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B.A.(Hons) Mass Comm. III Year

Subject- Advertising & Public Relation

B.A. (Hons) Mass Communication- III Year

Subject : Advertising & Public Relation

Syllabus

UNIT-I	Advertising definition, concept, scope & importance
UNIT-II	Advertising Agency: Structure & function
UNIT-III	Media Selection, scheduling
UNIT-IV	Advertising Campaign- A Marketing strategy
UNIT-V	Adverting types & appeals. Ethics of Advertising



UNIT-I

"The process of choosing the vehicle of mass communication in which to place an advertiser's message, purchasing that time or space, and insuring that the advertising message runs as purchased."

It is also a series of decisions made to answer the question, "What are the best means of delivering advertisements to prospective purchasers of a brand or service?"

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.

2. Establishing Media Objective

Media objectives describes what you want the media plan to accomplish. There are five key media objectives that a advertiser or media planner has to consider - reach, frequency, continuity, cost, and weight.

1. **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.
2. **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.
3. **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.
4. **Cost** - It refers to the cost of different media
5. **Weight** - Weight refers to total advertising required during a particular period.

3. Determining Media Strategies

Media strategy is determined considering the following:

1. **Media Mix** - From the wide variety of media vehicles, the advertiser can employ one vehicle or a mix suitable vehicles.
2. **Target Market**
3. **Scheduling** - It shows the number of advertisements, size of advertisements, and time on which advertisements to appear.
 - Seasonal Pulse: Seasonal products like cold creams follows this scheduling.



- Steady Pulse: According to this scheduling one ad is shown over a period of time, say one ad per week or one ad per month.
 - Periodic Pulse: A regular pattern is followed in such scheduling, as in case of consumer durable, and non durable.
 - Erratic Pulse: No regular pattern is followed in such scheduling.
 - Start-up Pulse: Such scheduling is followed during a new campaign or a launch of a new product.
 - Promotional Pulse: It is for short time, only for a promotional period.
4. **Reach and frequency**
 5. **Creative Aspects** - Creativity in ad campaigns decides the success of the product, but to implement this creativity firm must employ a media that supports such a strategy.
 6. **Flexibility** - An effective media strategy requires a degree of flexibility.
 7. **Budget Considerations** - In determining media strategy cost must be estimated and budget must be considered.
 8. **Media Selection** - It covers two broad decisions - selection of media class, and selection of media vehicle within media class.

4. Implementation of Media Plan

The implementation of media plan requires media buying. Media Buying refers to buying time and space in the selected media. Following are the steps in media buying:

- Collection of information: Media buying requires sufficient information regarding nature of target audience, nature of target market, etc.
- Selection of Media/Media Mix: Considering the collected information and ad-budget, media or media mix is selected which suits the requirements of both - target audience and advertiser.
- Negotiation: Price of media is negotiated to procure media at the lowest possible price.
- Issuing Ad - copy to media: Ad-copy is issued to the media for broadcast or telecast
- Monitoring performance of Media: Advertiser has to monitor whether the telecast or broadcast of ad is done properly as decided.
- Payment - Finally, it is the responsibility of advertiser to make payment of media bills on time.

5. Evaluation and Follow-up

Evaluation is essential to assess the performance of any activity. Two factors are important in evaluation of media plan:

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

Successful strategies help build confidence and serve as reference for developing media strategies in future, and failure is thoroughly analysed to avoid mistakes in future.



Objectives of Advertising



1) Introduce a product

The most common reason Advertising is used is to introduce a new product in the market. This can be done by existing brands as well as new brands. Have a look at the latest iPhone in the market or a Samsung smartphone and you will find a lot of advertisement for these new products. The objective of advertising here is to tell customers – “Here is the new product we have launched”



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2) Introduce a brand

There are many startups in the market today and many of them are services. Services are generally marketed as a brand rather than marketing their individual service product. Thus, Uber will market its own brand and introduce that Uber has started servicing customers in a new market. Same goes for Oracle or Accenture – Companies which market their brand and their presence in the market rather than marketing an individual product.

3) Awareness creation

According to the AIDA model, the most important job of advertising is to get attention which is nothing but Awareness creation. Advertising needs to capture the attention of people and make them aware of the products or their features in the market.

Example – Most of the Bank ads that you see are awareness campaigns. The ads that advertise the benefits of savings / mutual funds or benefits on credit and debit cards are all awareness creation ads.

4) Acquiring customers or Brand switching

One of the major objectives of advertising and the first objective of many advertising campaigns is to acquire more customers. This is also known as making the customers switch brands. This can happen by passing on a strong message so that the potential customer leaves the brand which he is tied up with and comes to your brand.

Example – Most telecom companies launch plans and strategies just to acquire customers and then advertise these strategies in the market so that the customer switches brands. There is hardly any differentiation in the telecom market – thus advertising is a major way to acquire customers. The Vodafone Zoozoo campaign was just that – Influence the customers and create passion in such a way that they do brand switching.

5) Differentiation and value creation

A most important aspect of Advertising is to differentiate the product or the service from those of the competitor. A customer can only differentiate between services based on the value the firms provides over that of competitors.

If a competitor is just advertising the features, whereas your firm advertises the promises and commitments that it will keep, naturally more customers will “trust” your brand over others. This is



the reason that advertising is used commonly to create value and to differentiate one brand from another.

Coca cola, Toyota, Amazon are some of the most trusted brands in the market. It is no doubt that these brands are also amongst the top advertisers in their respective segments. These brands target value creation as well as differentiation via their advertising campaigns.

6) Brand building

When a brand regularly advertises and delivers quality products and fulfills the promises it makes, automatically the value of the brand is built. However, there are many other aspects of brand building. One of the first ones is to advertise via ATL and BTL campaigns etc.

Brands have different objectives of Advertising. Brands like P&G and HUL regularly invest funds in building a good brand value for the parent brand. By doing so, even if one brand is affected, the parent brand is untouchable.

