

# **1. INTRODUCTION TO ADVERTISING**

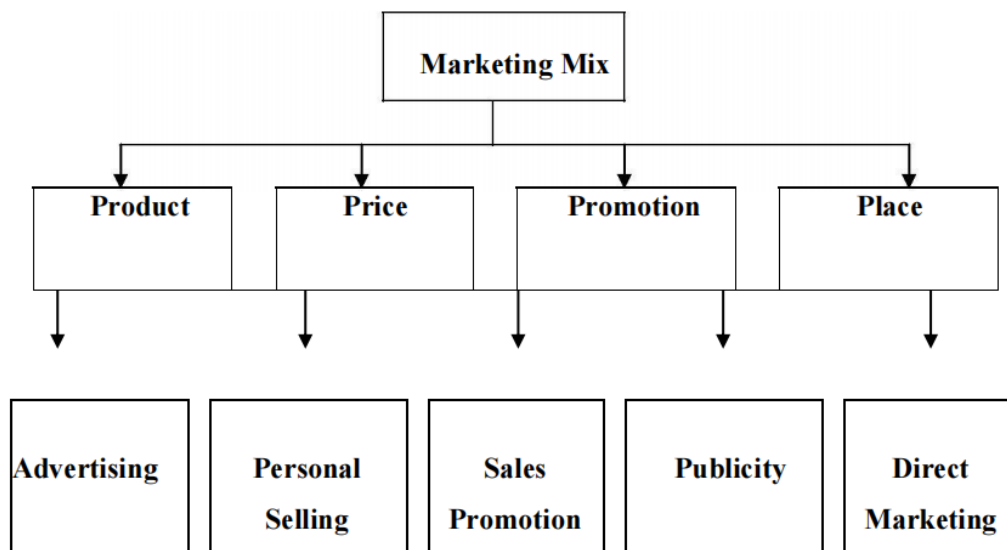
Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communications that helps to sell products, services, ideas and images, etc. Many believe that advertising reflects the needs of the times. One may like it or not but advertisements are everywhere. Advertisements are seen in newspapers, magazines, on television and internet and are heard on radio. The average consumer is exposed to a very large number of advertisements every day, particularly the urban and semi-urban population. It seems almost impossible to remain totally neutral and not take any notice of modern day advertising. The most visible part of the advertising process is the advertisements that we see, read, or hear and praise or criticize. Many suitable adjectives are used to describe advertising, depending on how an individual is reacting, such as great, dynamic, alluring, fascinating, annoying, boring, intrusive, irritating, offensive, etc.

Advertising is an indicator of the growth, betterment and perfection of civilization. It is part of our social, cultural and business environment. It is not at all surprising that advertising is one of the most closely scrutinized of all business institutions. In today's environment, not only are advertisers closely examined by the target audience for whom that advertisement are meant, but by society in general.

## **MARKETING-MIX AND PROMOTION-MIX**

The marketing mix is the combination of elements necessary to the planning and execution of the total marketing operation. The 'Four Ps' concept of the marketing mix, developed by Philip Kotler, and widely adopted by marketing teachers, creates four divisions of the mix, namely, product, price, promotion and place. Advertising comes under promotion. Under promotion mix there are several components like advertising, personal selling, sales promotion, publicity, direct marketing etc. Advertising is one of the components of promotion as shown in fig below :

**Figure of marketing-mix and promotion-mix**



## **ADVERTISING – DEFINITION**

“Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.” – ***American Marketing Association***.

“Advertising is controlled, identifiable information and persuasion by means of mass communications media.”

“Advertising is the non-personal communication of marketing-related information to a target audience, usually paid for by the advertiser, and delivered through mass media in order to reach the specific objectives of the sponsor.” – ***John J Burnett***.

“Advertising is a message paid for by an identified sponsor and delivered through mass medium of mass communication. Advertising is persuasive communication. It is not neutral; it is not unbiased; it says; ‘I am going to sell you a product or an idea.’”- ***J Thomas Russell and W. Ronald Lane***

### **MEANING OF ADVERTISING:**

Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsor.

#### **What is advertisement?**

Any paid form of non- personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor.

### **OBJECTIVE OF ADVERTISEMENT**

- **To increase support:** advertising increases the morale of the sales force and of distributors, wholesalers and retailers.
- **To stimulate:** sales amongst present, former and future customers. It involves decision regarding the media.
- **To retain loyalty:** to retain loyalty of present and former consumers.

