and incomes.

One of the essential steps for any company in the formulation of a marketing plan is to identify the target market. A company which fails to identify its target market will eventually spend a lot of time and money for nothing.

**Description**

What kinds of people are being addressed? And what makes the person different from the rest? A clear picture has to be formed of the primary prospect-especially from demographic and psycho graphic profiles'. In simple words, not all products can be used by all consumers. Target marketing would revolve around deploying marketing techniques for a particular segment of markets which could be key to attract new

customers, expand business opportunities across geographies and expand distribution network to widen the reach.

Let us look at some of these steps which are involved in defining the target market

- firstly, a company must address the problem of a consumer before targeting

- Once it is done, a company will be able to identify who are interested in that segment. For example, if a company makes air conditioner, so they must address the problem of noise and after sales service.

- The next step for a company would be to comprehend its customer according to the geography, income level, etc.

## 3.2.5 Positioning

The process of determining what place a product should occupy in a given market is known as positioning. This process produces a positioning, a market niche for the product, just as segmentation process produces alternative market segments and ultimately target markets.

Marketers can position a product, service, or idea in the following ways:

1. By attributes
2. By price
3. By its ability to suppress the competition
4. By application
5. By product user
6. By product class

Marketing Expert, Philip Kotler aptly summarizes positioning as the 'act of designing the company's offer so that it occupies a distinct and valued place in the mind of the target customers.

Positioning is not merely a statement or a slogan that creates an image. True positioning distinguishes a company/ product from competitors along with some real dimensions which are relevant to customers so that the company/product become a preferred one.

There are two sides of positioning:

- Market Positioning
- Psychological Positioning

**Market Positioning**

It is a three step process :

- Identity market opportunities
- Segment the market and select the right segment
- Devise a competitive strategy

The whole idea is to meet market requirements better than the competitors can.

**Psychological Positioning**

It grows out of market positioning. It tries to establish a distinctive corporate or product identity for, which it uses tools of communication such as advertising, public relations, point-of-purchase etc. The whole idea is to move the prospects to a buying decision.

Market position is restated in clear, focused language coupled with visuals to put a product into a niche in consumer's mind.

Psychological and market positioning are integrated to achieve success e.g. research showed friendly service as a relevant dimension that distinguished the airline from other airlines.

# 3.2.6 Importance of Marketing Mix

### Marketing Mix

The marketing mix is a planned mix of activities. The ingredients in the marketing mix are **product, price, place and promotion**. It is a combination of elements that you will use to market your product. Marketers use the marketing mix to create a value for their product. The four elements of the marketing mix are used and adjusted until the marketer gets the results that he wants.

It is often referred to as **4Ps of marketing** namely-

- **Product**
- **Price**

☿ **Place**

☿ **Promotion**

As a marketer these 4Ps are good enough to market **tangible goods** namely FMCG and Consumer Durable products. However if you are in the **service sector** you need to know three additional Ps to market your services along with the 4ps already mentioned. For marketing of services you need to make use of **7Ps of marketing namely-**

☿ **Product, Price, Place, Promotion, People, Process and Physical evidence**



**Figure 1 : 7Ps of Marketing**

From the above discussion it is clear that one of the important **"P"** of marketing is called **Promotion**. By promotion a company tries to actually communicate about its product or services to the target audience.

**Advertising** is one way of promoting a product/ service among the target audience. It can be concluded by saying that advertising is a part of promotion and promotion is an important component of the marketing mix.

## 3.2.7 Summary

- Market segmentation is a consumer-oriented process and can be applied to almost any type of market. In dividing or segmenting markets, researchers typically look for shared characteristics such as common needs, common interests, similar lifestyles or even similar demographic profiles. So, market segmentation assumes that different segments require different marketing programmes, as diverse

customers are usually targeted through different offers, prices, promotions, distributions or some combination of marketing variables.

- By dividing the market into segments, marketing managers can acquire a better understanding of the needs and wants of customers.

The consumers who make up the target market do basically share similar characteristics including

- buying
- geography,
- buying power
- demographics
- and incomes.
- The process of determining what place a product should occupy in a given market is known as positioning. This process produces a positioning, a market niche for the product, just as segmentation process produces alternative market segments and ultimately target markets.
- The marketing mix is a planned mix of activities. The ingredients in the marketing mix are **product, price, place and promotion.**

## 3.2.8 Questions

1. What is market segmentation?
2. What is targeting in marketing strategies?
3. What do you understand by 'marketing mix'?

## 3.2.9 Suggested Readings

Business-to-Business Marketing - Relationships, Networks, and Strategies (Asian Edition) by Soumya Sarkar and Nick Ellis

Marketing and Branding: The Indian Scenario by S. Ramesh Kumar

Principles of Marketing by Pooja Jain and Neha Singhal

# Module 3
# Marketing Communication

## Unit 3 ☐ Role Of Advertising In Marketing, Role Of Advertising In Different Product Categories-Consumer, Industrial, Corporate, Service, Financial, Social Marketing, Lifestyle Advertising

**3.3.0 Structure**

**3.3.1 Learning Objectives**

**3.3.2 Introduction**

**3.3.3 Role of Advertising in Marketing**

**3.3.4 Role of Advertising in different product categories:**

        **3.3.4.1 Consumer**

        **3.3.4.2 Industrial**

        **3.3.4.3 Corporate**

        **3.3.4.4 Service**

        **3.3.4.5 Financial**

        **3.3.4.6 Social Marketing**

        **3.3.4.7 Lifestyle Advertising**

**3.3.5 Summary**

**3.3.6 Questions**

**3.3.7 Suggested Readings**

## 3.3.1 Learning Objectives

After studying this unit you will be able to understand

- Role of Advertising in Marketing

- Role of Advertising in different product categories: Consumer, Industrial, Corporate Service, Financial, Social Marketing, Lifestyle Advertising

## 3.3.2 Introduction

Advertising is an all pervasive facet of most growing communities and nations. It has important consequences for the advertisers who use it and for individuals who are exposed to it. Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning the business, product, or the services that are in offering. Advertising and marketing are key elements in a company's success.

The main objective of this unit is to study the role of advertising in different product categories

## 3.3.3 Role of Advertising in Marketing

Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning the business, product, or the services that are in offering. Advertising and marketing are key elements in a company's success. One cannot be used without the other. Advertising works based on statistics. So there are definitely some people which are not reached by most ads.

This essentially is charged with having a product or service and creating a need or a perceived desire of the consumer to buy it. The message is designed to create awareness that the product exists, how it will be of value to the consumer or make their lives easier because they have it and explain why they should buy it immediately.

This only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal. Advertising underline the fact consumers trust other consumers more than they do marketers for product information. In today's oversaturated, fragmented media landscape, word-of-mouth marketing remains a cost-effective part of many advertisers' marketing mix.

It is a single aspect of marketing, which involves spreading the word about a business, product, or service offered to the public. Strategy is definitely a key part here, as there are many avenues to use. Advertising can serve for marketing well if it is suitable for the marketing strategy. It is a way of marketing the products or service of a company. Advertising is one of the keys to a successful business.

Functions of advertising as a marketing tool are to create demand for goods and services. Promotional activities in the system of market operations are regarded as a complex of means of non-price sales promotion of products and create demand for it.

Marketing is usually determined as the activities aimed at achieving harmony of buyers and sellers in the market, which is set by the exchange of mutually beneficial relations. Marketing activity is composed of a set of strategic planning and market operations pursue the ultimate goal of completing customer satisfaction through the products or services. Marketing occurs when people to meet their needs using the exchange - the act of obtaining the desired object & offer anything in return. Exchange is the basic concept of marketing. The basic unit of measurement in the marketing system is a transaction which is a commercial exchange of value between the two by the parties i.e. the manufacturer of the goods or services and their consumers. The audience or consumers at which the manufacturer of the goods or services directs its marketing efforts is termed targeted market. The main structure of marketing elements includes product, price, sales agents, as well as promotion, that is, means of communication with consumers. Marketing communication, in turn, is divided into four communication tools:

- Advertising;
- Sales promotion;
- Public relations;
- Personal selling.

Thus, advertising is a key element in the promotion of goods or services to market and promote in turn forming an element of the marketing mix. Without advertising, marketing efforts in an attempt to cause the desired response from the target group without a logical conclusion and consequently no desired efficiency.

In marketing practice, the main functions of advertising is understood as the motivation of consumers to buy advertised products or services, and the use of advertising is determined by its goals and objectives, depending on the marketing strategies of the advertiser and the conditions of the target market. Listed below are some of the most important functions of advertising in the marketing system.

- Product identification, the manufacturer or seller;
- Promotion of goods or services;

- Branding;

- Consumer information;

- Forming demand;

- Sales promotion;

- Marketing regulation.

## 3.3.4 Role of Advertising in different product categories

### 3.3.4.1 Consumer

Consumer products are referred as final products that are purchased by individuals or households for personal use. From the perspectives of marketing, consumer products can be divided into four types.

➢ Convenience

➢ Shopping

➢ Speciality

Consumer advertising often relies more on emotion than reason. Consumers often look for intangible benefits, such as status, fun or convenience

### 3.3.4.2 Industrial

Industrial advertising is advertising that promotes products to companies who will use them in their own business. It is a form of business to business, or B2B, advertising.

Industrial advertising usually refers to advertising that is directed at manufacturers buying raw materials or equipment used in their manufacturing process. However, it can sometimes refer to any type of B2B advertising, even if it is not specific to the manufacturing industry.

Like other consumers, businesses want their purchases to solve a specific problem. They want to see advertising that is about them, rather than about the business doing the selling.

Unlike individual consumers, who often shop around for one-time deals or irregular purchases, businesses usually need to buy the same products over and over. Businesses

look for a long-term relationship with a seller so that purchasing necessary materials becomes a predictable part of their business model.

Industrial advertising is intended to connect with consumers, in this case, other businesses and encourage them to make a purchase. Industrial ads are intended to attract buyers, increase sales, expand distribution channels, and spread awareness of a company's brand. In B2B business, industrial advertising should be a strategic part of your marketing mix.

Industrial advertising is usually placed in industry-specific channels, which allows businesses to narrowly target other businesses who need their goods and services. These channels include:

- Trade shows or business fairs.

- Industry publications, such as trade magazines or websites.

- Direct mail advertisements, including brochures, postcards, or catalogues.

- Cold calling or emailing.

- Word-of-mouth or referral advertising

Many industrial advertisers whose products are sold to consumers through distributors and dealers have to furnish merchandise aids: store displays direct mail services, and attractive packaging that meet their needs in the same way that the consumer advertisers have to provide merchandising aids. These selling tools are developed by industrial advertising men in much the same manner as they are prepared in companies that sell consumer products only. Advertising for industrial publications, however, requires special knowledge that meets the needs of the technically trained reader.

### 3.3.4.3 Corporate

Institutional advertising aims at building a positive image for a firm in the eyes of internal and external public. It does not attempt to sell anything directly. However, it does a lot of good to the organization as a whole. It forcefully tells how the organization is a socially responsible institution. Effective corporate advertising evokes a positive response amongst the target group and creates goodwill.

The idea behind corporate advertising is to build the most agreeable public image for the corporation as possible.

The four types of corporate advertising commonly used by organizations are:

- PR Ad

- Institutionally Ad

- Corporate Identity Ad

- Recruitment Ad

Many companies are faceless entities. Corporate advertising gives face to the company. It causes seismic changes in people's reaction to one company's products/services, sales force and job offers.

### 3.3.4.4 Service

The transition from an industrial dominant to information dominant society brought with it a corresponding transformation from predominantly manufacturing goods to a largely service based economy. The greater demand for services is possibly due to changes in society. In reference to Maslow's hierarchy of needs, people particularly in developed countries migrating further up the pyramid of needs have a higher requirement for services such as recreational, support, healthcare and education services to satisfy their esteem and self modernization needs. Services sector is the largest sector of the world as 63 percent of total global wealth comes from it, in contrast industry sector accounts for 31% GDP and agriculture sector amounts to 6% GDP. The service sector dominates the world economy.

A comprehensive definition of services must include the following elements:

i.  Lack of physical output or construction

ii.  Benefit to the receiver from the service rather than the product offered

iii.  The intangible nature of services

iv.  The possible combination of a service with the production of goods

v.  Marketing of an idea or a concept.

Services are economic activities that bring about a desired change in, or on behalf of, the service recipient, thereby creating value and providing benefits for the customers. Thus, the focus remains on customer satisfaction, just as in goods, but in services, emphasis is on the personal reception of these benefits. Philip Kotler defined service as "any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything".