Recently we observed the problems of Maggi in India where Maggi was banned completely due to high lead content. However, this did not affect the parent brand Nestle much and neither affected its other brands like Nescafe which had done their own brand building and were independent of the parent brand. This brand was built by good products and constant advertising towards building brand equity and making a connect with the audience.

7) Positioning the product – Product and brand recall

One of the key factors in the actual purchase of a product is the products recall and the brand recall at the time of purchase. Amongst the objectives of advertising, one objective is to correctly position the brand in the minds of the customer.

Examples include premium brands like Ralph Lauren, Gucci, Hermes or others which are clearly positioned premium. This position is achieved by first having a very premium product line which is high priced but it is also achieved by buying premium advertising and placing the ads in media vehicles which are very premium.

Besides premium marketing, we can also look at niche marketing. Kent is a company which has focused all its advertising on its purification capability. They claim they are the masters of water purifiers. Their repeated advertising creates a high product and brand recall in the minds of the customers thereby positioning them as the top purchased brand in the water purifier segment.

8) Increase sales



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Naturally, with so many steps being taken to advertise the product, it is no doubt that one of the objectives of advertising is to increase sales. Many a times this objective is achieved via advertising. However, if the campaign is improper or the audience is not targeted properly, then advertising can fail in its objective.

Nonetheless, there are many seasonal products wherein an immediate increase in sale is observed due to advertising. The best example is Ice cream brands which advertise heavily during the summer months because they know that advertising will immediately influence the sales figures. They do not waste money in advertising during the winter season at all.

Similarly, you will see many ads of raincoats during rainy season and ads of winter wear during winter seasons. All these ads are placed to increase the sale of the product immediately.

9) Increase profits

With the value being communicated and the brand being differentiated as well as sales being increased, there is no doubt that advertising can contribute a lot to increasing profits. Advertising should never be looked at as an expense or a liability. In fact, it is an investment for a firm just like a brand is an investment.

Look at the likes of Siemens or Bosch – Brands which have invested heavily in positioning themselves on the basis of their German engineering. As a result, today they demand high profits in whatever segments they operate in or whatever products they sell.

10) Create Desire

Again, referring to the AIDA model, one of the key factors in advertising is to create a desire for the product so that the customer wants the product. Brands which are known to do this are BMW, Audi, Harley Davidson, Adidas and others. These brands are master of advertising where they create so much desire for the product that the customer absolutely wants a product even if he doesn't need it.

There are many stories of Harley Davidson as a brand wherein customers have saved money for years to buy a particular bike of Harley Davidson. Same stories can be heard about an Audi or a BMW. A unique example in this case are the bottles of AbsolutVodka. Absolut Vodka is so famous for its bottles that there are collectors who desire to collect all different bottle types of Absolut Vodka. Such desire creation is an effect of advertising + brand building + the fan following over time.

11) Call to action



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One of the most common objectives of digital advertising and digital marketing is to get a call to action. Brands invest in banner ads, link ads as well as social ads to get their potential customers to take an action. This action can be filling up an Email form, clicking on a link, watching a video, giving a survey or what not.

There are brands which have done ATL advertising and shown half the ads and then attracted customers to their YouTube channel so that they could track their viewers and get them to take some action. Call to actions are also one of the objectives of advertising in which case the actions differ from time to time based on what the marketer wants to achieve.

The above are the different types of Objectives of Advertising. Naturally, a firm can have 2-3 objectives for advertising their products or services.

Some of these objectives might be short term like advertising to increase seasonal sales whereas other objectives might be long term like Brand building and increasing profits. Depending on the current standing of the firm in their market, they can choose their advertising objective and come up with an advertising campaign.