- **To protect an image:** advertising is used to promote an overall image of respect and trust for an organization.
- **To communicate with consumers:** this involves regarding copy.

### **What is included in advertising?**

- (i) The information in an advertisement should benefit the buyers. It should give them more satisfactory expenditure of their rupees.
- (ii) It should suggest better solutions to their problems.
- (iii) The content of the advertisement is within the control of the advertiser, not the medium.
- (iv) Advertising without persuasion is ineffective. Advertisement that fails to influence anyone, either immediately or in the future is a waste of money.
- (v) The function of advertising is to increase the profitable sales volume. That is, advertising expenses should not increase disproportionately.

### **Advertising generally includes the following forms of medium:**

The messages carried in-

- Newspapers and magazines;
- Radio and television broadcasts;
- Circular of all kinds, (whether distributed by mail, by person, thorough tradesmen, or by inserts in packages);
- Dealer help materials,
- Window display and counter – display materials and efforts;
- Store signs, motion pictures used for advertising,
- Novelties bearing advertising messages and Signature of the advertiser,
- Label stags and other literature accompanying the merchandise.

## OBJECTIVES OF ADVERTISING

There are 3 main objectives of advertising. These are:

### **To Inform**

Advertisements are used to increase the brand awareness and brand exposure in the target market. Informing the potential customers about the brand and its products is the first step towards attaining business goals.

### **To Persuade**

Persuading customers to perform a particular task is a prominent objective of advertising. The tasks may involve buying or trying the products and services offered, to form a brand image, develop a favourable attitude towards the brand etc.

### **To Remind**

Another objective of advertising is to reinforce the brand message and to reassure the existing and potential customers about the brand vision. Advertising helps the brand to maintain top of mind awareness and to avoid competitors stealing the customers. This also helps in the word of mouth marketing. Other objectives of advertising are subsets of these three objectives. These subsets are:

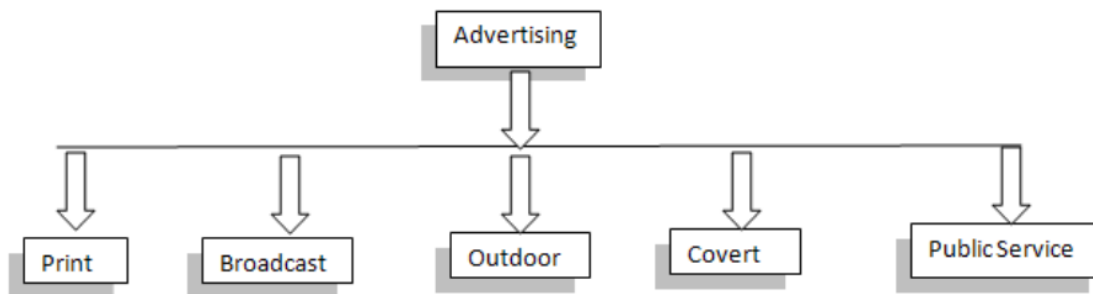
- Brand Building
- Increasing Sales
- Creating Demand
- Engagement
- Expanding Customer Base
- Changing Customers' attitudes, etc.

## CHARACTERISTICS OF ADVERTISING

- **Paid Form:** Advertising requires the advertiser (also called sponsor) to pay to create an advertising message, to buy advertising media slot, and to monitor advertising efforts.
- **Tool for Promotion:** Advertising is an element of promotion mix of an organization.
- **One Way Communication:** Advertising is a one way communication where a brand communicates to the customers through different mediums.
- **Personal Or Non-Personal:** Advertising can be non-personal as in the case of TV, radio, or newspaper advertisements, or highly personal as in the case of social media and other cookie based advertisements.

## TYPES OF ADVERTISING

- Advertising is the promotion of a company's products and services through different mediums to increase the sales of the product and services. It works by making the customer aware of the product and by focusing on customer's need to buy the product. Globally, advertising has become an essential part of the corporate world. Therefore, companies allot a huge part of their revenues to the advertising budget. Advertising also serves to build a brand of the product which goes a long way to make effective sales.
- There are several branches or types of advertising which can be used by the companies. Let us discuss them in detail.