In the development of service advertising, efforts were made to distinguish services from physical goods with the proposition of six unique characteristics of services such as intangibility, perishability, heterogeneity, inseparability, variability and ownership. These characteristics were formed on account of differences between goods and services.

All organizations that provide services of some kind use services advertising strategies. These fall into the two, broad categories: organizations that provide services to individuals i.e. business-to-customer, or B2C, and organizations that provide services to other organizations i.e. business-to-business, or B2B. Service advertising is most commonly used by companies that sell to individuals. They research consumer behavior to create advertisements that appeal to certain demographics, allowing companies to narrow the marketing focus to a concentrated effort. In the service industry, customization of the product offering becomes essential as compared to that of the manufacturing industry. The customer's needs, perception and requirements are given significance while carrying out the business operations in as a service provider.

Service is a one-take action, i.e., it cannot be restored, redone, replaced or exchanged. It is intangible and irreversible; thus, it needs to be perfect and well-delivered at the first time itself. An organization, therefore, requires trained and experienced personnel to provide services because a lousy consumer experience may lead to negative publicity, which affects the brand name and equity.

In the service industry, the process plays an important role. The process here refers to the steps involved in availing the service by the consumer. An organization must keep a watch over each of these steps. It must ensure humbleness, honesty and sincerity of the personnel involved in the interaction with the consumers, while the execution of each of these steps. The consumers prefer prompt services without any interruption. Therefore, the rate with which the service is provided is considered as a parameter for efficient service. It is also responsible for the selection of one service provider over the other, by the consumers.

### 3.3.4.5 Financial

It is such a category of advertising, which more or less does not have any limits on what it can contain under its name, but broadly speaking financial advertising includes that for banks, savings, mortgages, insurance and investments.

In addition to advertising addressed to customers or clients it can also include company reports, prospectuses for new share issues, records of investments in securities and other financial announcements.

Some, like building society and National Savings advertisements, may be addressed to the general public while others will appear in the financial and business press only, e.g. the Economic Times of India, Business Standard or The Hindu Business Line. It is also interesting that while trade and technical magazines are not so much high in number in India, the business or financial dailies mostly distinguished by pink paper. So the vacuum in technical journals is somewhat filled up by these dailies by offering special pages or features regularly. The object of financial advertising may be to borrow or lend money, conduct all kinds of insurance, sell shares, unit trusts, bonds and pension funds or report financial results.

The main categories in this field are as follows:

(a) Banks advertise their services, which along with traditional bank accounts include deposits, loans, insurance, house purchase, wills and executor-ship and advice on investment portfolios. Some banks specialize in certain areas of banking, and others concentrate on certain kinds of business. For instance, one may finance business loans or underwrite new share issues, while another may seek to attract university students for educational loans or specialize in servicing the rural population. A number are associated with credit or debit cards as well.

(b) Building societies both borrow money from savers and lend money to house-buyers. Most of their advertising is directed at not only raising funds but keeping funds so that they have sufficient money to meet loan applications. Competitive interest rates are important sales points, and today in Britain there is rivalry between building societies, banks and insurance companies for the same kind of business. Some supermarket chains have also now entered this arena.

(c) Insurance companies exist to insure against almost any risk from big commitments like ships and aircraft worth millions, to covering the risk that rain may stop play. Some insurance not only covers risks but also provides benefits to savers or pensions in old age or to cover funeral expenses. In the cases of fire and theft, insurance companies are also selling peace of mind should damage or loss be suffered. There are many insurance companies like LIC, ICICI Prudential, and HDFC Standard Life Insurance etc which cover human lives exclusively.

### 3.3.4.6 Social Marketing

Social marketing is a comparatively new concept and there is some confusion about what it actually means and what it tries to achieve.

Social marketing is defined as the systematic application of marketing along with other techniques to achieve specific behavioral goals for social good.

Social marketing was born as a discipline in the 1970s . Philip Kotler, the marketing "guru", and  Gerald Zaltman, another marketing expert, first introduced this concept in 1971 in an article  titled " Social Marketing: An Approach to planned social change."

They realized that the same marketing principles that were being used to sell products to customers could also be used to "sell" ideas, attitudes, and behaviors. Social marketing differs from other areas of marketing only with respect to the objectives of the marketer and his/her organization. Social marketing seeks to influence social behavior not to benefit the marketer, but to benefit the target audience and the general society.

Social marketing is different from what is known as Societal Marketing, which later came to be known as Sustainable Marketing. The latter tries to integrate social responsibility into commercial marketing strategies, whereas social marketing uses commercial marketing techniques and "customer oriented approach" to social issues.

The key to this concept is learning to listen to the needs and desires of the target audience. This involves research and revaluation, which together form the cornerstone of the social marketing process.

### 3.3.4.7 Lifestyle Advertising

Lifestyle advertising aligns brands with consumers' interests, needs, desires, and values. As businesses have grown to realize that their success is increasingly dependent upon an adequate knowledge of consumer behaviour, the importance of Lifestyle market segmentation has increased steadily.

In the 21st Century, Lifestyle marketing has become the magic buzzword, and the latest merchandising strategy to captivate customers after the 1980s called as Niche Marketing and the 1990s known as Branding craze. Lifestyle marketing is having a promotional approach centred on the interests, values, attitudes and way of life of target market. It is particularly effective because one can directly target a specific type of consumer. In Lifestyle advertising, one categorizes customers based on their interests, activities and opinions. A classic example of Lifestyle advertising is the Harley-Davidson Bike, an iconic brand, which really speaks Lifestyle of Harley-Davidson.

Lifestyle advertising has assumed a new paradigm in today's competitive business world. To its consumers, owning a Harley does not just about own a great bike. It's

about having an adventurous attitude towards life. All examples and cases seem to point in one direction. There is no moving away from the simple fact that understanding consumers and mirroring their attitudes, opinions and interests through consistent messaging is what really makes for successful Lifestyle brands. Similarly, Shahnaz Hussain and her array of beauty products are a way-of-life!

Lifestyle marketing attempts to group customers according to some amalgamation of three categories of variables Activities, Interests, and Opinions (AIO), and identifies the potency of a customer's chosen Lifestyle for determining the sort of products to be purchased and the specific brands that are further likely to appeal to the chosen Lifestyle segment.

The increasing competition, media fragmentation and consumer empowerment through information and knowledge make it both undesirable, and effectively impossible, to reach a given target audience with conventional mass-marketing tactics. Market segmentation with precise data and technology and the advance of technology for mass customization reveal a more precise and promising marketing technique quantifying Lifestyle marketing.

Lifestyle advertising necessitates and works best when companies are able to connect with the Lifestyle of their existing and potential customers by developing effective marketing strategies that seamlessly fit their way of living.

## 3.3.5 Summary

Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning the business, product, or the services that are in offering. Advertising and marketing are key elements in a company's success. Marketing is usually determined as the activities aimed at achieving harmony of buyers and sellers in the market, which is set by the exchange of mutually beneficial relations. Marketing activity is composed of a set of strategic planning and market operations pursue the ultimate goal of completing customer satisfaction through the products or services.

The goal of consumer advertising is to introduce, or sometimes re-introduce, products and services to families and private individuals for daily use and consumption.

Industrial advertising is advertising that promotes products to companies who will use them in their own business. It is a form of business to business, or B2B, advertising.

Corporate advertising is a promotional strategy, designed to not only interest consumers in products and services offered by the company, but also to cultivate a positive reputation among consumers and others within the business world.

In the development of service advertising, efforts were made to distinguish services from physical goods with the proposition of six unique characteristics of services such as intangibility, perishability, heterogeneity, inseparability, variability and ownership.

Broadly speaking financial advertising includes that for banks, savings, mortgages, insurance and investments.

Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviors.

In the 21st Century, Lifestyle marketing has become the magic buzzword, and the latest merchandising strategy to captivate customers after the 1980s called as Niche Marketing and the 1990s known as Branding craze.

## 3.3.6 Questions

1. What are the important functions of advertising in the marketing system?

2. Why service advertising is important in present marketing sphere?

3. Explain the Ps of Social marketing?

4. How industrial advertising help in B2B scenario?

## 3.3.7 Suggested Readings

Principles of Marketing by Philip T. Kotler, Gary Armstrong, Prafulla Agnihotri

Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

Kotler on Marketing: How to Create, Win, and Dominate Markets by Philip Kotler

https://yourbusiness.azcentral.com/examples-consumer-advertising-10353.html

https://www.wisegeek.com/

# Module 3
# Marketing Communication

## Unit 4 □ Segmentation And Positioning Strategies, Media Strategies, Developing Brand Personality, Preparing The Advertising Plan

## 3.4.1 Learning Objectives

After studying this unit you will be able to understand

● Segmentation and Positioning strategies

● Media Strategies

● Brand Personality

● How to prepare an advertising plan

## 3.4.2 Introduction

A market segment is a group of individuals, groups or organisations who may share the same interests, traits and characteristics. The consumer segments may have similar

needs, wants and expectations. Therefore, businesses should ask themselves which segments they would serve. To answer this question, the businesses must determine the most appropriate ways to distinguish and to differentiate their segments. Once the segments have been identified they must customize their offerings to satisfy each and every one of them.

An advertising plan is based on an overall promotional strategy; the media planning follows the advertising plan. Media strategy is then a part of the marketing strategy. The media plan is a part of the overall market plan, and media selection is the last state in the process of promotion through advertising.

## 3.4.3 Market Segmentation

Market segmentation is a consumer-oriented process and can be applied to almost any type of market. In dividing or segmenting markets, researchers typically look for shared characteristics such as common needs, common interests, similar lifestyles or even similar demographic profiles. So, market segmentation assumes that different segments require different marketing programmes, as diverse customers are usually targeted through different offers, prices, promotions, distributions or some combination of marketing variables. According to Kotler, there is no single way to segment a market. A marketer has to try different segmentation variables, alone and in combination. In order to be successful in today's global market, organizations will have the think innovatively, be willing to change and quickly adapt to the new ways of conducting business in this twenty-first century. Nevertheless, a great deal of organization is now facing a larger number of small consumers who do not think segmentation is worthwhile. However, as per Kotler & Armstrong, these suppliers must look for broad classes of consumers who adapt in their products or services needs and buying habits. Various studies show that mass marketing creates the largest potential market at the lowest costs, which can lead to lower prices and higher profit margins.

By dividing the market into segments, marketing managers can acquire a better understanding of the needs and wants of customers. This enables them to customise or to 'tailor' the company's marketing activities more accurately and responsibly to the individual customers' likings. Segmentation marketing supports businesses in meeting and exceeding their customers' requirements. It may also allow them to evaluate the competitors' strengths and weaknesses. This way, they could discover business opportunities in markets which were not served well. Customer segmentation enables

marketers to adopt a more systematic approach when planning ahead for the future. This leads to better exploitation of marketing resources, resulting in the development of a more finely-tuned marketing programme.

Consumer diversity is growing quickly and organizations have prolonged how to make a distinction between their products and services and that of the competition. This is where marketing segmentation plays a key role.

The traditional variables that may be used for market segmentation can be grouped into five main categories:

a. Demographic,

b. Geographic,

c. Psychographic or Lifestyle,

d. Price,

e. Behavioural.

**a. Demographic Segmentation**

Gender, age, income, housing type, and education level are common demographic variables. Some brands are targeted only to women, others only to men. Music streaming services tend to be targeted to the young, while hearing aids are targeted to the elderly. Education levels often define market segments. For instance, private elementary schools might define their target market as highly educated households containing women of childbearing age. Demographic segmentation almost always plays some role in a segmentation strategy.

**b. Geographic Segmentation**

Geographic segmentation involves selecting potential markets according to where they are located. This segmentation approach may consider variables such as climate, terrain, natural resources and population density, among other geographic variables. Markets can be divided into regions because one or more of these variables could differentiate customers from one region to the next. For example, those individuals who are living in wet and cold climates will favour warm, sunny destinations for their holidays. This issue could greatly affect competition among airlines for certain destinations, particularly during the peak holiday seasons.

### c. Psychographic or lifestyle segmentation

Psychographic segmentation could be used to segment markets according to personality traits, values, motives, interests and lifestyles. A psychographic dimension can be used by itself to segment a market, or it can be combined with other segmentation variables. Psychographic or lifestyle segmentation is based upon multivariate analyses of consumer attitudes, values, behaviours, emotions, perceptions, beliefs, needs, benefits, wishes, and interests. Psychographic segmentation is a legitimate way to segment a market, if one can identify the proper segmentation variables or lifestyle statements, words, pictures, etc. The psychographic variables are used when purchasing behaviours correlate with the personality or lifestyles of consumers.

