



SYLLABUS

Class – B.Com. II Year (Management)

Subject – Advertising

UNIT – I	Advertising agencies, role & importance in advertising organization patterns, functions, selection of agency, agency commission & fees advertising department, functions & organization.
UNIT – II	Advertising types of media – Print media (news paper & magazine, pamphlets, posters & broader), electronic media (radio, television audio visuals, cassettes), other media (direct mail, outdoor media). Their characteristics, merits & limitations.
UNIT – III	Media scene in India, problem of reaching rural audience & Markets, exhibitions, mela, press conference, media planning, selection of media category, reach frequency impact, cost & other factor influencing the choice of media.
UNIT – IV	Regulation of advertising in India, misleading & deceptive advertising, false claims, advertising



B.Com 2nd Year

Subject- Advertising

	agencies, their rôle & importance in advertising & false claim.
UNIT - V	Media scheduling, run-up of previous lectures, evaluation of ad effectiveness, importance & difficulties, method of measuring effectiveness, pre-testing, post-testing communication effect, sales effect.



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.



B.Com 2nd Year

Subject- Advertising

- 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.

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.

UNIT II

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 line, 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 clicking, processing, printing and distributing. The print media have been 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 left-r, hence both are mentioned), the total number of major national and regional/local dailies in 12 Indian languages and English is 117 (IRS), 96 (NRS). 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 —(IRS), 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 derived from different sources.

Physical Size – The size may be the standard size or the tabloid size. The standard size has 8 columns to the page, i.e. 300 lines in depth, while the tabloid has 6 columns, i.e. 200 lines in depth. 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 22 inches deep and 14.3 inches wide and is divided into six columns. The tabloid newspaper is generally about 14 inches deep and 11 inches wide.

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

Supplements – Many newspapers issue Supplements. The dailies issue Saturday Sunday supplements. Some dailies issue only Sunday magazines. Re supplements are issued two 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 pennysavers, 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 deliver 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.

Rate Card – Like the magazine rate card, the newspaper rate card lists advertising rates, mechanical and copy requirements, deadlines, and other information. Because rates vary greatly, advertisers should calculate which papers deliver the most readers for their money, and weigh that information against that readership.

Local Versus National Rates – Most newspapers charge local and national advertisers different rates. The national rate averages 75 percent higher, but some papers charge as much as 254 percent more. Newspapers attribute higher rates to the added costs of serving national advertisers. For instance, an ad agency usually places national advertising and receives a 15 percent commission from the paper. If the advertising comes from another city or state, then additional costs, such as long-distance telephone calls, are involved.

Flat Rates and Discount Rates – Many national papers charge flat rates, which means they allow no discounts; a few newspapers offer a single flat rate to both national and local advertisers.

SOURCES OF PRINT MEDIA INFORMATION

Audit Bureau of Circulations (ABC) was formed in 1914 to verify circulation and other marketing data on magazines and newspapers. Each publication submits a semiannual statement, which is checked by specially trained ABC field auditors. The publisher supplies data on paid circulation (for a specified period) for its regional, metropolitan, and demographic editions, broken down by subscription, single-copy sales, and average paid circulation. The ABC also analyses new and renewal subscriptions by price, duration, sales channel, and type of promotion.

Classified Advertising Network of India (CANT) is a statewide affiliation of daily newspapers that reaches over 7.5 million Indians. It enables advertisers to place classified ads in daily newspapers throughout the state easily and inexpensively.

Magazine Publishers Association (MPA) has a total membership trade group provides the circulation figures of all ABC member magazines (general and farm) from 1914 to date, with annual figures related to population. It estimates the number of consumer magazine copies sold by year from 1943, and it lists the 100 leading magazines according to circulation.

Mediamark Research Inc. (MRI) conducts personal interviews to determine readership patterns. In addition to reporting the audience and readership demographics for leading consumer magazines and national newspapers, MRI publishes annual studies on the affluent market, business-purchase decision makers, and the top 10 markets.

Newspaper Association of India (NAI) is the promotional arm of the Indian newspaper Publishers Association and the national newspaper industry. The association provides its newspaper members with market information by conducting field research and collecting case histories. It also administers the National Newspaper Network-order, one-bill system.



Newspaper Space Bank (NSB) is an on-line database se through which advertisers can buy cancelled, unsold, or reran space in major market newspapers across the country at dee discounted rates after normal closings.

Simmens Market Research Bureau (SMRB) is a respect syndicated research organisation that publishes magazine readership studies. Its annual study of media and markets provides data e readers' purchase behaviour and demographics based on person interviews. In addition, SMRB publishes the National College S and the Simmens Teen-Age Research Study twice a year.