- **Print Advertising** - The print media has been used for advertising since long. The newspapers and magazines are quite popular modes of advertising for different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers. The newspaper and magazines sell the advertising space and the cost depends on several factors. The quantity of space, the page of the publication, and the type of paper decide the cost of the advertisement. So an ad on the front page would be costlier than on inside pages. Similarly an ad in the glossy supplement of the paper would be more expensive than in a mediocre quality paper.
- **Broadcast Advertising** - This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be more costly than the regular ones. Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio

ads too. The radio jingles are quite popular in sections of society and help to sell the products.

- **Outdoor Advertising** - Outdoor advertising makes use of different tools to gain customer's attention. The billboards, kiosks, and events and tradeshow are an effective way to convey the message of the company. The billboards are present all around the city but the content should be such that it attracts the attention of the customer. The kiosks are an easy outlet of the products and serve as information outlets for the people too.

Organizing events such as trade fairs and exhibitions for promotion of the product or service also in a way advertises the product. Therefore, outdoor advertising is an effective advertising tool.

- **Covert Advertising** - This is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial. There is no actual ad, just the mention of the product in the movie. For example, Tom Cruise used the Nokia phone in the movie Minority Report.

- **Public Service Advertising** - As evident from the title itself, such advertising is for the public causes. There are a host of important matters such as AIDS, political integrity, energy conservation, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned. This type of advertising has gained much importance in recent times and is an effective tool to convey the message.

**Print Advertising:** Newspaper, magazines, & brochure advertisements, etc.

**Broadcast Advertising:** Television and radio advertisements.

**Outdoor Advertising:** Hoardings, banners, flags, wraps, etc.

**Covert Advertising:** Advertisements displayed over the internet and digital devices.

**Public Service Advertising:** Product placements in entertainment media like TV show, YouTube video, etc.

## IMPORTANCE OF ADVERTISING

### (i) To the Customers

- **Convenience:** Targeted informative advertisements make the customer's decisionmaking process easier as they get to know what suits their requirements and budget.

- **Awareness:** Advertising educates the customers about different products available in the market and their features. This knowledge helps the customers compare different products and choose the best product for them.

- **Better Quality:** Only brands advertise themselves and their products. There are no advertisements of unbranded products. This ensures better quality to the customers as no brand wants to waste money on false advertising.

#### **(ii) To the Business**

- **Awareness:** Advertising increases the brand and product awareness among the people belonging to the target market.

- **Brand Image:** Clever advertising helps the business to form the desired brand image and brand personality in the minds of the customers.

- **Product Differentiation:** Advertising helps the business to differentiate its product from those of competitors' and communicate its features and advantages to the target audience.

- **Increases Goodwill:** Advertising reiterates brand vision and increases the goodwill of the brand among its customers.

- **Value for Money:** Advertising delivers the message to a wide audience and tends to be value for money when compared to other elements of promotion mix.

#### **OTHER POINTS TO BE CONSIDERED**

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

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

**2. Introduction of New Product :** It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.

**3. Creation of Good Public Image :** It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers'

needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.

**4. Mass Production :** Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.

**5. Research :** Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.

**6. Education of People :** Advertising educate the people about new products and their uses.

Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

**7. Support to Press :** Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network. For instance, Doordarshan and ZeeTV insert ads before, in between and after various programmes and earn millions of rupees through ads. Such income could be used for increasing the quality of programmes and extending coverage



## **2. ADVERTISING MEDIA**

The most brilliant and original advertising ideas will be wasted if they are not presented through the right media in the right place at the right time to the right people. Hence the selection of right media is an important for achieving the objectives of advertising. However, before explaining the factors which should be kept in mind for selecting the right advertising media, it is essential that we must know the meaning of advertising media. An advertising media is a means or vehicle of delivering a definite message. It is a means through which an advertising message or information is passed on to the prospective customers, readers, viewers, listeners or passers-by. For instance, a producer seeks through advertisement media to keep in touch with old customers as well as to attract new customers. Medias are subject to intensive buying and selling activity. Examples of media are newspapers, magazines, radio, television, direct mail, posters, film, catalogues etc.

### **MEANING OF MEDIA ADVERTISING**

Advertising media refers to the various media channels through which advertising is done. Advertising media is used for showcasing promotional content which communicated in various forms such as text, speech, images, videos using TV, radio, online, outdoor etc.