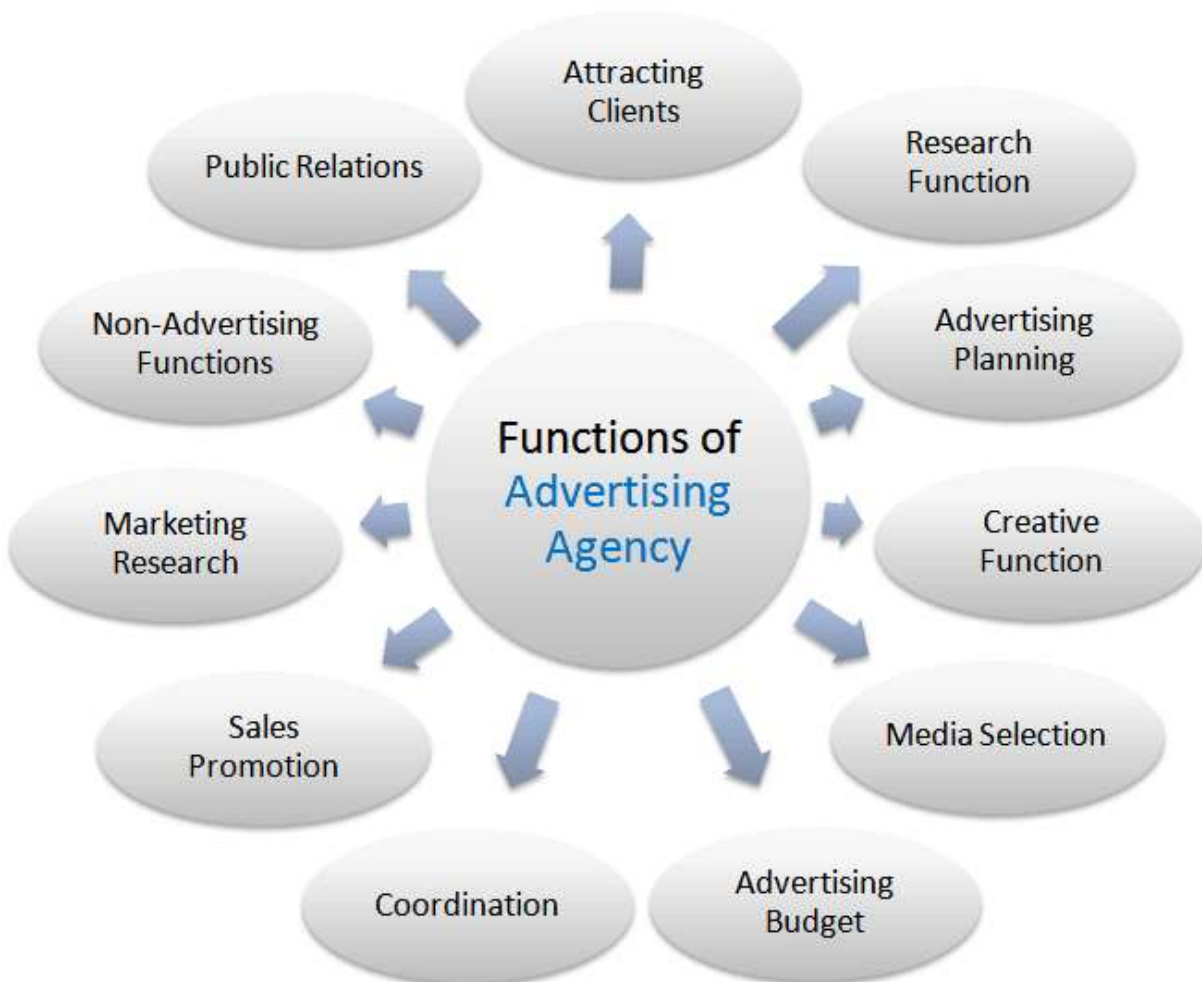


UNIT II

Advertising Agencies

An **advertising agency**, often referred to as a creative agency, is a business dedicated to creating, planning, and handling advertising and sometimes other forms of promotion and marketing for its clients. An ad agency is generally independent from the client; it may be an internal department or agency that provides an outside point of view to the effort of selling the client's products or services, or an outside firm. An agency can also handle overall marketing and branding strategies promotions for its clients, which may include sales as well.

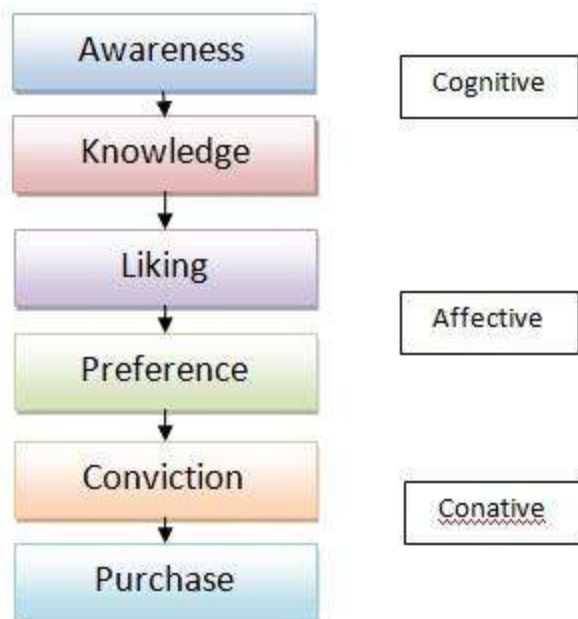
Functions of Advertising Agencies





How Advertising Works ? Hierarchy of Effects Model

The hierarchy of effects model is a model which tells advertisers to make an advertisement in such a way that the customer goes through all these six stages namely awareness, knowledge, liking, preference, conviction and purchase. It is created by Robert J Lavidge and Gary A Steiner in 1961, the hierarchy of effects model suggests six steps to consumer buying behavior.



Hierarchy of Effects Steps

The steps are defined as below:

1. Awareness: This is the most crucial step and the starting point for purchase. Brands must make sure that the consumer is aware of the presence of your brand in a particular product segment.

For example, if Tina wants to buy a toothbrush, and you as the marketing manager of Colgate wants her to buy your brand's toothbrush, you have to make sure that you advertise well so that she is aware of the existence of such a brand for toothbrushes.



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2. Knowledge: This is where your product will be evaluated against other brands by the consumer. Make sure enough (positive) knowledge is available about your product – through the internet, retail stores and the product package itself.

For example, now Tina, aware that there is a Colgate brand will try figure out what unique features and benefits you are offering over any other brand like Colgate and Oral-B.

3. Liking: This is where the consumer builds a liking to your product. This is where your product is being considered for its emotional benefits; be sure to make them prominent.

For example, now Tina has evaluated the pros & cons of buying a Colgate brush but might not like the colour of it, or might feel that this brush is for the elderly. As the marketing manager of Colgate, you have to make sure that these features, that leave emotional impact, are taken care of properly in the marketing communication program.

4. Preference: By this time consumer may be convinced to try out your product, but may like other brands of toothbrush too. So what is it that will make her prefer Coolgate over the other brands? These points of differentiations or unique selling points need to be highlighted to make sure that the consumer likes your brand more than the others in her consideration list.

For example, Tina now may be actually considering buying a Colgate toothbrush. But is she thinking that she'll buy it to try it only or is she thinking that the next buy will also be a Colgate brush?

5. Conviction: This is the stage where the doubt in consumers' minds about buying the product of your brand needs to be converted into action. Marketers can aid in this step by giving out free samples, test drives etc. This step should also decide if the consumer will stick to your brand i.e. actually buy your brand, or switch after testing the sample.

For example, Tina tried the brush you gave her for a month and then when time came to buy one, she bought an Oral-B one. Make sure that doesn't happen and that trial builds loyalty. Incorporate such unique features in your brand that will encourage purchase.