Standard Rate and Data Service (SRDS) publishes *Newspa Rates andData*, *CensumerMagazine and Agrí Media Rates and Data* and *Business Publication Rates and Data*, as well as other monthl directories se advertisers and their agencies don't have to obtai rate cards for every publication.

Audience studies provides by publications. Newspapers are also offer a magazines se e r media planners many other types of statistical reports, including reader income, demographic profiles, arid percentages of different kinds of advertising carried

-----MAGAZINES ----

The second form of print media is the magazine. It offers specialised formation to a special audience. Newspapers appeal to people in a articular locality; but magazines reach special types of people in all qualities. Magazines are subscribed to by those people who have certain stern, they maybe interested in movies, households, sports, politics, etc.

CLASSIFICATIONS OF MAGAZINE

Content - One of the most dramatic developments in publishing has been the emergence of magazines with special content, which has given many books goods prospects for long-term growth. The broadest classifications Content are consumer magazines, farm magazines, and business magazines. Each may be broken down into hundreds of categories.viz -

a) Consumer magazines - Consumer magazines serve the interests of consumer-men, women, children. There are specific magazines serving the interests of all types of consumers. The Manorama, Grahsebha, Women's Era, etc. are consumer magazines.

b) Farm Publications - are directed to farmers and their families or to companies that manufacture or sell agriculture equipment, supplies, and services: Farm Journal, Progressive Farmer, Prairie Farmer, Successful Farming. Farm Magazines in India are not very popular in spite of the expansion of agricultural techniques and inputs, the though agricultural production has increased considerably.

c) Business magazines, by far the largest category, target business readers. They include trade publications for retailers, wholesalers, and other distributors; business and industrial magazines for business people involved in manufacturing; and professional journals for lawyers, physicians, architects, and other professionals.



d) Audience. Magazines may be classified on the basis of editorial appeal or audience or readers. They may be consumer magazines, farm magazines or business magazines.

Geography – On the basis of regional publications, magazines may be divided into *national* magazines, regional magazines and local magazines. Many specialised magazines have nationwide circulation. **They serve** the interests of specialized people living in any part of the country. Some magazines, such as Commerce and Industrial Times, are in demand in foreign countries as well. **The circulation** of some magazines is restricted to a particular region, community or religion. Bengali magazines have circulation only in the eastern part of the country, while Grihsebha is popular in Northern India.

Size

It does not take a genius to figure out that magazines come in different shapes and sizes, but it might take one to figure out how to get one ad to run in different-size magazines and still look the same. Magazine sizes run the gamut, which makes production standardisation an occasional nightmare. The most common magazine sizes follow :

Size classification	Magazine	Approximate size of full-page ad
Large		Life 4 col. x 170 lines (9.375 x 12.125 inches)
Flat	Time, newsweek	3 col. x 140 lines (7 x 10 inches)
Standard	National Geographic	2 col. x 119 lines (6 x 8.5 inches)
Small or Reader's Digest,		2 col. x 91 lines

Advantages of Magazines

- It offers selectivity, reproductively, Long life, possible prestige and other services.
- The advertiser can select any one specialised magazine according to his product.
- They are cheap and intensive medium of advertising.
- They reach the actual prospects who are willing to purchase the advertised goods.
- Necessary duplication and waste are avoided by the proper selection of a magazine.
- Magazine advertising can be reproduced at a later stage because the advertised content and photo can be used at any time.
- Some magazines pay special attention to colour and printing impressions.
- Magazines are kept for a longer period and maybe used as references.
- **Many** magazines offer prestige advertisements. The advertisement in The 'illustrated Weekly, India Today, etc- enjoy some prestige. Magazines **may** offer research possibilities, test marketing, split-run testing and many other extra services.

Disadvantages of Magazines – Magazines are not as flexible as television and radio. They may not be suitable for local conditions because they have a nation wide appeal Very few magazines offer regional editions in regional languages., Magazines do not have a wide reach as the other media.



LEAFLET AND PAMPHLETS

Pamphlets and leaflets are two common types of print publications used in advertising. The core difference between a leaflet and a pamphlet is based on size. A pamphlet typically has five or more pages of company or production information, whereas a leaflet is one single page, similar to a flyer.

Size and Scope – Leaflets, pamphlets and similar types of print collateral are used to launch new companies or products, promote special events or attract attention from new customers. A leaflet is a quick-hitter, one-page piece that typically includes one or two key messages and often an image. It is printed on better quality paper than a flyer. A pamphlet is longer and provides a more thorough overview of your company and product or service benefits.