### **TYPES OF MEDIA ADVERTISING**

Nine types of advertising media available to an advertiser are:

- (1) Direct Mail
- (2) Newspapers and Magazines
- (3) Radio Advertising
- (4) Television Advertising
- (5) Film Advertising
- (6) Outdoor Advertising
- (7) Window Display
- (8) Fairs and Exhibition and

## **(9) Specially Advertising**

### **(1) Direct Mail:**

This is one of the oldest types of advertising media. Under this method message is sent to the prospective buyers by post. A mailing list is prepared for this purpose. Circular letters, folders, calendars, booklets and catalogues are sent under this type of advertising. In the sales letter an appeal is made to the buyers separately

### **(2) Newspapers and Magazines:**

These are the important forms of press advertising, newspapers are the most effective and powerful medium of advertising. Newspapers contain valuable information with regard to different current events. It may be referred to as 'a store house of information'. There are daily, bi-weekly and weekly newspapers. Newspapers have widest circulation and read by many people. The newspapers may be local, provincial or national.

### **(3) Magazines:**

Magazines or periodicals are other important media of communication. Magazines may be released weekly, monthly, quarterly, bi-annual or annual. These are read with more interest by the readers as compared to newspapers. Advertisements given in magazines are more descriptive and attractive. They are usually in colored form which depicts the product nicely and gives lasting impression to the reader.

There are magazines or journals meant for general public and special class of people. There are exclusive magazines relating to industry, trade, finance and economics etc. There are also special magazines for men, women and children. The magazines have longer life and are very suitable for advertising specific goods.

### **(4) Radio Advertising:**

Radio advertising is very popular these days. The advertisements are broadcasted from different stations of All India Radio. Radio advertising can be explained as "word of mouth advertising on a wholesale scale". The advertising messages can be in different regional languages.

The most important advantage derived from radio advertising is that it covers every type of listener whether illiterate or educated. It is a very effective medium for popularizing on mass scale various consumer articles. The coverage of this medium is wider extending to a large number of listeners. It ensures quicker repetition.

### **(5) Television Advertising:**

This is the latest and the fast developing medium of advertising and is getting increased popularity these days. It is more effective as compared to radio as it has the advantages of sound and sight. On account of pictorial presentation, it is more effective and impressive and

leaves ever lasting impression on the mind of the viewer.

It is a very costly medium which can be employed by big concerns only; it has a shorter life span and limited coverage. Back reference to the advertisement cannot be made after its presentation. The duration of the advertisement is very limited.

#### **(6) Film Advertising:**

This is also known as cinema advertising. This also provides sight and hearing facilities like television. Short advertisement films are not prepared by big business houses which are sent to different cinema houses to be shown to the audience before the regular shows or during the intermission. It has more repetitive value but not to the same viewers. Its coverage is limited which benefits the local population only

It is a very costly medium involving higher distribution and film making costs. Only big organizations can afford to produce advertisement films. It ensures more flexibility at larger costs. Its effectiveness cannot be measured properly. Film making is a time consuming process.

#### **(7) Outdoor Advertising:**

This type of advertising include different media like posters, placards, electric displays or neon signs, sandwich men, sky writing, bus, train and tram advertising. This is also known as 'Mural advertising'. The main aim of outdoor advertising is to catch the attention of passerby within twinkling of an eye.

This is the most effective medium of advertising. This is very suitable in the case of consumable and household articles like soaps, medicines, fans, shoes and pens etc.

#### **(8) Window Display:**

It is a common method which is usually undertaken by retailers who display their products in the shop windows in order to attract the customers. This is also known as exterior display.

It is the most effective and direct method of influencing the people. Window display has direct appeal to the onlookers. It is instrumental in arousing the desire to purchase in the prospective customers. It acts as a silent salesman.

#### **(9) Fairs and Exhibition:**

A trade exhibition or a fair is organized on extensive scale which is attended by different manufacturers and traders along with their products to be sold to the large number of people

who visit the exhibition. The exhibition may be either organized on local, provincial or international basis. The examples of some of the international exhibitions are EXPO 70 of JAPAN, ASIA 72 and recent trade fair at Delhi every year.

Different stalls or pavilions “are allotted to various traders who display their goods in these pavilions. The manufacturers also distribute the sales literature and sometimes free samples of goods to the people. Facilities of practical demonstration are also provided to the customers.