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6. **Purchase:** The last and the most crucial stage of the consumer buying cycle is the purchase. You need to make sure that purchase experience is easy and perhaps even enjoyable for the consumer. Some of the ways to encourage purchase is by keeping simple and multiple paying options, making the product available easily, easy to understand usage instructions, offers etc.

For example, now that Tina has decided to buy your brand after trying it out for a month, make sure she knows where to buy it from and how she can pay. You may also give her a tube of toothpaste free to delight her.

The main aim of this tool that serves as a marketing communication tool is to encourage consumers to go through the six steps that end in purchase of product. It is not necessary that consumers always go through all the six steps but the aim is to land a purchase.



UNIT- III

What Is Media Planning?

You are creating advertising for a new product. To complete this task, you need to go through the media planning process. **Media planning** in advertising is the making of decisions to deliver a message to the target audience.

The Process

Now that you understand what media planning is, it is time to review the process. The process includes:

- Market analysis
- Establishing the media objective
- Setting the strategy
- Implementation
- Evaluation and follow-up

Market Analysis

Performing a market analysis involves determining who your audience is. The **audience** is the number and type of people your advertising targets. The audience can be classified according to age, sex, income, occupation, etc. Performing this analysis will help you to project costs and determine the right media for your campaign.

Establishing the Media Objective

The **media objective** is the goal of the media plan. To establish this objective, you must determine your goal for reach, frequency, circulation, cost, and penetration. **Reach** is the amount of people the message is in front of over a period of time. **Frequency** is the average number of times the message is in front of those people. **Circulation** is used for printed advertisements. This is the number of prints that are produced and sent out. **Cost** is broken down into two different sections: cost per thousand (CPM) and cost per person (CPP). It is important to understand the cost as you are budgeting. The cost will tell you which form of media is the best option for your business. **Penetration** is the number of audience members reached by the advertising. The company must determine if it wants to take over a market or just reach a certain group prior to setting the penetration goals and strategies.

Setting the Strategy

Now that you understand who you are marketing to and how much it will cost you, you will need to make a decision about what type of media you will use. Some options include Internet, television, radio, newspaper, consumer and business publications, and interactive media platforms. Which option reaches the largest audience? How often will it reach the audience? Does it fit in your budget?



Implementation

Now you have a plan. Now it's time to set it in motion. This is when you buy media. **Media buying** is the purchasing of the space in the selected media. This involves committing to the media provider, submitting the ad, and paying the bill. This is the exciting part. You see all your hard work come together.

Evaluation and Follow-up

After everything is said and done, it is time to see how successful your media plan was. To do so, you need to follow-up and evaluate the results. Ask yourself, 'Did we meet media objectives? How successful were the strategies?' The success of this media plan will determine future media plans.

MEDIA SCHEDULING

This is the final step in the media process (media plan). It refers to the timing of the media insertions. A media schedule is usually prepared for the entire campaign period, which is usually for a period of 6 months or 1 year.

The following factors are taken into consideration in preparing a media schedule:

- Seasonal patterns of the products (Monte Carlo advertises more in winters)
- Repurchase cycles (FMCG's require more advertising)
- Product life cycle (a product in introductory stage requires more advertising)
- Competitor's media schedule (Coca-Cola and Pepsi)

DIFFERENT PATTERNS OF MEDIA SCHEDULING

- Continuous Advertising: this refers to advertising without breaks. Products with short repurchase cycle that are purchased frequently are the examples. E.g. HLL, Coca-Cola, Pepsi etc.
- Flighting: this is an intermittent pattern with gaps where no advertising is done. This is a case for seasonal products, where funding is limited and the products with a long repurchase cycle. E.g. CRY (Child Relief and You) cards and Monte Carlo woolen wears.
- Pulsing: this is continuous advertising, which gets heavy during certain periods. Seasonal items follow this pattern of advertising. E.g. Rasna (Rozana and Utsav)
- Blinkering: this is strong advertising during periods with short gaps in between. E.g. Eagle Diaries start advertising from September and stops advertising in October and again go for strong advertising (bursts) in November and December

Thus the media planning is very complicated and involves a lot of expertise. Media planners play a very crucial role in media budget decisions.

ADVERTISING MEDIA , TYPES OF MEDIA

Media

- The plural of medium, are means of communication.
- Derived from the Latin word "medius" middle("between"), the term refers to anything that carries information between a source and a receiver.
- Is a mean of transmitting the message, thought opinion and view point.
- Its purpose is to facilitate communication and learning.



Advertising media means a media where advertisements can be placed. Media can be in print, broadcast, or in electronic format (Internet). Real life media examples would be television, radio, magazines, newspapers, web sites, etc.

VARIOUS TYPES OF MEDIA

PRINT MEDIA -

The print media have their own charm and effectiveness. It provides ailed advertising information. They reach quality audience in terms of jine, occupation and education. The print media use printed letters and rds, typed letters, cyclostyled circulars. They are also known as publication edia. The degree of readers' interest in the advertising content depends the vehicle. The print media charge for advertising space, depending on column required and the page number. The advertiser performs the job cliecking, processing, printing and distributing. The print media have en divided into:

1. Newspapers,
2. Magazines and
3. Direct mail advertising.

NEWSPAPER

Newspapers are generally published on a daily basis. According to the recent readership survey (NRS and IRS 1999 figures lift-r, hence both are mentioned), the total number of major national and gional/local dailies in 12 Indian languages and English is 117 (IRS), 96 (NK^s). Maximum number of dailies is in English 22 (IRS), 18 (NRS). Secondary figure of dailies is in Hindi, numbering 26 (IRS), 23 (NRS). In the regional languages, Marathi and Gujarati dailies have the largest number —(I RS), 15 (NRS), and 14 (IRS), 11 (NRS) respectively.