Placement – Leaflets offer a bit more flexibility in placement. Because they are on one page, you can post or hang a leaflet in a public place just as you would a flyer. You can also hand leaflets out to prospects or customers or send them in the mail. Posting pamphlets isn't practical since you need target customers to dig into the material. It is also more costly to mail the larger-sized pamphlet.

Attention or Education – Because of the message limitations, leaflets serve the purpose of getting attention or promoting a singular product or event. Pamphlets typically have a broader purpose of educating customers. An insurance company might use a pamphlet to provide prospects of an overview of various insurance products. Banks provide pamphlets that cover various types of checking and savings accounts or loan products. You can also provide a complete overview of your company, its mission and your philosophies.

Costs – The costs of print collateral are typically based on the volume and quality of the paper and use of color. Therefore, you could have an exceptionally high-quality leaflet with a higher cost than a small, lower quality pamphlet. Typically, though, a pamphlet is more expensive because of the size and amount of paper used. You also pay an employee or designer for development. It costs more to design a pamphlet than a leaflet because of the complexity and content.

ELECTRONIC MEDIA

Electronic media is enjoying broader use every day with an increase in electronic devices being made. The meaning of electronic media, as it is known in various spheres, has changed with the passage of time. Electronic media exists today in many forms: radio, television, videotape, audiotape, telephone, telegraph, computer file, etc.

History

- Telegraph, 1938
- Telephone, 1876
- Radio, 1895
- Television, 1927
- Early Computer, 1942
- Photocopy Machine, 1946
- Transistor, 1947



B.Com 2nd Year

Subject- Advertising

- Computer, between 1960's & 1980's

Lancaster and Naibitt proposed that we are approaching a *paperless society*, where it is faster and less expensive to communicate through electronic channels: "It is becoming cheaper to handle words electronically than to handle them physically, to the point where the physical mode is becoming too expensive for ordinary use."

There are three traditional types of Electronic Media and a few Hybrids:

- 1) Television
 - 2) Radio
 - 3) Internet
 - 4) Smart phones may have created a new media type.
 - 5) Electronic display advertising, electronic streaming billboards may also be a new hybrid
- Internet, TV, Radio, arguably electronic Bill boards might qualify. Smart Phones are a play between Phone & internet so might pass for electronic media.

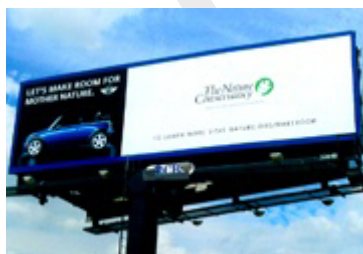
Advantage

- Immediacy
- Provides information and entertainment
- Creates awareness among people.
- It develops our thoughts and ideas.
- Keeps us in touch with what is happening in our society.
- Made communication increasingly easier.
- Connect diverse people from far and near geographical location.

Disadvantage

- Noise pollution
- Decision Making
- Common diseases and complications brought by electronic media.
 - Eyesight
 - Exposure to radiation which is lethally harmful to human body.

OUTDOOR MEDIA



Bulletin

Bulletin Billboard ads impact our increasingly mobile population. Bulletin Billboard signs are the perfect point-of-purchase media. Month-long presence and tremendous visibility allow Billboard advertisements to impact commuters. Size: 14' x 48' (odd-sized Bulletins also exist in most markets)



B.Com 2nd Year

Subject- Advertising



Wallscape

Affixed to buildings and visible from a distance, Wallscape Billboard ads provide maximum impact, offering the high-impact advertising Billboards are known for in major metro areas. Wallscape vary in size, providing many creative options for your Billboard signs. Size: Varies



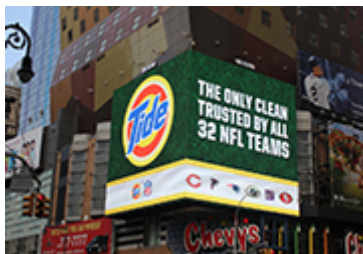
Poster

Highly visible to vehicular traffic, these billboard ads bring your message to a more local audience. Achieve dramatic impact and frequency with multiple units strategically located to maximize your billboard advertising objectives. Size: 10'5" x 22'8"



8-Sheet

Located along primary and secondary roadways in urban areas, 8-Sheet Billboard signs are a great medium for local businesses to drive traffic to their stores. 8-Sheet Billboard advertisements can target neighborhoods, shops and ethnic areas. Size: 5' x 11'



Spectacular

CBS Outdoor's Spectacular consists of unique opportunities in the major downtown metro areas and the highest traffic choke points. With units located in the top markets, these overwhelming structures will turn your brand into a staple of the city's scenery.