The customers clearly understand the method of operation and use of the product.

#### **(10) Specially Advertising:**

Most of the business houses in order to increase their sales, advertise their products, give free gifts like diaries, purses, paper weights and calendars to the customers. The name of the firm or the dealer is inscribed on the articles presented.

#### **(11) Trade magazine or journal**

From Wikipedia, the free encyclopedia

A trade magazine, also called a trade journal, or trade paper (colloquially or disparagingly a trade rag), is a magazine or newspaper whose target audience is people who work in a particular trade or industry. The collective term for this area of publishing is the trade press.

Trade publications keep industry members abreast of new developments. In this role, it functions similarly to how academic journals or scientific journals serve their audiences.

Trade publications include targeted advertising, which earns a profit for the publication and sales for the advertisers while also providing sales engineering–type advice to the readers, that may inform purchasing and investment decisions.

Trade magazines typically contain advertising content centered on the industry in question with little, if any, general-audience advertising. They may also contain industry-specific job notices.

## **MEDIA PLANNING**

### **INTRODUCTION**

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

possible

Media Planning, in advertising, is a series of decisions involving the delivery of message to the targeted audience. Media Plan, is the plan that details the usage of media in an advertising campaign including costs, running dates, markets, reach, frequency, rationales, and strategies.

#### Steps in Development of Media Plan

##### Market Analysis

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

- ☐ Who is the target audience?
- ☐ What internal and external factors may influence the media plan?
- ☐ Where and when to focus the advertising efforts?

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

Establishing Media Objective : Media objectives describes what you want the media plan to

18

accomplish.

There are five key media objectives that a advertiser or media planner has to\Consider

- reach, frequency, continuity, cost, and weight.

- ☐ Reach - Reach refers to the number of people that will be exposed to to a media vehicle at least once during a given period of time.
- ☐ Frequency - Frequency refers to the average number of times an individual within target audience is exposed to a media vehicle during a given period of time.
- ☐ Continuity - It refers to the pattern of advertisements in a media schedule. Continuity alternatives are as follows:

Continuous: Strategy of running campaign evenly over a period of time.

☐ Pulsing: Strategy of running campaign steadily over a period of time with intermittent increase in advertising at certain intervals, as during festivals or special occasions like Olympics or World-Cup.

☐ Discontinuous: Strategy of advertising heavily only at certain intervals, and no

advertising in the interim period, as in case of seasonal products.

- Cost - It refers to the cost of different media
- Weight - Weight refers to total advertising required during a particular period.
- Determining Media Strategies : Media strategy is determined considering the following:
- Media Mix - From the wide variety of media vehicles, the advertiser can employ one vehicle or mix suitable vehicles.

## MEANING

Media planning is the selection of media and scheduling of advertising. It is a complex task that is often outsourced to a media agency or semi-automated.

## ELEMENTS OF MEDIA PLANNING

The following are common elements of media planning.

- **Objectives:** Defining goals, strategy and marketing objectives. In other words, what are you trying to achieve and how will it be measured?
- **Cost:** Planning budget and cost targets such as cost per thousand or cost per point. *Advertising and Sales Promotion*

Page 129

- **Target Audience:** Defining your target audience including geographical targeting such as local.
- **Media Mix:** Selecting appropriate communication and media channels based on factors such as your brand, product and creative's.
- **Vehicles: Selecting specific media properties in each media channel.**
- **Mood:** Considering the impact of a message relative to the surrounding media.
- **Creative Execution:** Planning the ads that will be used for each communication, media channel and vehicle. Involves consultation with the creative team that produced the advertising
- **Reach:** The percentage of your target audience that you would like to reach in a period of time.
- **Frequency:** How many times the same individual is exposed to the same ad or campaign

- **Scheduling:** Timing ads for impact and to manage cost
- **Flexibility:** Media planning often leaves room for flexibility to respond to market conditions as they unfold. For example, timing and selection of vehicles may be automated for digital channels to optimize based on results.
- **Control & Measurement:** Identifying controls and measurements

## **ADVERTISING AGENCIES**

### **INTRODUCTION**

“The work of a tailor is to collect the raw material, find matching threads, cut the cloth in desired shape, finally stitch the cloth and deliver it to the customer.”

Advertising Agency is just like a tailor. It creates the ads, plans how, when and where it should be delivered and hands it over to the client. Advertising agencies are mostly not dependent on any organizations.