CLASSIFICATION OF NEWSPAPERS ON THE BASIS OF FREQUENCY

The newspapers are classified into two broad categories on the basis of frequency, viz. dailies and weeklies. The *dailies* are published every day While the weeklies are published once in a week. The frequency is decided on the basis of circulation. The *weeklies* publish concise figures and news for *the* whole of the week, while the dailies publish all sorts of news daily divided from different sources.

Physical Size - The size may be the standard size (broadsheet) or the tabloid size (tabloid). The standard size has 8 columns to the page, i.e. 300 lines in depth, while the tabloid has 6 columns. The standard size is that of The Hindustan times and The Times of India, while the tabloid is about half the standard size-The Illustrated Weekly, Blitz, etc. Advertisers have to bear in mind the question of size. Newspaper charge for advertising on the basis of columns and formats. There are two basic newspaper formats, standard size and tabloid. The Standard-size newspaper is about 29.5 in by 23.5 in and is divided into six columns. The tabloid newspaper is generally about 14 inches

Specialised Audience -Some dailies and weeklies serve special-interest audiences, a fact lost on advertisers. They general contain advertising oriented to their s audiences, and they may have unique advertising regulations.



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Supplements -Many newspapers issue Supplements. The dailies issue Saturday Sunday supplements. Some dailies issue only Sunday magazines. Re supplements are issued tw dailies. Sometimes, the dailies issue some special! supplements, Such as Independence Day supplement, Supplements on **the**, progress of a particular State or public enterprise or trade or industry.

OTHER TYPES OF NEWSPAPERS

Most Sunday newspapers also feature a Sunday supplement **magazine.** Some publish their own supplement, such as Los Angeles Magazine of **the**: Los Angeles Times. Another type of newspaper, the independent shopping guide or **free** community newspaper, offers advertisers local saturation. Sometimes **called** pennsavers, these shoppers offer free distribution and extensive advertising pages targeted at essentially the same audience as weekly newspapers— urban and suburban community readers. Readership is often high, and **the** publisher uses hand delivery or direct mail to achieve maximum saturation-

OTHER CLASSIFICATION OF NEWSPAPERS

The primary role of newspapers is to deliver promptly detailed coverage of news and other information, and incorporate interesting features for readers. Newspapers can be classified in different ways. The following classification of newspapers is convenient.

National Newspapers -Newspapers with national circulation in India are either in English **or** Hindi. *Times of India*, *The Hindzi*, *Hindustan Times* and others are national English dailies. *Hindustan*, *Nav Bharat Times* and *Rashtriya Sahara* are Hindi national dailies. These newspapers have editorial content with a nationwide appeal. This mainly attracts national and regional advertisers. Among the general national level English newspapers, *Times of India* has no equal. Its readership figure is 44.23 lakhs. NRS indicates that 95.75% **TOI** readers are urban and only 4.25% are rural.

Daily Newspapers (Regional/Local) -These newspapers are published daily and in some cases the circulation figures of these regional newspapers are much higher than national newspapers.

Special Audience Newspapers - These newspapers are published daily and in some cases the circulation figures of these regional newspapers are much higher than national newspapers. For example, circulatory figure of Punjab Kesari is 57.09 lakhs, which is more than any English national daily. They provide only brief coverage of important national news and events.

TYPES OF NEWSPAPER ADVERTISING

Display advertising is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. In periodicals, display advertising can appear on the same page as, or on the page adjacent to, general editorial content.

Classified advertising - is a form of advertising which is particularly common in newspapers, online and other periodicals, e.g. free ads papers or Penny savers. Classified advertising differs from



standard advertising or business models in that it allows private individuals (not simply companies or corporate entities) to solicit sales for products and services.

Special Advertising - Some special commodities and products are advertised under special advertisement columns. Sometimes, a few pages are devoted **only** advertisements. They are well planned and are in special color to draw the attention of readers.

Public Notices - A public notice or **notice of intent** is information directed to citizens of a governmental entity regarding government-related activities. Public notices have traditionally been published in specified governmental publications and in local newspapers, a common source for community information. A public notice typically possesses four major characteristics:

1. A public notice is published in a broadly available forum, such as a local newspaper.
2. A public notice is capable of being archived in a secure and publicly available format.
3. A public notice is capable of being accessed by all segments of society.
4. The public and the source of the notice must be able to verify that the notice was published, and its information disseminated to the public

Preprinted Inserts - Like magazines, newspapers carry preprinted inserts and delivers them **to** the newspaper plant for insertion into a specific edition. Inserts sizes range from a typical newspaper page to a double postcard; formats include catalogue, brochures, mail-back devices, and perforated coupons.

General Advertising - National or general advertising refers to display advertising by marketers of branded products or services, who sell on a national or regional level. The objective of such ads is to help create and stimulate customer demand for the product or service, augment re-sellers' promotional efforts and encourage them to stock marketer's products

Local Advertising - Local advertising is often referred to as retail advertising and is used by local business establishments, individuals and other organisations to reach the consumers in the local market area served by the newspaper. Supermarkets, departmental stores, retailers, banks, schools, computer education centres, and others use local display advertising.

Some Advantages in Newspaper Advertising –

1- We can reach certain types of people by placing your ad in different sections of the paper. People expect advertising in the newspaper. In fact, many people buy the paper just to read the ads from the supermarket, movies or department stores.

2- Unlike advertising on TV and radio, advertising in the newspaper can be examined at your leisure. A newspaper ad can contain details, such as prices and telephone numbers or coupons.

3 - From the advertiser's point-of-view, newspaper advertising can be convenient because production changes can be made quickly, if necessary, and you can often insert a new advertisement on short notice.

4 - Another advantage is the large variety of ad sizes newspaper advertising offers. Even though you may not have a lot of money in your budget, you can still place a series of small ads, without making a sacrifice.