### d. Price Segmentation

Price segmentation is common and widely practiced. Variation in household incomes creates an opportunity for segmenting some markets along a price dimension. If personal incomes range from low to high, the reasoning goes, then a company should offer some cheap products, some medium-priced ones, and some expensive ones. This type of price segmentation is well illustrated by the range of automotive brands marketed by a car manufacturer. While different models varied in price (and status) along a clearly defined spectrum to appeal to successively higher income groups.

### e. Behavioural Segmentation

Behavioural segmentation is defined as the segmentation of the market according to individual purchase behaviours. Behaviour-based segmentation is conspicuous with the benefits sought from the product, with the identification of specific buying behaviours, in terms of shopping frequency and volumes of purchase. Segmentation based on consumer behaviour variables normally included a sub-segment of consumer segmentation. Organizations often collect this data to see the segment that best fits their consumer behaviour. Behavioural segmentation can be the answer for a great deal of organizations on where to lavish their next marketing spending.

Mass marketing is sometimes referred to as 'Shotgun Marketing' with a shotgun approach; businesses increase the odds of hitting an unfocused target. Market segmentation, on the other hand, is more like a high-precision rifle that accurately hits a specific target. Mass marketing remains advantageous for certain kinds of products and services, such as essential, nondurable consumables like shampoo or deodorant with high sales and low prices. For everything else, market segmentation or breaking a market into segments and then picking the one(s) the company is best able to reach and make profit from is a much better strategy.

## 3.4.4 Positioning Strategies

The process of determining what place a product should occupy in a given market is known as positioning. This process produces a positioning, a market niche for the product, just as segmentation process produces alternative market segments and ultimately target markets.

Marketers can position a product, service, or idea in the following ways:

7.  By attributes

8.  By price

9.  By its ability to suppress the competition

10. By application

11. By product user

12. By product class

Marketing Expert, Philip Kotlar aptly summarises positioning as the 'act of designing the company's offer so that it occupies a distinct and valued place in the mind of the target customers.

Positioning is not merely a statement or a slogan that creates an image. True positioning distinguishes a company/ product from competitors along with some real dimensions which are relevant to customers so that the company/product become a preferred one.

There are two sides of positioning:

● Market Positioning

● Psychological Positioning

**Market Positioning**

It is a three step process:

● Identity market opportunities

● Segment the market and select the right segment

● Devise a competitive strategy

The whole idea is to meet market requirements better than the competitors can.

**Psychological Positioning**

It grows out of market positioning. It tries to establish a distinctive corporate or product identity for, which it uses tools of communication such as advertising, public relations, point-of-purchase etc. The whole idea is to move the prospects to a buying decision.

Market position is restated in clear, focused language coupled with visuals to put a product into a niche in consumer's mind.

Psychological and market positioning are integrated to achieve success e.g. research showed friendly service as a relevant dimension that distinguished the airline from other airlines.

Three Steps of Market Positioning

1. Explore the Market

Study the sales potential of the new market and its growth rate. Do financial calculations like cost to produce, profits, pricing etc. Understand market dynamics and channels of distribution.

Put the key factors that may contribute to success on paper.

2. Segmentation and Targeting

Markets can be segmented on different bases i.e. users' products. Further segmentation could be on the basis of end use. The marketer targets his product to a particular segment. While doing so, competitor's positions are kept in mind, by drawing a product space map.

3. Competitive Strategy

Identify the competitor's weakness and own company's strengths. Emphasise own strengths to differentiate offers. The company indentifies that most important difference to develop a strategy.

Consider factors like:

● Market Share

● Profitability

● Product Range

- Corporate Profile

- Financial Strength

- Cost Position

- Product Differentiation

- Quality

- Quality of management, technology, distribution

- Reputation.

A company needs to find out the gaps between it and its competitors against the above listed factors. It will give the company an offer that distinguishes it as a benefit bundle or value package consisting of price, distribution and service mix.

These days many products are technologically so similar to each other and distinctions are not possible. The other possibilities to distinguish the offer are so many – warranties, after sales service, installment offers, price-offs, discounts, strong distribution, responsiveness etc.

**Psychological Positioning**

Basically psychological positioning is a communication exercise that follows AIDA: Attention, Interest, Desire and Action model. It is derived from market positioning and tells who the company is, what the product does, and what to expect from the purchase. The brand name, the look and the packaging must complement in the psychological positioning.

**Advertising and Positioning**

Advertising has to establish the brand in a commanding position in the mind sets of consumers. As David Ogilvy wrote, "The result of your campaign depends less in how we write your adverting, than on how your product is positioned."

## 3.4.5 Media Strategies

Every work to be done needs a plan of action so that the work is done in a desired and correct manner. Media Strategy plays a very important role in advertising. The role of Media Strategy is to find out the right path to transfer or say deliver the message to the targeted customers.

The basic intention of media strategy is not only procuring customers for their product but also placing a right message to the right people on the right time and of course that message should be persuasive and relevant. So, here the planners of the organization decide the Media Strategy to be used but keeping the budget always in mind.

The Media Strategy process has three **"W"**s to be decided. They are

**Where to advertise?**

**When to advertise?**

**What media type to use?**

Where is the place for showing or delivering advertisement? In short it means the geographical area from where it should be visible to the customers who use or are most likely to use the product or services offered. The place does not mean only TV or radio but it can also be newspapers, blogs, sponsorships, hoardings on roads, ads in the movie break in theatres, etc. The area varies from place to place like it can be on national basis, state basis and for local brands it can be on city basis.

When is the timing to show or run advertisement? For e.g. a company cannot show a raincoat ad in the winter season but it need to telecast ad as soon as the summer season is coming to an end and rainy season is just about to begin. The ad should be delivered with perfect timing when most customers are like to buy the product. The planners need to plan it keeping the budget in mind as the maximum of 20% of revenues of the company can be used in the advertisement section. Different products have different time length for advertisements. Some products need year long ads as they have nothing to do with seasonal variations e.g. small things like biscuits, soaps, pens, etc and big services like vehicle insurance, refrigerators, etc. Some products need for three or four months. E.g. umbrellas, cold creams, etc. So the planners have to plan the budget according to the time length so that there is no short of money at any time in this process.

What is what type of media is to be used for delivering the message?

There are basically two media approaches to choose from.

● Media Concentration approach

● Media Dispersion Approach

In media concentration approach, the number of categories of media is less. The money is spent on concentrating on only few media types say two or three. This approach is generally used for those companies who are not very confident and have to share the place with the other competitors. They don't want anyone to get confused with their brand name so this is the safest approach as the message reaches the target consumers.

In media dispersion approach, there are more number of categories of media used to advertise. This approach is considered and practiced by only those people who know that a single or two types of media will not reach their target. They place their product ads in many categories like TV, radio, internet, distributing pamphlets, sending messages to mobiles, etc.

## Selection of Media Category

Whichever category is selected by the planners of the organization, they should select a proper media to convey their message.

If the product is for a big amount of customers then a mass media option can be selected like TV, radio or newspaper. The best examples for this type are detergent ads, children health drinks and major regular used products such as soap, shampoo, toothpastes etc.

If the planners want to change the mind of people doing window shopping or just doing shopping for sake of name, then point of purchase type can be opted by the company. This helps the company to explain their point to the buyers and convince the buyers to go for their product.

If the planners want to sell their product on one to one basis, then the third option is direct response type. Here, the company people directly contact the customers via emails, text messages, phone calls or meeting for giving demos. The best example of this type of sell is the Lunar Land Registry. They go to their customers, explain them what it is all about and try to convince them.

## Creative Strategy's Impact on Media Strategy

Creative strategy is a significant consideration in planning strategy. In fact, it is often the starting place for all media planning. Creative indicates that some media are much more appropriate to the message than others. For example, when full colour is needed, then print media are best because there is little variation in an ad's appearance from one

carrier to another. (In contrast, consider the differences in colour from one television set to another.) Sometimes creative can be written so that it will be effective in all media. At other times, creative is restricted to a small market segment or is designed to be run in non-traditional media.

**Neutralize the Competition's Strategy**

Media strategies take place in a dynamic marketing environment in which competitors try to outsell each other and gain a larger market share. Planners of a media strategy cannot ignore these competing approaches, especially when any one of them is directly attacking their brand. How can a media planner neutralize the competition's strategy? In the area of media planning, certain successful strategies can be devised. Here are some examples:

- Reach more members of a target market than competitors do

- Reach a different demographic target market

- Use higher average frequency

- Reach targets in new and different media formats

- Use media creatively

Thus, this process of media strategy plays an important and vital role in the field of Advertising.

# 3.4.6 Developing Brand Personality

Brands, much like humans, have certain personality traits. The personification of a brand that evokes certain emotions in customers is what builds brand equity. Brand personality is not just applicable to large corporations; this branding strategy can help small businesses and startups as well.

Brand personality is the way a brand speaks and behaves. It means assigning human personality traits/characteristics to a brand so as to achieve differentiation. These characteristics signify brand behaviour through both individuals representing the brand (i.e. it's employees) as well as through advertising, packaging, etc. When brand image or brand identity is expressed in terms of human traits, it is called brand personality. For instance - Allen Solley brand speaks the personality and makes the individual who wears it stand apart from the crowd. Infosys represents uniqueness, value, and intellectualism.

Brand personality is nothing but personification of brand. A brand is expressed either as a personality who embodies these personality traits (For instance - Shahrukh Khan and Airtel, John Abraham and Castrol) or distinct personality traits (For instance - Dove as honest, feminist and optimist; Hewlett Packard brand represents accomplishment, competency and influence). Brand personality is the result of all the consumer's experiences with the brand. It is unique and long lasting

Customers show loyalty towards particular brands for a number of reasons. One reason could be that customers perceive a particular brand to have traits that the individual shares. Brand personality traits can be categorized as follows:

Youthful and carefree – relate to excitement.

Thoughtful, kind, trustworthiness and innocence – relate to sincerity.

Athletic, rough, outdoorsy traits – relate to a rugged personality.

Leadership, successful, influential are traits that signify competence.

Elegance, prestige, pricy – relate to sophistication.

Allure, exclusivity and status – relate to desirability.

## Brand personality must be differentiated from brand image

While brand image denote the tangible (physical and functional) benefits and attributes of a brand, brand personality indicates emotional associations of the brand. If brand image is comprehensive brand according to consumers' opinion, brand personality is that aspect of comprehensive brand which generates its emotional character and associations in consumers' mind.

Brand personality develops brand equity. It sets the brand attitude. It is a key input into the look and feel of any communication or marketing activity by the brand. It helps in gaining thorough knowledge of customers feelings about the brand. Brand personality differentiates among brands specifically when they are alike in many attributes. For instance - Sony versus Panasonic. Brand personality is used to make the brand strategy lively, i.e, to implement brand strategy. Brand personality indicates the kind of relationship a customer has with the brand. It is a means by which a customer communicates his own identity.

Brand personality and celebrity should supplement each other. Trustworthy celebrity ensures immediate awareness, acceptability and optimism towards the brand. This will

influence consumers' purchase decision and also create brand loyalty. For instance - India ace sprinter Hima Das is brand ambassador for Gatorade, international brand of scientifically formulated sports drink.

Brand personality not only includes the personality features/characteristics, but also the demographic features like age, gender or class and psychographic features. Personality traits are what the brand exists for. A well defined Brand Personality can;

**Lower marketing costs:** Buzzworthy and memorable brands require lower media spends to attract attention

**Dominate the market:** Marketing is more effective when delivered through a strong, memorable personality

**Capture attention:** A company's Brand Identity becomes much stronger when built upon a clear personality

**Differentiate:** Well-branded companies use personality to position themselves uniquely in the marketplace

**Increase brand equity:** By displaying consistent personality traits that create a strong, established brand.

## 3.4.7 Preparing the Advertising Plan

Advertising is a form of marketing that uses a sponsored, non-personal message to reach customers. It is paid for by the company and sells an idea, product, or service.

An advertising plan is a blueprint for how the company will use advertising to promote its business and reach new customers. Having a plan ensures that company's advertising money is spent well and that the advertising reaches the correct audience. It also establishes benchmarks that the company can use to assess whether its strategy is effective at reaching customers within the constraints of its marketing budget.