These agencies take all the efforts for selling the product of the clients. They have a group of people expert in their particular fields, thus helping the companies or organizations to reach their target customer in an easy and simple way.

The first Advertising Agency was William Taylor in 1786 followed by James “Jem” White in 1800 in London and Reynell & Son in 1812. An Advertising Agency is selected by a manufacture or trader to present the advertisement on his behalf. The advertiser who does not have the capacity of carrying out advertising activities take the help on services of advertising agencies who are specialized in those fields.

### **MEANING:**

“The work of a tailor is to collect the raw material, find matching threads, cut the cloth in desired shape, finally stitch the cloth and deliver it to the customer.”

Advertising Agency is just like a tailor. It creates the ads, plans how, when and where it should be delivered and hands it over to the client. Advertising agencies are mostly not dependent on any organizations.

These agencies take all the efforts for selling the product of the clients. They have a group of people expert in their particular fields, thus helping the companies or organizations to reach their target customer in an easy and simple way.

## **DEFINITION OF ADVERTISING AGENCY**

According to **American marketing Association**, "An Advertising agency is an independent business organization composed of creative and business people who develop, prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services."

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

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

## **ROLE OF ADVERTISING AGENCIES**

- Creating an advertise on the basis of information gathered about product
- Doing research on the company and the product and reactions of the customers.
- Planning for type of media to be used, when and where to be used, and for how much time to be used.
- Taking the feedbacks from the clients as well as the customers and then deciding the further line of action

All companies can do this work by themselves. They can make ads, print or advertise them on televisions or other media places; they can manage the accounts also. Then why do they need advertising agencies? The reasons behind hiring the advertising agencies by the companies are:

- The agencies are expert in this field. They have a team of different people for



different functions like copywriters, art directors, planners, etc.

- The agencies make optimum use of these people, their experience and their knowledge.
- They work with an objective and are very professionals.
- Hiring them leads in saving the costs up to some extent.

## **AGENCY CLIENT RELATIONSHIP**

Agency client relationship must be that of mutual trust and confidence. The perfect relationship results in optimum advertising effectiveness at a reasonable cost and reasonable compensation for the agency. It is characterized by continuous and complete two way communication between individuals in the two organizations in an atmosphere of mutual trust. Interdependency of the advertiser and the agency helps in creating effective advertising as part of the company's marketing effort.

- Treat the agency with courtesy at all times.
- Provide all possible information about the product that is to be advertised and about the organization. This facilitates the agency to do their job much better.
- Not unnecessarily bargain for the fees charged by the agency.
- Motivate the agency to do a good work. Agency charges such as media bills, fees and other costs must be paid well in time. In no way the client should wait for the agency to remind of payment.
- Not change the agency for the sake of change.
- Approve the proposals submitted by the agency. The client should not argue for the sake of arguing.
- Give sufficient time to the agency to develop a good advertising campaign. The client should not put the agency unnecessarily in deadline crisis.
- Reduce disputes to a minimum.
- Finalize well in advance the charges for a particular plan or campaign.
- Up-date the agency with any information from his side that would help the agency to serve the client better.

# 3.ADVERTISING TECHNIQUES AND ADVERTISING BUDGET

## ADVERTISING MESSAGE

An advertising message is defined as a carefully crafted communication designed to promote a product, service, or idea to influence the target audience's perceptions and behaviours. It serves as a key element in marketing campaigns, aiming to capture attention, create interest, and ultimately persuade consumers to take a desired action, such as making a purchase or engaging with a brand. Effective advertising messages often incorporate persuasive language, compelling visuals, and a clear call to action to motivate the audience. The message should align with the overall brand strategy and convey the unique selling propositions or benefits of the product or service, addressing the needs and desires of the target demographic. Crafting a successful advertising message requires a deep understanding of the target audience, market trends, and the competitive landscape, ensuring that the communication resonates with the intended consumers and leaves a lasting impression.

## ADVERTISEMENT COPY

### Meaning:

A “Copy” means a written matter in any advertisement. It may consist only one word or many words. A copy consists of headlines, subheads, captions etc. The copy supports the illustration and contains description of the products merits, demerits, uses, services etc. A copy is the heart of an advertisement. It shoulders the responsibility for influencing the buyers.