Disadvantages with Newspaper Advertising –

1. Newspapers usually are read once and stay in the house for just a day.



2. The print quality of newspapers isn't always the best, especially for photographs. So use simple artwork and line drawings for best results.
3. The page size of a newspaper is fairly large and small ads can look minuscule.
4. Your ad has to compete with other ads for the reader's attention.
5. We're not assured that every person who gets the newspaper will read your ad. They may not read the section you advertised in, or they may simply have skipped the page because there wasn't any interesting news on it.

FACTORS AFFECTING CHOICE OF MEDIA SELECTION -

1. The nature of the product
2. Potential market
3. The type of distribution strategy
4. The advertising objective
5. The type of selling message
6. The budget
7. Competitive advertising
8. Media Availability.
9. Characteristics of media.

METHODS FOR SCHEDULING MEDIA

After selecting the appropriate media vehicles, the media planner decides how much space or time (units) of each vehicle to buy and schedules them for lease user a period of time when consumers are most apt to buy.

(1) Continuous, Fighting, and Pulsing Schedules

To build continuity in a campaign, planners use three principal scheduling methods: continuous, fighting, and pulsing.

In a continuous schedule, advertising runs steadily and varies little over the campaign period. It is the best way to build continuity. Advertisers use this scheduling pattern for products consumers purchase regularly. For example, a commercial is scheduled on radio stations WTKO and WRBI for an initial four-week period. Then, to maintain continuity in the campaign, additional spots run continuously every week throughout the year on station WRW.

Fighting alternates periods of advertising with periods of no advertising. This intermittent schedule makes sense for products and services that experience large fluctuations in demand throughout the year (tax services, lawn care products, cold remedies). The advertiser might introduce the product with a four-week flight and then schedule three additional four-week flights to run during seasonal periods later in the year.



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The third alternative, pulsing, mixes continuous and fighting strategies. As the consumer's purchasing cycle gets longer, pulsing becomes more appropriate. The advertiser maintains a low level of advertising all year but uses periodic pulses to "heavy up" during peak selling periods. This strategy is appropriate for products like soft drinks, which are consumed all year but more heavily in the summer.

(2) Additional Scheduling Patterns

For high-ticket items that require careful consideration, bursting—running the same commercial every half hour on the same network during prime time—can be effective. A variation is road blocking, buying air time on all three networks simultaneously. Chrysler used this technique to give viewers the impression that the advertiser was everywhere, even if the ad showed for only a few nights. Digital Equipment used a scheduling tactic called blinking to stretch its slim ad budget. To reach business executives, it flooded the airways on Sundays—on both cable and network channels—to make it virtually impossible to miss the ads.

(3) Maximising Reach, Frequency, and Continuity: The Art of Media Planning

Good media planning is an art. The media planner must get the most effective exposure on a limited budget. The objectives of reach, frequency, and continuity have an inverse relationship. To achieve greater reach, some frequency has to be sacrificed, and so on. Research shows that all three are critical. For guidelines on determining the best reach, frequency, continuity, and pulsing combinations, study.



UNIT IV

Media Strategy

“A medium is a channel or a system of communication such as newspapers or radio A vehicle is a specific carrier within the channel”



In the process of transmission, the advertiser tries different kinds of media to woo the masses. It could be newspaper, magazine, TV or radio. The major advertising media include.

In developing a media plan, three basic media strategies

- (i) the national plan strategy,
- (ii) the key market plan strategy, and
- (iii) the skin plan strategy. The advertiser may use anyone of them or a combination of all the three strategies.

We discuss these strategies hereunder:

1. The National Plan Strategy:

This strategy is generally employed by those advertisers who have nation wide market for their products and therefore they advertise naturally in an attempt to reach the people living in every corner of the nation. Such people are the target market for the advertiser. Frequently, media choices for such advertisers will be those, which are capable of reaching large number of consumers wherever located at low costs per impression. Under this strategy, an advertiser seeks a large number of impressions either through one or a number of media vehicles. Usually, such advertisers concentrate the advertising in national magazines having a wide circulation throughout the country or on the network television. Moreover a combination of other media including newspapers, radio, outdoor, advertising may be chosen. Such media-mix may support the national media advertising. The national plan is usually employed after one to expand distribution to national level.

2. The Key Market Plan Strategy:

Many advertisers are not interested in expanding the market for their products throughout the country. Their strategy is to seek a substantial segment of it and to develop it with their full strength. The segment which the advertiser wants to reach may be selected on the basis of geographical units or consumer characteristics. A media strategy based on division of the market into geographic segments may be called key market or zone approach.

There may be other persons why the advertisers choose key markets for their advertising. For example-(1) one rig on may be the centre of competitive situation which the advertiser wishes to meet through advertising. (2) Because of their isolation and population composition, other areas