For the development of advertising plan and to get best results one need to follow the advertising process step by step.

The following are the steps involved in the process of advertising:

Step 1 - Briefing: the advertiser needs to brief about the product or the service which has to be advertised and doing the SWOT analysis of the company and the product.

Step 2 - Knowing the Objective: one should first know the objective or the purpose of advertising. i.e. what message is to be delivered to the audience?

Step 3 - Research: this step involves finding out the market behaviour, knowing the competitors, what type of advertising they are using, what is the response of the consumers, availability of the resources needed in the process, etc.

Step 4 - Target Audience: the next step is to identify the target consumers most likely to buy the product. The target should be appropriately identified without any confusion. For e.g. if the product is a health drink for growing kids, then the target customers will be the parents who are going to buy it and not the kids who are going to drink it.

Step 5 - Media Selection: now that the target audience is identified, one should select an appropriate media for advertising so that the customers who are to be informed about the product and are willing to buy are successfully reached.

Step 6 - Setting the Budget: then the advertising budget has to be planned so that there is no short of funds or excess of funds during the process of advertising and also there are no losses to the company.

Step 7 - Designing and Creating the Ad: first the design that is the outline of ad on papers is made by the copywriters of the agency, then the actual creation of ad is done with help of the art directors and the creative personnel of the agency.

Step 8 - Perfection: then the created ad is re-examined and the ad is redefined to make it perfect to enter the market.

Step 9 - Place and Time of Ad: the next step is to decide where and when the ad will be shown.

The place will be decided according to the target customers where the ad is most visible clearly to them. The finalization of time on which the ad will be telecasted or shown on the selected media will be done by the traffic department of the agency.

Step 10 - Execution: finally the advertise is released with perfect creation, perfect placement and perfect timing in the market.

Step 11 - Performance: the last step is to judge the performance of the ad in terms of the response from the customers, whether they are satisfied with the ad and the product, did the ad reached all the targeted people, was the advertise capable enough to compete with the other players, etc. Every point is studied properly and changes are made, if any.

If these steps are followed properly then there has to be a successful beginning for the product in the market.

## 3.4.8 Summary

- Market segmentation is a consumer-oriented process and can be applied to almost any type of market. In dividing or segmenting markets, researchers typically look for shared characteristics such as common needs, common interests, similar lifestyles or even similar demographic profiles.

- The traditional variables that may be used for market segmentation can be grouped into five main categories:

  a.  Demographic,

  b.  Geographic,

  c.  Psychographic or Lifestyle,

  d.  Price,

  e.  Behavioural.

- Positioning is not merely a statement or a slogan that creates an image. True positioning distinguishes a company/ product from competitors along with some real dimensions which are relevant to customers so that the company/product become a preferred one.

- The basic intention of media strategy is not only procuring customers for their product but also placing a right message to the right people on the right time and of course that message should be persuasive and relevant.

- Whichever category is selected by the planners of the organization, they should select a proper media to convey their message

- Brand personality is the way a brand speaks and behaves. It means assigning human personality traits/characteristics to a brand so as to achieve differentiation.

- An advertising plan is a blueprint for how the company will use advertising to promote its business and reach new customers

## 3.4.9 Questions

1. What is market segmentation? Describe its main categories?

2. How is the positioning strategy drawn by the companies for their products?

3. What role does media strategy plays in product selling? How does creative strategy affect media strategy?

4. What the difference between brand personality and brand image?

5. Describe the steps of advertising planning?

## 3.4.10 Suggested Readings

Business-to-Business Marketing - Relationships, Networks, and Strategies (Asian Edition) by Soumya Sarkar and Nick Ellis

Marketing and Branding: The Indian Scenario by S. Ramesh Kumar

Principles of Marketing by Pooja Jain and Neha Singhal

# Module 4
# Advertising Creativity & Writing

## Unit 1 □ Advertising Creativity - Concept & Definition - Creative Process - Concept & Definition

### 4.1.1 Learning Objectives

In this unit we will discuss about the following:

- Creativity
- Creative process and definition

## 4.1.2 What is Creativity ?

When someone shows an ability to combine what is perceived by the senses in a way that is new and novel to him or her, we say that person is demonstrating creativity. There are many definitions; somebody said "the process of bringing something new into being" or "the ability to formulate new combinations from two or more concepts already in the mind" or "a state of mind".

The process of creativity is similar in all fields, from physics to philosophy to art-to advertising.

## 4.1.3 Creativity in Advertising

Creativity in advertising begins with an idea. Every advertisement in print and every television commercial start with an idea.

The ability to generate good ideas is critical to the success of the advertisement.

In this 'Information Age' a constant stream of new ideas is demanded if it is to reach its potential. Information's real value comes only when it is combined with other information's inputs to form new ideas, ideas that solve problems, ideas that help consumers, ideas that help understand things better, ideas that make things cheaper and more useful, ideas that provide a spirited thrust, enrich and enlighten.

## 4.1.4 Creative Strategy Preparation

When an advertisement appears in any media, it is the end product of advertising planning and creative strategy and its exemption. These vary according to the media used i.e. print, radio, cinema, television, outdoor and point of sales.

What is most important is the development of message considering the media to be used. The process commences with the overall marketing and advertising goal and

specifically, the objectives of the particular campaign for which an adequate and appropriate brief is given by the advertiser to the advertising agency. Advertising budget also provides parameters for the formulation of the strategy.

The core of an advertising message is found in the purchase proposition. The response of the target audience depends solely on what the brand has to offer and this measures the success or failure of the message. Merely product quality and characteristics do not determine the success but rather the brand's relevance to the consumer's requirements and emotional make up.

## 4.1.5 The creative Process could be started with the Following

Fact Finding:

o  Problem definition : seeking out and finding the problem

o  Preparation : gathering and analyzing relevant data

Idea finding : Idea production :

■  Conceptualizing tentative ideas as spring board

■  Idea development : Short listing from resultant ideas, adding others and finally reprocessing with modification and communication.

The basic parameters of ideas are formed out of information from all sources.

Being curious in life in all aspects is the core strength of creative people. The creative team should delve deep into functional information about the company, the product, competition, and the target audience (their culture, behaviour, attitude, needs, motivation, desire) as possible. The fact-finding exercise involves absorption and maturation. After the information has been digested the idea generation becomes the heart of the creative process. The key is to generate multiple ideas to avoid inhibiting the process.

### 4.1.5.1 Steps in Creative Process

To illustrate further the above process could be extended as:

Step: To develop a desire of idea creation i.e., motivation to seek a solution.

Step:  To make preparation of all types of information sought- both relevant and irrelevant.

Step: To examine, study, arrange information in usual combinations and synthesize whenever possible.

Step:  To incubate and keep the subconscious busy

Step: To test and verify the created thing by looking at from all angles and sometimes to go back to the drawing board for another go at the bottom.

### 4.1.5.2 The Creative Process

| Advertising Strategy | Creative Strategy | Campaign | Execution |
|---|---|---|---|
| Consumer Insight. Proposition. Appeal Personality. Image | Theme- (finding strategy difference) The big idea, Tone, Style | Format (look & feel), structure (presentation), Source (credibility) | Storyboards (TV film), Layouts (print ad)' |

# 4.1.6 Creative Strategy Format

The advertising agency develops a creative strategy format through the discussion of the marketing people acquainted with the product and its advertising objectives and the creative team. The essential considerations are:

### 4.1.6.1 What are we really selling?

The brand name? A full line of products? An individual product or service? A special offer? An image? It has to be decided which one is right.

### 4.1.6.2 Who is the Target Audience?

What kind of people are being are being addressed? And what makes that person different from the rest? A clear picture has to be formed of the primary prospect-especially from demographic and psycho graphic profiles.

### 4.1.6.3 What's Prospect's Problem

And what solution does the product offer

### 4.1.6.4 What is the most important benefit?

It is concerned with what it does for people? It has nothing to do with the physical features of the product?

### 4.1.6.5 Which product feature offers benefits?

This is the area where the nitty-gritty of the product is involved and telling something about the product so that the consumer gets the promised benefits.

### 4.1.6.6 What Personality should be projected?

It's very important to agree in what kind of personality the ads should project? Aggressive? Dignified? Solidly old fashioned? Update or contemporary? The target choice will project the image of the company.

### 4.1.6.7 What the company wants the target audience to do?

Form a positive attitude towards the product? Go to the store and try the product? The response in the ad is supported to determine how it looks and what it must say.

### 4.1.6.8 What else can truly make the sell?

The best answer to this message is "nothing". The purpose of the question is to discourage long lists of secondary copy points that only serve to cloud and confuse a simple and powerful expression.

## 4.1.7 Different Creative Appeals

For the purpose of clarity, the creative strategy must be focused to some important issues:

**Content Vs Form:**

That is what to leverage more: 'what 'is being said or 'how' it is being said in the ads.

A more balanced approach is to make content and form not as 'either-or' choice but as a combination choice. 'Content' is the necessary condition for the effectiveness of an ad whereas 'Form' is the sufficient condition. The idea is to first find what is most interesting thing to say to consumer and then to say it in the interesting way.

**Creativity Vs Effectiveness**

As creative means effectiveness, innovative and ingenious, it cannot be limited by a definition. The concept has to be some semblances of newness, ground breaking thoughts or originality to make it different from the rest. It should be able to make an advertising story relating the brand and connect the brand to consumer's mind.

A creative thought in advertising has to be relevant, convincing and believable to make the advertising effective. It is a must that creativity in advertising should bring success in brand building.

## 4.1.8 Summary

- The process of creativity is similar in all fields, from physics to philosophy to art-to advertising.

- Creativity in advertising begins with an idea. Every advertisement in print and every television commercial start with an idea.

- When an advertisement appears in any media, it is the end product of advertising planning and creative strategy and its exemption.

- The creative team should delve deep into functional information about the company, the product, competition, and the target audience (their culture, behaviour, attitude, needs, motivation, desire) as possible.

- The advertising agency develops a creative strategy format through the discussion of the marketing people acquainted with the product and its advertising objectives and the creative team.

- A creative thought in advertising has to relevant, convincing and believable to make the advertising effective.

## 4.1.9 Questions

1. Advertising people like to talk about "being creative," "creative types", and so on. But what is "creative strategy "really?.

2. What are the important steps to develop a creative process in advertising?

3. What are the different forms of creative appeal?

## 4.1.10 Suggested Readings

Advertising Management- Batra, Myers and Aaker

Brand Positioning- Subroto Sengupta

Advertising Management by Jaishri Jethwaney and Shruti Jain (Oxford)

Advertising Management - M. V. Kulkarni (Everest publishing house)

Advertising and Promotion: An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India

# Module 4
# Advertising Creativity & Writing

## Unit 2 ☐ Writing For Print - Copy Writing- Language & Its Significance In Creativity Headlines; Semiotics – Use of Appeals; Copy And Art - Importance of Visual Thinking – Guidelines For Writing

## 4.2.1 Learning Objectives

In this unit we will discuss about the following:

- Copy Writing

- Creative Execution for Print media
- Slogans
- Body Copy

## 4.2.2 Creative Execution for Print Media-

As the creative strategy is developed and approved by the client, the creative team faces the challenge-executing that strategy in one or more simple, memorable communications that will persuade the consumers to move towards the product and develop a favorable attitude towards it. This task falls on a copywriter and art director. Theoretically, the copywriter writes the headline, body copy, and signature/slogan. The art director determines how the ad will 'look' and shapes it with illustration for print ad or draws storyboard for TV commercial. But in practice the copywriter may very well come up with the visual idea and the art director with a good headline as both searches for a 'big idea' on which to build the ad.

For questions to develop a concept

1. Does it stop the reader? The concept should be powerful enough to grab the attention of the reader.

2. When the reader stops – will the ad fulfill reader's expectations? The rest of the ad must "pay off" the concept that elicited the reader's interest. This must be executed clearly and intelligently and without any tricks.

3. Where excitement comes from? Is it from product? The test of a convincing ad is to take the product away to see if the concept still works. If it does, the ad is in trouble.

4. How does it meet overall advertising objective? Has the positioning strategy been followed? Has the consistency of the product image been followed? And the prospect's interest? An analysis has to be done to check how the ad reflects the creative strategy.