Size: Varies

DIRECT MAIL

Direct mail is a way of advertising in which advertisers mail printed ads, letters or other solicitations to large groups of consumers. Bulk-mail rates are used to lower the cost of the mailing, and targeted mailing lists are used to maximize potential response.

Direct mail is used in many different situations, limited primarily by the imagination of the advertiser. Stores typically use direct mail to advertise new products or to distribute coupons. Charities typically use it to raise money or recruit volunteers. Almost any sales pitch can be made by direct mail.

There are four main types of direct mail. Each type of direct mail is used to sell different types of products or services.

CATALOGS – Catalogs are a type of direct mail. Catalogs are used to present a number of products to a single buyer. This direct mail type is often used by home-based business



and mail-order marketers.

POSTCARDS – Postcards are the second type of direct mail. Postcards can be the most effective and the cheapest to produce. The front of the postcard has the customer's address while the back has the advertisement. Postcards are good for a new business or a business new to an area.

STANDARD LETTER MAILINGS – Standard Letter Mailings has the highest response rate among all direct mail formats. This type of direct mail is also known as a self mailer. These pieces are usually a page-length advertisement which can be folded and mailed. The promotional message is normally on one side and folded so that the message is on the inside facing sheet.

ALL-IN-ONE MAILERS – All-in-One Mailers are a combination of any of the above types of direct mail. These work as combination sales messages using postcard format with letter mailing length. These can be included in a catalog or booklet with a return card

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.



UNIT III

MEDIA SCENE IN INDIA

The decade since 2001 has been of economic and political turbulence in India. Consistent commitment to economic reforms has triggered this process. During this period India has also witnessed an unprecedented growth of mass media, particularly the electronic media and structural changes of far reaching consequences. Mass media in India proliferated in leaps and bounds since 2003 in terms of size.

There has been a proliferation of news bulletins on various television channels in the last couple of years. The big daily newspapers have further increased their circulation and readership. Radio and cinema got revived in the last couple of years. The turnover of media sector is more than Rs.400 billion and growing at around 18 percent per year.

And, as a result, media is identified as among the top five priority sectors for investment. "Press freedom" is not only uniquely provided in the constitution of the country, but also respected as in any other prominent democratic and developed country. In fact, there are fewer specific restrictions or regulations in India restraining media freedom than perhaps in USA, for example. Indian mass media now is not dominated by Government, including the electronic media, as in the earlier decades. In fact, it is private operators, new and old ones, who are making a difference. The share of State owned All India Radio and

Doordarshan TV would at the most be one third of broadcast scene. Globalization process has changed the very course of mass media in India, but moved it closer to "entertainment sector" and, in that process, diversity and pluralism, two basic characteristics of India, are likely to be eroded.

GROWTH IN CIRCULATION

In the last couple of years Hindi publications, particularly the dailies, had better growth in their circulation than in the case of other languages, including English. While newspapers in the Southern States had higher growth of circulation, the growth in the states of North was not significantly different from the previous years as one expected considering the size of potential market. Also, wherever there has been keen competition, the growth has been higher.

HIGH GROWTH, LOW EXPANSION

With proliferation of TV, radio and newspapers recently in the country, The overall role, reach and relevance of media should have expanded much beyond what it was a couple of years ago. The range of coverage of the news media should have also expanded beyond metro cities. But hardly there has been any change in both the respects. This is because the competition within and across the media has been for the same sections of people, the ones having deeper pockets.



SHIFT IN THE PARADIGM OF MEDIA OPERATIONS

Role and relevance of news media are to do with their own concerns and contents. Until a few years ago these were to do with the “Fourth Estate” notions and “watchdog” standing. For, that is how the news media have been enjoying certain privileges and societal status. The news media are expected to have larger and long range concerns about society, not just market compulsions or competitive concerns.

Today news media are more a corporate voice than of community. Certain new definitions, news values and different priorities dictate news media today. What does this paradigm shift mean for the dilemma involved in the media operations and for their accountability to society. Is media a public service or private business promoting private interests. Then of course the controversy to do with blurred distinctions between news and views, news and advertisements, information and propaganda, etc. Which are the factors which drive the priorities, pre-occupations and the shifts in the news media?. There is no independent and objective analysis of these changes in the media operations and their implications. The paradigm shift involves bigger issue to do with consumerism. Consumerism which is a global phenomena is what dictates the media priorities today.