### Characteristics of a good copy:

- 1. Brevity:** A copy should be brief because readers have no time to go through the lengthy text and they must be able to, read within a short time. So a copy should use simple language and small and easy words. The message should be concise and precise.
- 2. Clarity:** A copy should be self-explanatory. The message to be delivered must be clear at first reading.
- 3. Aptness:** The message should be pointed towards the prospects. It must have a tone agreeable to the respects. The viewers’ attention should be led to the product and the message should be coached in such a way that it would create interest in the readers to read the message.
- 4. Interesting:** A copy should be interesting-provoking. It must stimulate the readers’ curiosity to read the message. The reader should himself decide to read „the message in detail.
- 5. Sincerity:** Sincerity can be achieved by using facts and quoting figures.
- 6. Vague generalizations or stray opinions must be avoided.** Sincerity can be achieved if the copy contains one or two illustrations so that the message will have an instantaneous appeal.
- 7. Personal :** The message should be directly addressed to the readers so that every reader forms the opinion that it is directed to him only. This kind of direct personal attitude catches and retains the reader’s or listener’s attention.
- 8. Convincing :** A copy provides information with a view to create in the mind of a reader first a desire and then a conviction to possess the product. This means that the copy should be persuasive enough to lead the reader towards buying the product.

## Definition: Advertising Copy

An advertisement copy is the text used in the advertisement, be it print, radio, television or other form of advertisement. The text so used can be in the form of dialogs, some catchy phrase, a company's motto or slogan or any word advertising agency.

## Elements of Advertising Copy

The diagram illustrates the components of an advertisement using a Burger King ad as an example. The ad features a woman's profile looking at a large burger. The text 'IT JUST TASTES BETTER' is in the top right, with the Burger King logo. The main headline 'IT'LL BLOW YOUR MIND AWAY' is in large, bold, white letters on a black background. Below it, the sub-headline 'BK SUPER SEVEN INCHER' is shown. The bottom right corner displays the price '\$6.25 MEAL' and a small image of the burger. The diagram uses colored boxes and labels to identify these elements:

- Visuals:** A blue box on the left side of the ad.
- Slogan & Logo:** A red box in the top right corner containing the text 'IT JUST TASTES BETTER' and the Burger King logo.
- Headline:** A red box in the center containing the text 'IT'LL BLOW YOUR MIND AWAY'.
- Sub-headline:** A red box at the bottom left containing the text 'BK SUPER SEVEN INCHER'.
- Body:** A blue box at the bottom right containing the price '\$6.25 MEAL' and a small image of the burger.

A copy normally includes the following elements -

**1. Main Headline:** A headline in advertising grabs the attention much like a newspaper's headline. An advertising headline is designed to be the first copy the potential customer reads. Bold, large font size and various colors are some of the methods used to make the headline stand out from copy. A headline must be written well in order to be effective and draw the reader into the ad. Headlines is the starting or the top line of an advertisement, usually printed in bold and of larger type size. The prime function of the headline is to gain immediate attention.

**2. Sub-Headlines:** At times, some ads have more than one headline. Of these, one is usually the main headline, and the others are sub-headlines. There may be overlines - that precede the main headline and there can underlines - that follow the main headline. The sub headlines are used to support or to complete the meaning of the main headline.

**3. Body Copy:** It refers to the text of the advertising message. Favourable information about the product and its features is provided in the copy text. It is through effective copy writing the audience can be converted into prospects and the prospects into customers.

**4. Captions:** Captions do form part of copy text. Captions are small sentences that seem to come out the mouth of the people shown in the ads. Comic strip type of copy make use of captions. For example, you must have come across such captions in the print ads of Tortoise Mosquito Coil.

**5. Slogans:** Advertising slogans are short, often memorable phrases used in advertising campaigns. They are claimed to be the most effective means of drawing attention to one or more aspects of a product. Most ads do make use of slogan. It is a small catchy phrase used to sum up the advertising message. Ideally the slogan should be short, preferably 3 to 6 words. Many a times the slogan says it all.

**6. Logo:** Logos or signature cuts are special designs of the advertiser or its products which are used to facilitate identification. There is no rule as to where a logo should be placed. However, in most of the cases, the logo is placed at bottom right.