**Components of a Message**

The major components of a typical print advertisement are headline, body copy, memory, visual, logo or trademark and the brand/product. Sometimes a sub-headline helps to integrate the concept better. An advertisement seeks to stimulate for stages of

memory: learning, retention, recall and recognition. Even to induce the audience into the leaning stage, it is necessary to create interest. The core concept or the theme of the advertisement should emerge from:

1. Defining the mass desire that makes up the market

2. Selecting one performance in the product that satisfies that decision most deeply

The creative team in the agency must have full familiarity

An effective advertising must have the Following Features

1. Impact: The advertisement must attract attention

2. Relevance: It must be relevant to the needs of the target audience

3. Single mindedness: It must concentrate on single selling preposition

4. Reason: Its selling message must be backed by an authentic justification

5. Capability : It must carry conviction

6. Topicality: It must be appropriate in respect of place or time

7. Identity: The identity of the product, service or the advertiser's name must be clearly, quickly and easily indicated.

## 4.2.3 Semiotics – Use of Appeals

Semiotics is the study of signs and symbols. How these signs and symbols are interpreted is studied under semiotics. Advertisements have many hidden signs and meanings in it, for example brand name, logo, package design, colour, punch line and trade mark etc. The objective of semiotics is to learn and interpret the message which is conveyed in advertisements. The different elements of advertisements can be interpreted at two levels. First, the outside level and second is original level. The outside level uses signs creatively to create an image or character for the product. These signs can be images, words, fonts, colours and slogan. The original level is made up of different unseen meanings. The arrangement of images, words, colours, and slogan must be interpreted by the audience or consumer.

An appeal is the creative exercise to motivate consumer towards action or to influence attitudes towards a product or service.

A rational appeal is a logical, reasonable case for buying a product i.e. to fulfill consumer's practical, utility oriented needs for products & services. A rational approach does not have to be an arrangement on behalf of the advertiser.

## Positive Vs Negative Appeal

Positive Appeal which carry upbeat message rather than negative appeal which use problem or say what a product will not do in order to get attention or make an important point.

But it is just a subjective viewpoint. Some of the most successful advertising used negative appeals.

Examples: AVIS RENT- A- CAR advertisement said  ' We are only NO 2' or Volkswagen 'lemon' ad which is a small car for the first time launched in the market.

## Fear Appeal

The fear of loss looms larger in human minds than gain. As the appeal rises as negative emotion in consumer's mind, it is critical to justify whether the ad creates right response or not. This type of appeal is used in the campaigns related to Life insurance ads and also for awareness building of 'Cancer', 'AIDS'.

## Sex Appeal

It can be a subject of  strategic approvals. It uses the most basic instinct of human psyche for motivation. The common perception is that it catches immediate attention. Product categories like Perfumes, deodorants, cosmetic, Jewellary, contraceptive usually follow this appeal.

## Motivational Appeal

 An advertisement must contain an appeal for creating human interest so that it may be followed up by audience. The basic needs are:

- Food & drink
- Comfort
- Freedom from fear and danger
- To be superior
- To attract opposite sex

- Welfare of loved ones

- To live longer

- Social Approval

The secondary needs are as:

- Bargains

- Information

- Cleanliness

- Efficiency

- Convenience

- Quality

- Style & beauty

- Economy or profit

- Curiosity

# 4.2.4 Copy Writing

Copywriting is a very specialized term of communicating ideas that are meant serve the requirements of advertising objectives. It helps in establishing links between advertiser and prospects. It utilizes words to carry message having commercial, informative, informative & persuasive value through various media and its success is indicated by the acceptance by the audience of the idea.

### 4.2.4.1 Strategy of Copy Writing

The onus of understanding the marketing strategy and integrating it through creative strategy in the copy lies on the copywriter. It also involves co-ordination with visualizes for bringing in suitable visual elements, which will highlight the effect of the total creative concept and make it appealing and completely comprehensible.

Copywriting skills require command over language and an intellectual and creative mentality. It may also assume the role of a salesman for instance to understand the marketing perspective.

For successful copywriting following phases can be helpful

1. Abstracting: Relevant data are obtained from the market situations prospect, and relevant media

2. Synthesizing: Elements are blended and ideas and approaches accepted, rejected, revised.

3. Hypothesizing: Ideas formulated into experimental patterns ultimately in a working statement.

4. Gestation: Objectives and difficulties resolved. May involve discussion with others or reference to sources of information.

5. Coalescence: Decisions are made for transference of ideation to physical expression i.e. writing

6. Preference: Action is taken in the form of actual writing.

   A checklist of important guidelines:

a. Use personal experience

b. Organize the experience in consumer's prospective

c. Prepare some scratch concepts

d. Learn from the experience of others

e. Talk to the advertiser

f. Talk to consumers

g. Study the product

h. Study competitor's ads

i. Understand people's problem

j. Put the subconscious mind to work

k. 'Ring the changes' on a successful idea

### 4.2.4.2 Copy Elements

The Headline: The first and possibly the most important copy element is the headline. The headline of an advertisement will normally presents a selling idea or will otherwise serve to involve the prospect in reading of the advertisement. Most advertisements have

headlines of one sort or another and their primary function is to catch the eye of the reader.

David Ogilvy, the legendary advertising personality considered the headline the most important element in most advertisements. He suggested that a copywriter should write several headlines so as to be able to select an appropriate one. He would normally not write less than sixteen headlines for an advertisement.

Since reading print ads never go beyond the headline, it is also extremely important that the headline and visual complement each other so well and "tell the story" so easily that readers who only look at the headline and main visual can "get the message".

Headline style and content vary according to the objective and purpose of the ad. If the objective is to build awareness, the headline can be treated as:

There are different varieties of headlines. A brief review and few examples may help:

Announcing, Interrogative, Commanding, Testimonial, Indirect, Association of Ideas, News, Identification, Curiosity, Emotional, Bargain, Humorous, Topical.

## Announcement:

A bold,  positive statement which is obvious in itself. It is the safest type and most common of all types of headlines. The message being presented is clear and direct.

## Example:

Anytime, anywhere Glucose-D energy tabs give energy fast

## Interrogative

It asks a question to the reader. Sometimes the answer is contained in the headline itself. A question is a natural attention-getter because it arouses curiosity.

### Example:

1.  Upset stomach? Gas? Acid Stomach? Heartburn Indigestion? (On digestive tablet)

2.  Stop? Are you polishing or shoes often enough?  (On shoe polish)

## Commanding

It urges the reader to some action. It sets the tone or the mood of the entire advertisement, creating an atmosphere of urgency in the text.

**Example:**

1.  Cuts Quick Get Burnol.

2.  Buy Digjam with confidence. Wear Digjam with confidence (on fabric).

**Testimonial:**

This headline is of two types. In one a famous personality is used as recommending product. In the other an unknown person like housewife is shown as the satisfied customer.

Example: Leading Hair stylists recommended – hair dye

**Indirect**

This type is very risk. It has limited appeal for vagueness. However, it is to be supported with an interesting to ensure readership. It is sometimes used for suggesting something new. It is short of a gimmick headline. Care must be taken to use this type very selectively.

**Example:**

1.  Step into her gracious world (on airlines)

2.  Top secret (on toothpaste)

3.  On the mountains. The breeze I remember. Soft, cool on m skin. I was the queen (on beauty cream)

**Association**

The function of such headline attracts attention. This is done by typing up the headline with something the readers are familiar with.

**Examples:**

Giant compressed strength- Ambuja Cement.

**News:**

It gives some sort of news about the product. It may tell about a new type of product being introduced for the first time or the addition of a new ingredient of an old product or a modification or a new model.

**Example:**

1.  For the first time in India

2.   Eat While o slim with **** Biscuits- now available again

## Identification

This is very useful for product identification either in terms of brand name or the manufacturer or the product' major USP. The idea is to say what is being sold so boldly as to pre-select the audience. It is simple and straight forward.

### Example:

When you need a fan, buy a CROMPTON

## Curiosity

This headline is different. It stimulates enough interest to know what all is about.

### Example:

1.   Everybody needs protection (CINTHOL)

2.   Kiss a cloud this summer (on tourism)

## Emotional

Many successful headlines win customers heart. It is a deliberate and planned attempt at creating the right mood as the illustration and the copy ooze out emotion.

### Example:

When in trouble you need a friend- when in pain you need ASPRO

## Bargain

It is an attempt to sell value-for-money or more for or money ideas. It need not necessarily mention price. The bargain headline may also be commanding, announcing, news etc.

### Example:

1.   HDFC offers low interest bonus

2.   Three Air-conditioners for the price of one

## Humorous

A tricky headline that expresses humor in advertising. It has the element of entertainment which is its valuable asset. But if the humor is contrived it would be a waste. Moreover, not all readers can appreciate subtle humor.

**Example:**

Humor ads

**Topical**

A rare variety of headline, which has great interest and attention value attached to it is the topical headline, which successfully exploits the topic of the day of the current news.

**Example:**

Congratulations to any sports person on achieving any feat (By any brand)

### 4.2.4.3 The sub head

Sometimes important facts may have to be conveyed to the reader and it may require more space than what should be ideally used for the headline. In order to give prominence to such formation it can be put in smaller type than the headline, known as <u>sub- head</u>. All advertisements do not require subheads.

### 4.2.4.4 Body Copy

The body copy refers to the text in the advertisement which contains details regarding the functions of the product / service and its benefits. Ogilvy recommended about plunging in the subject matter straightaway without beating about the bush.

It must support the headline and be readable and interesting story appeal is another effective copy device. Research has shown that attribute is recalled better when it is presented both as a picture and in words (for example, a teddy bear to depict softness in a fabric softener ad than when it was presented only as words with a different attribute conveyed in the picture. However, the extra recall effect of pictures that exemplify verbal product attribute information.

The body copy can be short or long by depending on how much there is to say about the product. Readership falls off rapidly up to fifty words of copy, but declines very little between fifty and five hundred words.

### Criteria of Effective Copy

A good copy should comply with the following guidelines:

Be precise and concise. Aim to sell. Be addressed accordingly to the type of the audience. Stimulate interest. Create Desire. Inspire confidence. Influence reader's thoughts.

**Types of Body Copy**

Most body copy falls into one of three categories.

a) **Reason – why Copy –** It explains the benefits a consumer will enjoy from using a certain product. Sometime it takes the form of problem solution. The great bulk of print advertising uses reason – why copy because it's the most straight forward way of relating a product story to the target consumer's need and problems.

**Dialogue Copy** delivers the selling message through the point of view of the same character  in the ad. It must sound credible to the reader.

**Narrative Copy** sets out to tell a story in the third person. The story must fascinate the reader to sustain interest.

**Short vs Long copy:** Three general rules can be applied as :

1.  Short copy is most appropriate in an image type of ad, while ads designed to client direct action must rely on a longer persuasive message.

2.  Short copy is usually sufficient for convenience product, but at times to persuade purchase of high involvement product, a detailed argument could be required.

3.  Introduction of a new product or service tends to call for long explanatory copy.

**David Ogilvy on writing body copy:**

1)  Pretend that you are talking to the woman on your right at a dinner party. Imagine as if she has asked you, "I am thinking of buying a new car. Which would you recommend? Write your copy as if you were answering the question.

2)  Don't beat about the bush - go straight to the point. Avoid analogies of the "just as, so too" variety. These two-stage arguments are generally misunderstood.

3)  Avoid superlatives, generalizations and platitudes Be specific and factual. Be enthusiastic, friendly and memorable. Don't be a bore. Tell the truth, but make the truth fascinating.

4)  How long should the copy be? It depends on the product. If the advertisement is about chewing gum, there isn't much to tell. On the other hand, if, a product has a great many different qualities to recommend it, the copy should be long. The more you tell, the more you sell.

5) There's a universal belief in lay circles that people won't read long copy. Nothing could be farther from the truth. Claude Hopkins once wrote five pages of solid text for a beer product. In a few months, the beer moved up from fifth place to first.

6) Research shows that readership falls off rapidly up to 50 words of copy, but drops very little between fifty and 500 words. [In the first Rolls Royce car advertisement Ogilvy wrote 719 words - piling one fascinating fact on another. In the last paragraph he wrote "People who feel diffident about driving a Rolls Royce can buy a Bentley"]

7) Every advertisement should be a complete sales pitch for the product. It is unrealistic to assume that consumers will read a series of advertisements for the same product. The copywriter should shoot the works in every advertisement, on the assumption that it is the only chance to sell the product to the reader - now or never.