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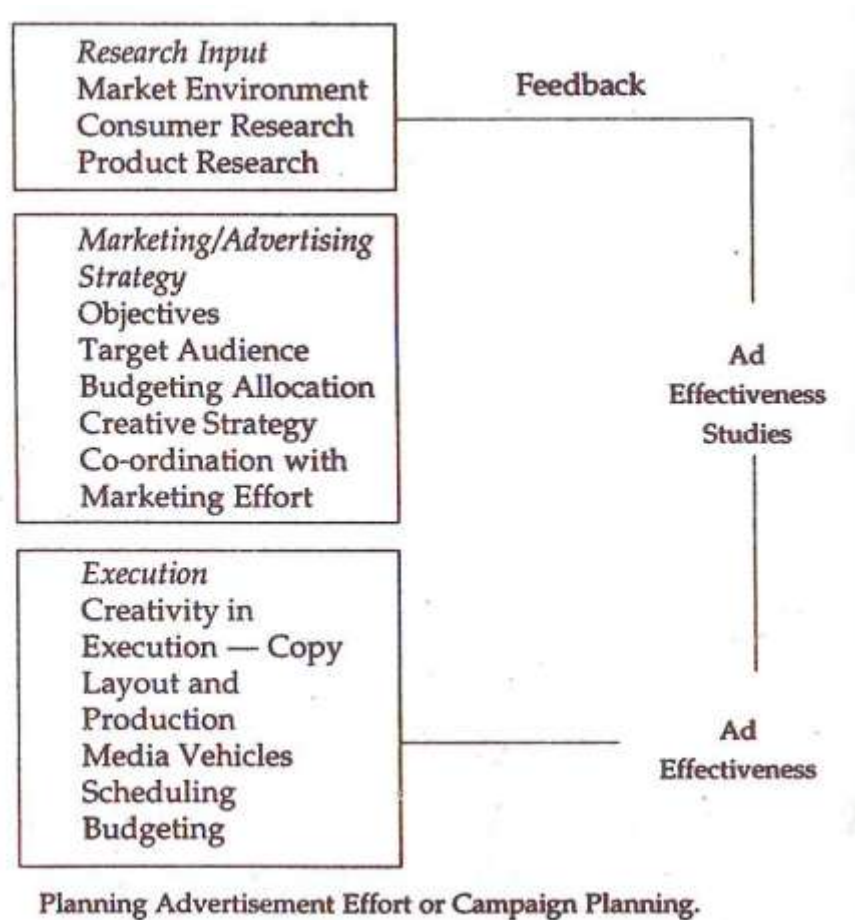
may be chosen to be test areas for the introduction of new products, new packages, or experimental advertising. These areas, in fact, will not receive the same advertising treatment as other regions even though the advertiser is a nation all advertiser.

3. The Skin Plan Strategy:

The previous approach (key market approach) is based on the concept of the segments of the market based on the geographic location. An alternative way of approaching segmented market is to aim specific consumer groups regardless of their geographic location. This approach may be called 'skin plan'

CAMPAIGN PLANNING, CREATIVITY AND PSYCHOLOGY IN ADVERTISING

Advertising is too important an activity to be left unplanned. Advertising task is to be spelled out and its contribution to overall marketing effort is to be pre-decided. The advertising programme is planned to fulfill certain objectives which are related to overall marketing objectives. Advertising plan is thus a part of marketing strategy and is co-ordinated with the other elements of marketing mix — personal selling, sales promotion, pricing, distribution and product.



Advertising plan is based upon research which provides inputs to strategic decisions pertaining to copywriting, scheduling and budgeting. After the campaign is run, research provides data to judge its effectiveness. Research thus provides the feedback mechanism.

Advertising plans are geared to segmentation, targeting and positioning strategies.

SCHEDULING ADVERTISING

Scheduling is defined as the determination of the time when each item of preparation and execution should be performed. The term scheduling has two meanings in advertising circles. First meaning of the term is analogous to the factory situation. Procedures are established within the agency set-up to make sure that creative work is done in time.

In the second meaning, the term scheduling is used to describe any activity closely related to the physical placement of advertisements in the required media. When all the specific media to be



bought have been considered, the job of placing ads in these media becomes simple. There are various forms of media schedule; but everyone contains four basic elements. These are:

- i) The list of media in which the ad would appear;
- ii) The dates of insertion-airing or posting
- iii) The space, time or other units to be used; and
- iv) The cost, circulation figures, etc., are also sometimes given.

The media schedule provides a work-sheet, against which the person charged with the responsibility of actually placing the advertisements can check the operations. The schedule is a handy device to show what the advertising programme of the company contains.

METHODS FOR SCHEDULING MEDIA

After selecting the appropriate media vehicles, the media planner decides how many space or time units of each vehicle to buy and schedules them for least cost over a period of time when consumers are most apt to buy.

(1) Continuous, Fighting, and Pulsing Schedules

To build continuity in a campaign, planners use three principal scheduling methods: continuous, fighting, and pulsing.

In a continuous schedule, advertising runs steadily and varies little over the campaign period. It is the best way to build continuity. Advertisers use this scheduling pattern for products consumers purchase regularly. For example, a commercial is scheduled on radio stations WTKO and WRBI for an initial four-week period. Then, to maintain continuity in the campaign, additional spots run continuously every week throughout the year on station WRW.

Fighting alternates periods of advertising with periods of no advertising. This intermittent schedule makes sense for products and services that experience large fluctuations in demand throughout the year (tax services, lawn care products, cold remedies). The advertiser might introduce the product with a four-week flight and then schedule three additional four-week flights to run during seasonal periods later in the year.

The third alternative, pulsing, mixes continuous and fighting strategies. As the consumer's purchasing cycle gets longer, pulsing becomes more appropriate. The advertiser maintains a low level of advertising all year but uses periodic pulses to "heavy up" during peak selling periods. This strategy is appropriate for products like soft drinks, which are consumed all year but more heavily in the summer.

(2) Additional Scheduling Patterns

For high-ticket items that require careful consideration, bursting—running the same commercial every half hour on the same network during prime time—can be effective. A variation is road blocking, buying air time on all three networks simultaneously. Chrysler used this technique to give viewers the impression that the advertiser was everywhere, even if the ad showed for only a few nights. Digital Equipment used a scheduling tactic called blinking to stretch its slim ad budget. To



reach business executives, it flooded the airways on Sundays—on both cable and network channels—to make it virtually impossible to miss the ads.

(3) Maximising Reach, Frequency, and Continuity: The Art of Media Planning

Good media planning is an art. The media planner must get the most effective exposure on a limited budget. The objectives of reach, frequency, and continuity have an inverse relationship. To achieve greater reach, some frequency has to be sacrificed, and so on. Research shows that all three are critical. For guidelines on determining the best reach, frequency, continuity, and pulsing combinations, study.

Advertising Budget

A budget is a financial or Quantitative statement prepared prior to a definite period of n; of the policy to be perused during that period or the purpose of achieving a given objective

Advertising budget is a plan or expenditures to be incurred on the advertising campaign.