## **ADVERTISING BUDGET**

### **INTRODUCTION**

Some people think that money spent on advertising is expenditure. Some consider it a waste of money. Some are of the opinion that we spend money on advertising because our competitors spend a lot of money on it. They consider advertising as an evil. Here we do not intend to discuss the benefits of advertising and its necessity for business growth and survival. Nowadays, money spent on advertising is treated as a long term investment in the image of a brand. Planned advertising expenditure is required to build a consumer franchise for the advertised brand, apart from its being of direct return. That is why every business enterprise

spends a lot of money on advertising campaign every year out of its budget provisions.

## **DEFINITION: ADVERTISING BUDGET**

An advertising budget is the amount a company set aside for its promotional activities.

Advertising budget is used by a company for marketing the products and services to the customers. Advertising budget includes money for doing advertising research, getting creative made, printing material, allocating money to advertising media and ensuring proper implementation of ad campaigns.

## **IMPORTANCE OF ADVERTISING BUDGET**

The objective of a company which markets its products is to earn profits and increase brand awareness. Advertising objectives of a company is purely dependent on the **advertising campaign**, type of customers, **advertising media** and what the company wants to achieve. Hence, for any marketing activity that a company wants to do, it has to spend some money. This is why advertising budget is important. It helps in understanding the objectives. The costs, helps to formulate strategies and generate profits by increasing the overall sales.

## **FACTORS AFFECTING ADVERTISING BUDGET**

**Advertising** is one of the variables which affect sales and hence the profit earned. It is therefore difficult to calculate the amount to be allocated for advertisement budget. Also the budgeting depends on various other factors like:

### **1. Frequency of the Advertisement**

This means the number of times advertise has been shown with the description of the product or service, in the granted time slots. So here, if any company needs more advertising frequency for its product, then the company will have to increase its advertising budget.

### **2. Competition and Clutter**

The companies may have many competitors for its product. And also there are plenty of advertisements shown which is called clutter. The company has to then increase their advertising budget.

### **3. Market Share**

To get a good market share in comparison to their competitors, the company should have a better

product in terms of quality, uniqueness, demand and catchy advertisements with resultant response of the customers. All this is possible if the advertisement budget is high.

#### **4. Product Life Cycle Stage**

If the company is a newcomer or if the product is on its introduction stage, then the company has to keep the budget high to make place in the market with the existing players and to have frequent advertisements. As the time goes on and product becomes older, the advertising budget can come down as then the product doesn't need frequent advertising. When the market conditions are studied thoroughly, then the company has to set up its advertising budget accordingly. For setting advertising budget, there are four methods:

#### **5. Corporate objectives:**

Using the objective task method, linkage between advertising expenditure and corporate objective will be established. The advertising expenditure varies depending upon corporate philosophy and priorities. For example in India, we find that public sector corporations such as BEST or the Mahanagar Telephone Nigam Ltd spend less on advertising than private sector companies such as Reliance Industries or Tata Industries.

#### **6. The product Life Cycle:**

This has a very important influence on the ad budget and companies use the brand history method for deciding how to spend on the product.

#### **7. The budgeting period:**

Usually companies have a yearly budget but some may prepare long term budget that match the long-term objectives.

#### **8. The competitors strategies:**

Product categories, which have stiff competition, witness a greater expenditure on advertising. For example, in India television manufacturers spend more than the manufacturer of ear buds.(manufactured mainly by Johnson & Johnson ). When competitors increase their advertising expenditure others are forced to follow them.

#### **9. Affordability:**

While the affordability level depends upon the advertisers priorities ceilings on how much to spend is fixed by the advertisers in order to avoid overspending.

**10. Crisis management:**

Even the best-laid plans can be affected by the changes in the marketplace.

Advertisers have to keep aside contingency funds that can be used to tackle unexpected market challenges.

**11. The type of product:**

Consumer products need more advertising than industrial products. Among consumer products shopping items such as toothpaste, shampoo and soaps need

to be advertised consistently in order to maintain their brand position. Such products will have a higher budget appropriation.

**12. Scope of the market:**

If the advertiser wants to approach the national market his budget has to be much more than that required for local or regional market.

**13. The quality of the campaign:**

When the advertising campaign is striking and is unusually creative, it is immediately noticed by consumers. In this case the advertisers need not spend on buying media, time and space. To compensate on poor quality campaign an advertiser may have to spend more on media, in order to enjoy the same degree of visibility. For example the Cherry Blossom ad, which used a Charlie Chaplin.