   [David Ogilvy wrote 961 words in the campaign for Puerto Rico's 'Operation Bootstrap'. 14000 readers clipped the advertisement and scores of them established factories in Puerto Rico. The success of the advertisement was proven with the prosperity in Puerto Rican communities who lived on the edge of starvation for four hundred years before the advertisement was written]

8) Testimonials increase believability. The readers find it easier to believe the endorsement of a fellow consumer than the puffery of an anonymous copywriter.

9) Another profitable gambit is to give the reader helpful advice, or service. It hooks about 75 percent more readers than the copy which deals entirely with the product.

10) Avoid bombast. The copy should be written in colloquial language which the customers use in every day conversation. It is a mistake to use pompous, bombastic *words* when it is advertised to uneducated people.

11) Good copywriters have always resisted this temptation to entertain.
   *(Courtesy: Confessions of an Advertising Man by David Ogilvy)*

## 4.2.4.5 Slogans

At the bottom of some ads, right order the sponsor's name a "tag" line may appear, often called a signature or slogan. The main purposes of signature line are:

1. to summarise the ad's concept

2. to position the product or advertise

3. to close the ad with an upbeat message

### 4.2.4.6 Important Points for Successful Copywriting

**The Five Great Motivators**

In the early stage of advertising, the food, clothing and shelter – the basic needs were taught as motivators. The instructions were based upon primary needs and secondary needs.  But in this age of competition and skepticism who would be moved just by the basic requirements of life i.e. food, clothing or shelter. Today one has to be motivated for gourmet food, designer clothing and status-laden shelter and that have to be done with the 'qualifier words' that drive us as the motivators.

If the message has to work, you can't consider primary needs and secondary needs. First the word *'needs'* is a generalization that won't connect solidly when it comes up against a specific appeal.

**So, the Five Great Motivators**

1. Fear, 2. Exclusivity, 3. Guilt, 4. Greed, 5. Need for approval

There are two soft motivators :

 a. convenience b. pleasure

If the copy is written clearly and within the reader's experiential background and present benefits based on an appeal to one of these motivators it will hit the bull's eye.

As the mass communication in the 21$^{st}$ century moves into the super-sophisticated ways of communication another great motivator is important to consider. Actually, it is almost a combination of 'Exclusivity' (no 2 of Five Great Motivators) and the soft motivator 'pleasure'. This motivator is Ego Gratification.

Ego Gratification is not new, but as a valid motivator it is the natural child of the "I deserve everything" attitude that seems to infect all strata of society.

Ego Gratification gathers to itself these ingredients

 1. praise from others 2. being in style 3. emulating and being recognized by those we admire 4. attracting an admirer 5. lifestyle becomes congruent with lifestyles we regard as superior

## Good Writing is Lean Writing

Good writing is lean. It means that cut the flab, not the muscle. Most first drafts of copy are heavily insulated with fat. It has to be edited deftly without cutting into the meat. An example may explain :

Has a stereo/mono switch that helps you pull in weak or distant stations (stereo/ mono switch is the core issue so this is not to be disturbed)

Further tightening will be as

Stereo/mono switch helps you pull in weak/distant stations (deleting 'to')

Even farther slash could be as :

Stereo/mono switch picks up weak/distant stations.

There's a rule to follow. Keep copy tight enough so it fits the reader's skimming without forcing a comprehension stop.

## How to Use Words

Words should fit that you are selling, and when you try to fit what you're selling to your favourite words, you have inferior copy. Use words that match the image you're trying to build. Look for colourful words to tint your copy with imagery that fires the reader's imagination.

A word of caution using cliché. It bleaches the colour out of writing. Awareness is the key to cliché elimination. Here is a list of clichés. Use these phrases less than you used to :

| | |
|---|---|
| A breed apart. | In other words… |
| Add years to your life and life to your | In view of the fact that… |
| Years. | Knock your socks off |
| As far as (WHATEVER) is | Let's face it. |
| concerned… | (WHATEVER) means business. |
| Ask us about our… | |
| …..as we possibly can. | No customer too big or too small. |
| At this point in time….. | Prioritize. |

The best in …

Bright-eyed and bushy-tailed.

Due to the fact that…

Each and every…

Enclosed please find…

[AND or DESPITE] the fact that…

The finest in [WHATEVER]

First-class quality, first-class service

Great (especially "Feels great" or

"Tastes great")…

Heartwarming….

Hustle and bustle.

I couldn't care less.

If you can find a better [WHATEVER],

Buy it.

…in any way, shape, or form.

Quite simply,

Regardless of race, color, or creed.

Revolutionary…..

Sit up and take notice.

State of the art.

You've tried the rest. Now try the best.

Watch for it.

We hear you.

When you think of [WHATEVER],

think of [WHATEVER].

When you want the best.

Why settle for [WHATEVER] when you

can have [WHATEVER]?

World class…

Your pleasure in …

## Other words and phrases you should never use in copywriting

Access (as a verb)

at this point in time

define

despite the fact that

due to (instead of "because of")

etc.

[the] fact is

for (instead of because)

frankly

indeed (as first word of a sentence)

in terms of

meaningful

needs (as a noun)

paradigm (a pomposity)

prioritize

remember (imperative followed by a comma)

| | |
|---|---|
| has got, have got | thusly |
| however | utilize (instead of use) |
| I could care less | what's more |
| I mean (followed by a comma) | -wise (as a suffix-"price-wise," "wis-dom-wise)" |
| Impact (as a verb, although this | |
| has become common) | you know |
| importantly | |

**Weak words you sometimes have to use**

| | |
|---|---|
| available | quality |
| [the] fact that; [in] fact | receive |
| feature, features (as verbs) | value |
| one of the most | |

**Avoid redundancies**

Use redundancies only when you want the reader to know you've repeated or doubled words to show emphasis.

Redundancy control suggests that the writer must question constructions that seem to be padding :

| | |
|---|---|
| actual fact | little babies |
| advance planning | necessary requirement |
| another alternative | new breakthrough |
| beginning of a new era | new innovation |
| consensus of opinion | old adage |
| depreciate in value | postpone until later |
| 8 A.M. in the morning | reasonable and fair |
| final expiration date | safe haven |
| foreign import | uniformly consistent |

last year's recent achievements            young child

Compare the weakness of these redundancies with the power of the next examples. The reader recognizes your intention to emphasize, and reader's recognition is your justification:

Genuine leather

I myself

Last and final opportunity

My personal attention

Satisfaction 100% guaranteed

## Using Colourful Words in Copy

Within the active vocabularies of most individuals and all successful copywriters are words  touched with spice. Here is a list of few colourful words. Most of them are adjectives. But the writer must remember that norms have also power and verbs have action.

| Adventure | fiery | mellow | saucy |
| --- | --- | --- | --- |
| flaming | melody | savage | |
| Bazaar | frivolous | meteoric | scorching |
| Bewitching | glow | naughty | scramble |
| Bizarre | graceful | nimble | sensuous |
| Buccaneer | gritty | opulent | serene |
| Danger | haughty | preposterous | sizzling |
| Devilish | innocent | provocative | smoky |
| Enchanting | jaunty | pugnacious | spicy |
| Executive | luminous | pulse-pounding | splendor |
| Explosive | lusty | quit | startle |
| Famish | lyrical | radiant | stunning |
| Ferocious | majesty | regal | sultry |

| Fierce | marvel | rogue | sumptuous |
|---|---|---|---|
| Sunny | tranquil | vibrant | wicked |
| Thrilling | transform | vicious | wild |
| Thundering | urbane | vigor | wiry |
| Torrid | valor | valiant | vital |

These are words inside the vocabularies of most adults. To unlock their spice, use them obliquely. For example, "a wicked person" is too straightforward to be spicy, "a wicked tennis serve" has spice, and " a delightfully wicked evening dress" is spice saturated.

## Turning Statement in to Question

Some writers claim they see greater strength in statement turned into-question than in straight question. The question "Won't you try this new taste experience"? becomes 'You'll try this new taste experience………..won't you?'

The argument in favour of statement-into-question is the benefit of the imperative without risking target antagonisms. And the against argument is the approach seems to take control of the reader's decision.

## A GuideLine in Grammar and Usage

## Subject and verbs agreement

One rule of grammar we can't violate requires agreement between subject and verb. So the statement : "Mr. Ziegler's last book" is puzzling. It would mean either Mr Ziegler's most recent book or Mr. Ziegler no longer exists among us in which case his most recent book is his last book-in this life.

A catalogue description reads :

"You'll either want red with white trim or navy with light blue trim"

Shifting the word "either" after the verb "art" clarifies the meaning.

## Word Sequence

Clarity has to come first, no matter what you're writing or to whom. The sentences with constructions with out-of-position words result in confusion.

**Example :**

1.  "Throw Mama from the train a kiss" means quite different from the actual.

2.  "We offer limousine service" means

i)  "We service limousines"

ii)  "We'll drive you to the place in one of our limousines"

Why force the reader to guess? The reader will be lost in  utter confusion.

A letter has this curious description of an artist :

"Acclaimed as one of the premier gallery artists of the Victorian Era, she has turned her great love of the period and her fascination with its young peddlers into a heartwarming collection to be cherished and enjoyed daily."

**Easy clarifiers**

**Hyphens can clarify**

A catalogue description: "Decorator Lamp Cover." Is it a decorator lamp or decorator cover? If it's a decorator cover, the description clarifies itself immediately when a hyphen appears :

> Decorator Lamp-Cover

When a noun becomes an adjective, the danger of confusion increases and the availability of hyphenisation is more pronounced.

**Put the Qualifier near its Noun**

> A grocery store writes
>
> GIANT WATERMELON SALE
>
> What's giant-the watermelon or the sale? If it is watermelon. It should be-
>
> SALE! GIANT WATERMELONS
>
> If it's a giant sale, why not word it:
>
> Watermelons-Giant Sale?
>
> Puzzling copy is as inexcusable as cleverness for the-sake-of-cleverness copy.

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## Underline, capitalize, italicize

A word in the copy can be emphasized by underlining or capitalizing or putting it in italics.

**Example :**

An Extra Free Surprise for you. Would be better as :

An Extra FREE Surprise for you.

## The Rules of Writing

1. Verbs has to agree with their subjects.

2. Prepositions are not words to end sentences with.

3. And don't start a sentence with a conjunction.

4. It is wrong to ever split an infinitive.

5. Avoid clichés like the plague. (They're old hat.)

6. Also, always avoid annoying alliteration.

7. Be more or less specific.

8. Parenthetical remarks (however relevant) are (usually) unnecessary.

9. Also too, never, ever use repetitive redundancies.

10. No sentence fragments.

11. Contractions aren't necessary and shouldn't be used.

12. Foreign words and phrases are not apropos.

13. Do not be redundant; do not use more words than necessary; it's highly superfluous.

14. One should NEVER generalize.

15. Comparisons are as bad as clichés.

16. Don't use no double negatives.

17. Eschew ampersands & abbreviations, etc.

18. One-word sentences? Eliminate.

19. Analogies in writing are like feathers on a snake.

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20. The passive voice is to be ignored.

21. Eliminate commas, that are, not necessary. Parenthetical words however should be enclosed in commas.

22. Never use a big word when a diminutive one would suffice.

23. Kill all exclamation points!!!

24. Use words correctly, irregardless of how others use them.

25. Understatement is always the absolute best way to put forth earthshaking ideas.

26. Use the apostrophe in *it's* proper place and omit it when it's not needed.

27. Eliminate quotations. As Ralph Waldo Emerson said, "I hate quotations. Tell me what you know."

28. If you've heard it once, you've heard it a thousand times : Resist hyperbole; not one writer in a million can use it correctly.

29. Puns are for children, not *groan* readers.

30. Go around the barn at high noon to avoid colloquialisms.

31. Even if a mixed metaphor sings, it should be derailed.

32. Who needs rhetorical questions?

33. Exaggeration is a billion times worse than understatement.

   And finally….

34. Proofread carefully.

## 4.2.5 Importance of Visuals in Ad

An advertising problem can have more than one solution. Any sale message can be 'translated' or expressed in a number of different ways. It is the skill of the visualiser to create the most dramatic, exciting, efficient and effective way of presenting the sales story depending upon the particular problem of advertising.

**Direct and Indirect Approach**

Effective Visualisation can have two methods of approach.

The direct approach, which is probably the safest, tells enough to the reader of an advertisement about the product which is being advertised together with the essentials of the sales message.

The indirect approach, which in many respects is the less effective type of visualization, is made with the hope that the observer's curiosity would compel him to read the copy to find out what the advertisement is all about. But it's a matter of chance to create sufficient curiosity! The advertisement would not pre-select the readers, the curiosity gimmick would be targeted to both prospects and non-prospects. However, once the indirect approach is successful to hit upon readers interest then it can be better than just direct approach.