Advertisement budget is a functional budget and setting the goals and objectives in terms of income and expenditure on advertising during a specified period. The expenditure may be to meet the present expenses as well as future expenditure. In advertising budget, budget decisions explain the budget strategies and programmes. Advertising budget converts advertising plan into money.

Advertising expenditure is no longer expenditure; it is now widely confident to be an investment.

Like any other investment in a capital asset, an effective advertising campaign may increase the figure sales, though, in the concept of accounting, it is still considered to be a business expense. In the most elementary form, it states the properly advertising expenditure and informs and suggests the company management of the anticipated cost of executing the advertising plan.

Thus, budgeting is a forward plan of any activity expressed in terms of rupees, and budgeting is the process of this planning.

Therefore, the advertising budget is the conversion of an advertising plan into rupees; and thus informs the top management of the amount of proposed advertising expenditure and its apportionment on the various advertising activities of the company

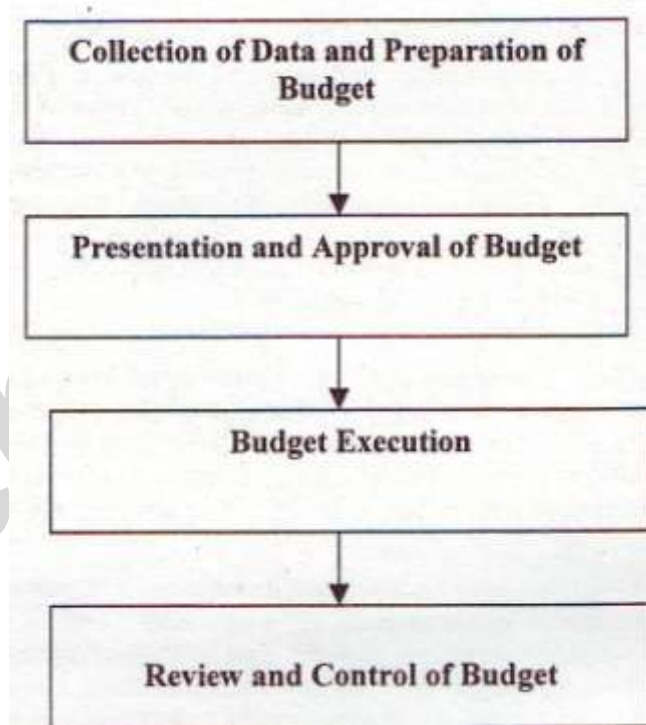
ADVERTISING BUDGET PROCESS

1. Collection of data and preparation of budget: The advertising department is responsible for the planning of advertising work after getting information from various sources. Determining the size of the future advertising appropriation is the first step in preparing the advertising budget. The budget must be allocated among different market segments, time periods and geographical areas depending upon the market potential within that segment, period or area.

2. Presentation and approval of the budget: The next step in the budget marking process, after it is developed by the advertising head in consultation with the agency personnel is to present it before the C. E. O for approval.



3. Budget execution: The important task undertaken for this purpose is the purchase of authorized time and space over the media and the agency handles the job for and on behalf of advertiser. The costs of advertising production such as making television commercials can also be significant elements in the overall expenditure of advertising.



Control of budget : It is the duty of advertising manager to see whether actual advertising expenditures coincide with the budgeted expenditure or not. A procedure must be evolved which brings information about current expenditure to the advertising manager.

Methods of Advertising Budget:

1. Objective & Task Method
2. Maximum Affordability Method
3. Share of the Market Method
4. Arbitrary Decision Method
5. Percentage of Sales Method
6. Fixed sum per unit Method
7. Other Method
8. Competitive Parity Method



UNIT V

Think of advertisements that stick in your head. What makes them so memorable? Is it the product itself, or is it the techniques used to produce the ad? **Advertising appeals** are the persuasive pressures that stimulate a person to buy a product or service by speaking to an individual's needs, interests, or wants. The goal of an ad is to persuade customers, and advertising appeals provide just the right hook to allow persuasion to occur. Advertising appeals are designed to create a positive image and mindset about those who use the product or service, and are a major factor of consideration for advertisers. Companies put a lot of effort into their creative advertising strategies and use various types of appeals to influence purchasing decisions.

Types of Advertising Appeals

1. Emotional Appeal
 - a) Personal Appeal
 - b) Social Appeal
 - c) Fear Appeal
 - d) Humor Appeal
2. Sex Appeal
3. Music Appeal
4. Scarcity Appeal
5. Rational Appeal
6. Masculine Feminine Appeal
7. Brand Appeal
8. Snob Appeal
9. Adventure Appeal
10. Less than Perfect Appeal
11. Romance Appeal
12. Youth Appeal
13. Endorsement
14. Play on Words
15. Statistics
16. Plain Appeal
17. Bandwagon Appeal
18. Sensitivity Appeal



Emotional Appeal

- ✓ Related to an individual's psychological and social needs for purchasing certain products and services.
- ✓ **Personal Appeal**
Some personal emotions that can drive individuals to purchase products include safety, fear, love, humor, joy, happiness, sentiment, stimulation, pride, self esteem, pleasure, comfort, ambition, nostalgia etc.
- ✓ **Social Appeal**
Social factors cause people to make purchases and include such aspects as recognition, respect, involvement, affiliation, rejection, acceptance, status and approval.

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Emotional Appeal

- ✓ **Fear Appeal**
Fear is also an important factor that can have incredible influence on individuals. Fear is often used to good effect in advertising and marketing campaigns of beauty and health products including insurance. Advertising experts indicate that using moderate levels of fear in advertising can prove to be effective.
- ✓ **Humor Appeal**
Humor is an element that is used in around 30% of the advertisements. Humor can be an excellent tool to catch the viewer's attention and help in achieving instant recall which can work well for the sale of the product. Humor can be used effectively when it is related to some benefit that the customer can derive without which the joke might overpower the message.

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Fear Appeal

Humour Appeal