## Other Approach

Advertising characters creating fictitious characters, which stand for a product or a company or both, have immense advertising value. When the character become popular, it reminds one of the company or the product instantly. It acts as a symbol so unique that no one can irritate or claim it. Some of the famous examples are Air India's Maharajah, Asian Paints Gattu, Amul Butter's two children etc. They are used as visual '*mnemonic*'.

## Product Animation

When a product is 'humanised' by giving it a face, arms and legs, it comes alive and is remembered better. However, not all products would look well in animation.

### Example

'Fido Dido' of 7 Up cold drink, 'Close up' toothpaste pack.

## Coined or unusual words or phrases

If it is done naturally and is not contrived, coined phrases become very popular if they are catchy enough.

### Example :

1)  Drinka pinta milka day used for milk production in England.

2)  Goodness growcious for Incremin tonic

3)  Unputdownable (for The Telegraph)

Like using a trade mark, a copy style if unique to a product can become exclusive. To be effective it must be attractive as different from the normal advertising copy as possible. Yet, it must be very interesting and entertaining.

**Analogues Symbolism or Parallel**

To illustrate and impress upon the readers the quality of a product, a parallel is used, sometimes from nature to symbolize the product characteristics.

**Example :**

1)  A Cheetah for PUMA shoes symbolize for power or speed.

2)  An Elephant used for CEAT tires advt. expressing strength

## 4.2.6 Summary

The copy usually plays a very important part in any printed ad. Starting with the headline, which is designed to build awareness or produce action, copy amplifies with subheads, and expands on the basic concept of the ad with body copy.

Headline style and content vary according to the objective and purpose of the ad. Different types are : Announcing - Interrogative-Commanding-Testimonial-Indirect-Association-News-Indentification-Curiosity-Emotional-Bargain-Humorous-Topical.

The advertising legend David Ogilvy has given suggestions on writing headlines which are very important.

The body copy is the expanded form of the total idea - in the form of "reason-why" copy, dialogue copy, narrative copy. Short copy is usually used for an image ad, long copy is employed when the object is to introduce a new product or client a direct action.

David Ogilvy suggestions are also very important to improvise the body copy. All copy should be worth reading. It should come right to the point it should be credible, sell the product and keep the reader's interest.

There are several important suggestion for successful copywriting.

1) The message has to work with primary and secondary needs. If the copy is written within the reader's background and benefits, it is expected to reach the target audience. 2) To make the communication towards a specific goal, five great motivations are to be considered - Fear, Exclusivity, Guilt, Greed. also need for approved, convenience

and pleasure are also to be considered. Another great motivator for considaration is gratification. 3) Good copy is lean copy. It has to be trimmed and must focus to the core. 4) For writing copies, words are to be used very carefully and words should be used which are selling. 5) The writing has to be shorn of cliche's. A list of cliche's for writing sensible copy to be memorized. 6) One has to avoid redundancies for writing good copy. A copy always gets life with the use of colourful words. A list of colourful words to be memorized and used in the copy. 7) A 'statement' in the copy is successful when the message source refers to an expert or authoritarian position and the 'question' to be used when the copy needs to suggest that the buyer has a choice. 8) The pitfall of 'if' to be remembered because it might throw a challenge to the reader. 9) Equally application of 'can' or 'will' to be made judiciously. 10) A few guidelines in grammar and usage to be remembered like clarify first, agreement between subject and verb, segmental use of words and use clarifiers. 11) The rules of writing are very important to produce a successful copy.

## 4.2.7 Questions

1. The headline is always the dominant part of a print ad"- Discuss this view point.

2. What are the different types of body copy that a copywriter could write for an ad?

3. When can negative headlines be effective in selling goods or services?

4. Summarize the basic copywriting guide.

5. Exercise:(i) Try writing Headline of a published campaign at least in ten different ways (ii) Change the body copy of a published advertisement matching with a different headline.

## 4.2.8 Suggested Readings

1) Ogilvy on Advertising - David Ogilvy

2) Advertising concepts and strategies - Gilson and Berkman

3) On the art of writing copy - Herschell Gorden Lewis

# Module 4
# Advertising Creativity & Writing

## Unit 3 □ Writing For Radio And Television – Story Board

**4.3.0 Structure**

**4.3.1 Learning Objectives**

**4.3.2 Creating an Effective Television Commercial**

**4.3.3 Developing storyboard and script**

**4.3.4 Writing Advertisement for Radio**

**4.3.5 Summary**

**4.3.6 Questions**

**4.3.7 Suggested Readings**

## 4.3.1 Learning Objectives

In this unit we will discuss about the following:

- Writing for Television
- Writing for Radio

## 4.3.2 Creating an Effective Television Commercial

While TV offers great advantages to the advertiser, there are considerations and constraints that make outstanding execution for this media challenging indeed. Here the copywriter must think in terms of visual identity. Simultaneously, the writer must take advantage of sound, words, music, and sound effects to enhance the values of the copy and visual identities that are created.

The limitations of television advertising like brief message time, difficulty of reading or clipping message as done in the newspaper/magazine ad forces a television ad to be simple, single minded and to the point.

## Consumer resistance behavior

Viewers use cognitive techniques to resist persuasive message. They are employing them more frequently as commercial clutter grows, according to some researchers.

## Perceptional Screening

Consumers selectively screen out huge blocks of commercials which do not hold their interest, according to day – after - recall testing. Furthermore, screening begins to occur early in a television ad campaign — after the first couple of exposures, attention falls off sharply.

## Distraction Hypothesis

Some researchers have found that people tend to argue sub vocally with commercials which espouse ideas they do not share. So they advise using music or other 'distraction' to reduce their viewer counter argumentation.

## Low Involvement Medium

Research into TV viewing behavior indicates that people do not get very involved with either TV programmes or commercials. TV watching is a disjointed activity, since people do other things like talking or working while they watch. And most TV programmes are not seen from beginning to end by most viewers.

In other words, it takes a very intrusive message to get through to people who may not be interested in hearing about a given product at the time of commercial runs.

## Important Terms

### Script

Television copy is first prepared in written form. The script contains copy and camera and sound instructions.

### Audio

Anything audible (words, music and sound effects) that will be a part of a television commercial is considered audio. In a script, the audio description is generally typed on the right hand side of the page. If music / musical jingle is needed as a dramatic accent

to copy - required to "run under" copy to create a background – such instructions appear on the audio side at the proper place.

## Sound Effects

Sound effects are noises that are not words and are part of the audio side of the script. They are indicated on a script in parentheses preceded by the initials SFX and appear in the copy at the called for place. Typical sound effects are thunder, door slam, laughter and the sound made by opening a soft drink can.

## Voice Over

When an announcer, singer, or performer is heard but not seen, the copy is called voice-over copy and is prefaced on the script with the initials VO.

## Direct Voice

When an announcer, singer or performer is heard as well as seen, the copy is called direct voice copy. On the script it is prefaced with the initials as DV.

## Video

Anything visual that will appear in a television commercial is classified as video. Video instructions appear on the left-hand side of a script opposite the accompanying audio.

## Camera Instructions

The writer must "instruct" the camera, when the video side of the script is being written to film the scene from a distance or close up to move in or out, to move across the same  and so on. Some of the principal terms involved :

## Extreme close up (ECU)

When camera concentrates on very tight head shot if a person is involved or concentrates very closely on an object

## Close up (CU)

When a shot covers 2 or possibly 3 people covering upper half portion (torso)

**Medium shot (MS)**

Middle distance shot. It can also reveal considerable background (BG)

**Long Shot (LS)**

Distance shot

**Dolly in**

Camera moves into scene

**Dolly out**

Camera moves back.

**Pan**

Camera moves across scene

**Cut**

The abrupt end of one scene and the immediate start of the next is a 'cut'. The two scenes are cut together

**Effects :** Effects (optical) are any visual applications added to the commercial after filming, such as 'dissolve' (DIS), one scene fading out as the next fades on; 'wipes', an effect where one scene wipes another scene off the screen 'supers', or printed copy superimposed on film or tape, 'matting in', superimposing image on existing film or tape and 'freeze frame' where the action is stopped and the picture becomes a still life momentarily.

## 4.3.3 Developing storyboard and script :

As mentioned earlier in 'Important Terms', a TV story board is equivalent to a print ad layout and is prepared by the copywriter/art director team.

The story board includes a visual indication for each scene or movement, called a 'frame' and copy at the bottom of every frame with direction for shooting the scene, sound effects (SFX) including music, if any. It also includes most camera directions to guide the TV production people.

The copywriter writes the same directions on a shooting script, a set of instructions that accompanies the storyboard, with Audio and Video columns.

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**Developing a Selling Concept :**

A claim in TV advertisement is basically a selling concept. It also describes the products "reason for being" — that distinguishes it from other brands in its class, and what it does for the consumer that the competition will not or cannot do. Claims for products that contain same actual demonstrable difference are relatively easy to make. But many products are 'parity' or 'me-too' products, they are essentially the same as the competition and are differentiated by invented claims.

**Seven of the Invented Claims are :**

1.  **The product advantage** that isn't (e.g. TV commercial of 'Lagey Raho' lollipop or 'Talk to me' of Colgate Gel).

2.  **The question claim,** which forces the viewer / listener to answer in a way that makes a claim that could not otherwise be stated — (e.g. 'Protein 21 Hair Spray' - What could be more natural?)

3.  **The pre-emptive claim,** which tells you something about the product that is common to all products in its category but says it first.

4.  **The implied claim,** which attempts to have the listener come to the proper conclusion without stating any facts

5.  **The assertive claim,** which states non-fact in terms so positive as to convey the impression of real fact.

6.  **The exclusivity claim**, which coins a phrase or statement that represents a common fact in an exclusive way as in PEPSI campaign : Yeh Dil Mange More.

7.  **The 'noncomparative comparative'** claim, which compares the product to something nonexistent by using a superlative or inventing a generic term. (e.g. SURF's Dhoondte Rahey Jaogey)

**Determining the Presentation Format :**

1.  A series of basic situations or **"vignettes"** dramatize the basic selling message

2.  **Stand up**

One 'presenter' stands in front of the camera and delivers the selling message usually holding up the product. The presenter can range from a model talking about a shampoo or a celebrity of taking care of children's health (e.g. Pulse Polio campaign) or to a

Minister talking on behalf of the Government. The stand up is inexpensive, simple, and intimate, and makes sense when the message itself or the presenter holds sufficient interest to captivate the viewer.

### 3. Song and dance routine

The format enjoys great popularity with parity products because the message is "feeling" good — associating the item with having fun. The song or "jingle" is designed to be infectious, with the hope that viewers will hum or whistle it on their own.

### 4. Mini Drama or slice of life

Here the style is a short playlet with a consumer problem of some kind established through characterization and dialogue. The resolution occurs when the hero or heroine find out about the product from a friend/relative/co-worker and the commercial usually ends happily with the principal using the product to his or her satisfaction (e.g. Fair & Lovely advt.)

## Testimonial

In the testimonial, an actual user of a product, or a model representing a user, is employed to discuss it on camera. A testimonial by a celebrity is an endorsement.

## Dramatization

The show business aspect of commercial becomes apparent or personifies a selling feature of the product in an attention getting way.

## Demonstration

Most commercials should and do-include a demonstration of some kind, although not necessarily throughout the ad. Some begin as a mini-drama, for example, and then "cut-away" to a demonstration of the product in use.

## Documentary

This format depicts a case history where the products used in an unusual or interesting application.

## Animation

In this technique, an artist draws individual pictures for each frame of the commercial. These are filmed or taped in sequence to bring them to life.

1. <u>Is the basic selling concept powerful enough?</u>

Is it consistent with the overall creative strategy? Will it stand up to the test question "who cares"? A viewer must retain some meaningful thought from the commercial.

2. <u>Is the concept enhanced or buried by the execution?</u>

Is it overproduced or lost in a "funny" or "showbiz" skit?

1. <u>How long the product is shown in the visual?</u> The product name? The company name?

While there's no set rule to follow, many effective commercials keep the product on camera and in use for a good part of the ad. The product name should usually be mentioned at least 3 times, and should ideally be shown (at last 5 secs) paired with a product shot or a strong closing line at the end of the commercial.

2. <u>Is the copy too long?</u>

About sixty to eighty words should get the point across. Copywriters should resist the temptation to overwrite, and clients add more "product sell" that will just serve to confuse a simple message.

3. <u>Do the copy and visuals work together to advance the selling message?</u>

There is no point in overstating in the copy what is made obvious in the action. It must say what is appropriate.

4. <u>Does it employ sound effectively?</u>

If there is music does it further enhance the message? All sound effects should be used to advantage.

5. <u>Does it ask the viewer to do something?</u>

Awareness of a product is a fine goal, but a viewer usually needs a frame of reference in which to "locate" the item when he or she is in a purchasing situation.

## Script and story board (Some examples)

## Script for Mobile Phone

Synopsis: A middle-aged executive sitting in a restaurant misjudges a glamorous woman's whispers for an invitation to an exciting evening. He approaches her hesitatingly. She mistook the executive for a waiter, asked him to bring a cup of black coffee.

| Video | Audio |
|---|---|
| Middle-aged executive<br>Pulls a chair for<br>Lunch in a restaurant. | |
| He sees an attractive woman sitting alone<br>at the next table | |
| She smiles<br>her right hand supports the tilted head | Hello! |
| Bewildered executive | |
| She gazes at him all the while | What are you doing tonight? |
| He is confused<br>Looks around | Well...<br>Nothing really |
| She proposes | Join me for dinner |
| Adjusts his tie<br>Pretends reluctance but gets up to join her. | |
| The lady straightens her head when he<br>approaches her.<br>She draws a hand from her ear.<br>There was a tiny mobile phone in her palm | One black coffee, please. |
| [Showcases the crushed feelings of the<br>executive] | SFX: Glasses shatter in the<br>background |
| VO | Surprisingly small |
| Time: 30-seconds<br>USP: Small size<br>Product: Ericsson's (193 gm)<br>Mobile Phone | |

## VICKS ACTION-500 TV FILM

| Video | Audio |
|---|---|
| 1. Close up of pilot tying his tie. | A cold brings with it many bothersome symptoms. |
| 2. He puts on his jacket, his hand goes to his nose. Freeze. | Sometimes a stuffy nose bothers you, sometimes it's a running nose…. |
| 3. He holds the cap at his waist and as he steps forward, hand on his throat. Freeze. | Sometimes it can also be fever or throat pain. |
| 4. An airlines coach stops outside his house. He steps into it; his hand goes to his head, as of in pain. Freeze. | You feel low and run down and a headache or throat makes you miserable. |
| 5. Zoom into Vicks Action-500 strips. | For quick relief from all these annoying |
| 6. Two halves of the Action-500 tablet enters the frame from either end, and join together. | symptoms one single remedy-Double Power Vicks Action-500 |
| 7. Pilot swallows a tablet, Action-500 and relief begins to show. | Double Power Vicks Action-500. |
| 8. We see him back in action and he is in full screen. | Vicks Action-500 |
| 9. He approaches the air-craft and briskly climbs up the steps. | Double Power Vicks Action-500 |
| 10. He enters the cockpit and starts operating the controls. | Fights a cold quickly while it keeps you in action. |
| 11. Aircraft takes off-animation of the pack | Double Power Vicks Action-500. |

*( courtesy: Foundations of Advertising: Chunawala & Sethia)*

### 4.3.4 Writing Advertisement for Radio

— All available facts about the product or service should be reviewed and the copy strategy made

— Listening time is brief, so the writer must concentrate upon one major point

— The type of prospect most likely to buy what is advertised must be kept in mind the copy be directed to that individual.

### Decide on a format

What type of commercial can serve the copy strategy or objectives best? If the problem is to develop reminder advertising in short lengths, perhaps a musical jingle with an announcer tag-line, a final line at the end of the spot that summarizes the message, will offer solution. For a 60 sec commercial a more elaborate format would be required.

### Develop copy after the opening

The opening seconds of a radio spot correspond in their function to the headline or a print advertisement in seeking to attract attention and to sort out specific prospects from the general audience. The main selling idea must be elaborated in the balance of the commercial. If a recurrent baseline or tagline is developed it is good to use while winding up message.

Be conversational - write in an easy, natural style using words and sentences that sound like conversation rather than flowery, complicated word combinations. Remember that radio is personal and addresses listeners one at a time.

### Use repetition

It is often a good idea to repeat the main selling idea more than once if commercial time permits. It should be assumed that brief seconds of a commercial are the only time when the listener will hear the message and should make most of the opportunity.

### Don't crowd the commercial

The spot should be created by reinforcing the main selling-idea. A listener cannot be expected to retain a cluttered array of items.

### Radio Commercial checklist

1. Does the opening attract attention?

2. Does the commercial talk in terms of a listener benefit or reward?

3. Does the main selling idea come through clearly?

4. Is the commercial single minded?

5. Do the minor sales points relate to the main selling idea and reinforce it?

6. Are any of the sentences cumbersome and difficult to read about?

7. Does the commercial ask for listener action?

8. Does the commercial fit the time shot?

9. Can the commercial be produced within the budget?

**Producing Radio Commercials**

Radio Commercials production is less complicated than television commercial which is an elaborate process. It is pre-produced in a studio and tape is sent to the station for broadcasting.

Time is required to cast voices, compose original music when necessary, produce duplicate tapes and sending it to stations. Sometimes stock music or sound track can be used from the studio to make any special sound effect in the audio production.

# 4.3.5 Summary

For making an effective television commercial the concept is made with emphasis on visual identity and so it must be accompanied with sound, words, music and effects of sound.

As is the case with the printed ad, the first step in creating a television commercial is to come up with a concept - something that will stop and intrigue the viewer within the first three seconds or so of the commercial and sustain that interest throughout the message. The viewer should be left with a single, simple impression of what the product is all about why it should be used. Above all, the message should be credible.

The framework for a TVC is a story-based and script, the video equivalent of a printed ad layout. These are prepared by a copywriter and art director, and they include instructions for sound effects, camera directions and the like. Later, a shooting script specifies more in detail. Standard formats for the selling message include the vignette, stand up, song-and-dance routine, mini-drama, testimonial, dramatization, demonstration, documentary or animation.

For a successful message to be made, the basic setting concept of the project should be sufficiently powerful. For evaluating a commercial the questions to be asked : Is the basic selling concept powerful enough? Is the concept enhanced or barred by execution? How long the product is shown in the visual? The product name? The company name? Is the copy too long? Do the copy and visuals work together to advance the selling message? Does it employ sound effectively? Does it ask the viewer to do something?

The making of a radio commercial is a good deal simpler. For one thing, since there are no visual elements, only a copywriter is needed. However, the very simplicity of radio ads means that the medium is all the more challenging.

A radio commercial writer must gather all the necessary information, look at the creative strategy and then write the script. The script may be written for live delivery or for recording. Recorded commercial gives a wider range of possibilities, in terms of sound effects, and greater control over the finished product.

Presentation technique can range from straight announcer delivery or dialogue, to testimonials or endorsements. Irrespective of the format, though, it is imperative to stress the product advantage to the listener, use attention-getters, sell early in the message, use positive action words, mention the client as frequently as possible, and write for the listeners.

The production of radio commercials is naturally less complicated than television commercial. The writer merely gets together with the agency producer and hires a studio for an hour, a day or whatever period is necessary to record the commercial message.

The technique used in evaluating a radio commercial is similar to that used for a television commercial.

## 4.3.6 Questions

1. How must a concept of a television commercial differ from that of a print message?

2. What is a storyboard? To evaluate the storyboard and script, what questions should be checked ?

3. Describe most common message presentation formats for television advertising

4. Describe two television commercial formats that are simple to write and produce.

5.   Discuss different types of radio commercials

6.   What characteristics of radio advertising make it different from print and television commercial?

7.   Describe the elements of radio commercial checklist

## 4.3.7 Suggested Readings

1.   **Foundations of Advertising** - Chunawalla and Sethia.

2.   **Advertising Concepts and Strategies** - Gilson and Bakman

# Module 4
# Advertising Creativity & Writing

## Unit - 4 ☐ Online Advertisements, Social Media Advertisements

**4.4.0 Structure**

**4.4.1 Learning Objectives**

**4.4.2 Online Advertisement**

**4.4.3 Social Media Advertisement**

**4.4.4 Summary**

**4.4.5 Questions**

**4.4.6 Suggested Readings**

## 4.4.1 Learning Objectives

In this unit, we will learn about online advertisements and Social media advertisements.

## 4.4.2 Online Advertisement

Online advertising or digital advertising is a form in which the message is conveyed via the internet. For every website ads are a major source of revenue. Advertising online has become very popular in the last decade and has surpassed the expectations of most of the advertising experts. 60% revenue of Google is generated from ads and the same goes for Facebook.

Online advertising has become so effective that a particular ad can be targeted to a specific person of specific age of a specific location on a specific time. In terms of pricing advertising online is very cheap compared to all other forms of advertising.

The major disadvantage of online advertising is at times people do not click on the ads and the message does not reach the targeted audience. Also setting up online and requires technical expertise which may not be possible for everyone. Digital Advertising and Online Advertising is one of the fastest growing types of Advertising.

**SMS advertising**

SMS marketing is the major source of mobile advertising. Users are informed about the product or service in 160 or fewer characters. This was when the internet was not available on mobile phones. Once mobile phones got access to internet all internet advertising flowed to mobile and experts suggest that mobile advertising will be the only major advertising strategy for almost every company in near future.

The reach from mobile advertising is personalized and effective and just like online advertising it comes for a very little cost. The difference between online ads and mobile advertising is that online ads can be accessed from any device like computer or laptops; mobile advertising is only via mobile.



➤ **Why FMS?**

● Instantaneous Result - Converting Website Traffic to Bookings.

● Reduce Commission and Heighten Profit Margin

● Reward Your (Loyal) Guest!

● Automated State of The Art Marketing System

● Captivate your web visitors on any devices (mobile, tablet and desktops)

● Exclusive Deals and Offers and easy to implement and Simple to use.

**Features of FMS:**

FMS enables a Company to-

● Sell an exclusive offer on your brand's website.

- The offer can be filtered for viewership by countries, controlled with time setting (time limit offers) and available on selected platforms (e.g. last minute deal on mobile site).

**Advantages of FMS:**

- Increase Brand Website Contribution factors.

- Exclusive Offers, Last Minute Deals and Special Promotions at your finger tips.

- Improve conversion.

- Improve "Look to Book" ratio.

- Track Click through rates and effectiveness.

- Enable targeting of regional markets via your brand website.

**FLASH SALE-**

- A flash sale is a discount or promotion offered by an ecommerce store for a short period of time.

- The quantity is limited, which often means the discounts are higher or more significant.

- The time limit and limited availability entice consumers to buy on the spot.

## 4.4.3 Social Media Advertisement

The 6 Best Social Networks for Ecommerce Advertising are

1. Facebook Advertising-

● Face book is the largest social media network of the world.

● India has the highest number of Face book Users, about 270 million (April 2018).

● Hence, Face book is the best platform for placing advertisements.

● Following are some useful insights of Face book users in India (Source: Face book Audience Insights).



● Face book users constitute of 77% men and 23% women.

● 80% of the Face book users fall in the age group 18-34.

● Top five job titles: Management, Administrative Services, Production, Sales, and Art, Entertainment, Sport and Media.

● Top five Facebook Pages (based on Audience): Narendra Modi, Virat Kohli, Sachin Tendulkar, Indian Cricket Team and Amitabh Bachchan.

● Top seven cities (based on audience): New Delhi, Bangalore, Mumbai, Kolkata, Ahmedabad, Hyderabad and Pune.

2. Instagram Advertising

3. Twitter Advertising

4. Pinterest Advertising (TA mostly women-81%)

5. LinkedIn Advertising

6. Snapchat Advertising (41% of All 18-34 year olds in the U.S. will interact with Snapchat today).

## 4.4.4 Summary

- Online advertising has become so effective that a particular ad can be targeted to a specific person of specific age of a specific location on a specific time.

- The difference between online ads and mobile advertising is that online ads can be accessed from any device like computer or laptops; mobile advertising is only via mobile.

- Face book is the largest social media network of the world.

## 4.4.5 Questions

1. Explain the concept of Online Advertising.

2. Discuss the concept of FMS.

3. What do you understand by Flash Sale?

## 4.4.6 Suggested Readings

**Advertising Management** by Jaishri Jethwaney and Shruti Jain (Oxford)

**Advertising Management** - M. V. Kulkarni (Everest publishing house)

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