POWER SHIFT

Today advertising and market research in many ways determine the scope of mass media, including journalistic trends. With allowing of 100 percent FDI in both these fields in the last couple of years, both these functions are in the hands of multinational corporates. Advertising, market research and media planning sets the scope and pace of media including in the case of ownership pattern and journalistic trends. By and large the control of these “determining factors” has changed hands quietly.

NEW GATEKEEPERS OF MEDIA

More specifically, market research agencies are the ones, which also conduct “readership” surveys and “rating” of television viewership and there by directly influence advertising agencies as well as the news media as to their priorities and preoccupation. The point here is that the methodology being followed for readership surveys and viewership rating is not without bias in favor of the sponsors and subscribers.

PROBLEMS OF REACHING RURAL AUDIENCE AND MARKETS

The rural Indian market is growing at a rapid pace for many products and simultaneously, the tastes and choices of rural consumers are getting transformed drastically. So, Rural advertising is gaining ground in today's competitive advertising market. The services and products that are being offered to rural folks may or may not be different from the ones in urban areas. But the strategic way they are promoted and marketed has a point to research. To face these challenges, marketers are using a combination of advertising and promotional techniques and also unique media communications for rural areas.

There has been a lots of discussion on advertising in Indian villages. Rural India presents immense o



(Village advertising India)

opportunity for sure but for everyone trying to make moolah out of it, there are unique challenges that the area presents and need to be cautious. Today I would like to share my experience, which I have gained after multiple years of off and on field research.

1.Logistics and Distribution: Infrastructure continues to be top challenge in Indian villages. Additionally, dearth of an efficient distribution system prevents complete reach of services/products into rural Indian villages. One of the most proven models in recent times has been the usage of the Indian postal service by mobile companies to penetrate scratch cards to the rural areas. The mighty Indian Postal Service with more than 1,50,000 post offices is the largest distribution network across the globe, and has more than 120,000 centers in India's villages.

2.Payment collection: Although times are changing very fast, the majority of the population in Indian villages are still devoid of banks. Clearly cash collections, are unclear and hard to monitor, especially since cash cards or technology-driven centralized Point Of Sale (like Suvidha or E-mitra) have still not reached all rural areas. The proven manufacturer, distributor and retailer network has been the only success so far, although setting up such a structure is hardly feasible. Indian Villages advertising – Challenges and Opportunities

3.Pricing: While pricing for Sachet may have worked well for shampoo and detergent brands, the overheads in payment collection create hinderances and don't always allow easy flow pricing. It is easier to collect in larger amounts as every instance of collection and carrying of cash has associated costs. Extra income, though, isn't always high since the bulk of rural population is dependent on agricultural and income cycles using crops are very unpredictable and not constant as used to be in the case of us salaried professionals.

4.Scoping scope across demographics: India is a country of different cultures, the trend becomes even more scattered in the case of remote villages. Setting up business operations on a PAN-India level encounters different kinds of issues in various states ranging from social to political factors. Any business model where scalability means



scaling on real grounds operations is bound to run into unknown issues as we switch from one state to the other. Added the differences in consumer priorities and behavior across locations than in the relatively less scattered urban Indian population.

5.Developing inorganic scale: Developing artificial scale through partnerships has resulted in growing overheads in the rural Indian market. Finding the right person with reach in villages is not so easy to start with. Moreover, there are very few companies who are strong on these people across multiple areas. Hence, a whole-India roll out requires multiple strong partnerships resulting in growing partner management overhead costs.



(Outdoor advertising company in India)

6.Social and cultural barriers: The kiosk model has successfully in some parts and not worked in other parts of rural India due to socio-cultural fabric. One of the prime reasons for the fall down of the kiosk model was the lack of usage by women ,reason being their discomfort in going to kiosks run by opposite gender. My Hearings don't at any point want to play down the potential that is present. Most of the points just go back to the basic assumption that rural India is a volume market and need scale that is organically is the largest challenge. Ones who will succeed in solving these problems will definitely change the world around us.

Most of consumer product and service agencies in India are rapidly targeting Indian village markets for expanding their ground businesses. Some of the companies which have already made their presence registered in the rural areas are LG Electronics, Britannia,Hindustan Unilever, Coca-Cola, Philips, Palmolive and various telecom operators and life insurance companies.For the first time in India, ITC started its rural mall "Cheupal Sagar" in remote areas of the country in order to serve high potential rural consumers. This Cheupal sagar provided warehouse storage facilities for the storage of farm produce purchased from the farmers and also functions as a shopping-cum-information center for rural consumers.Recently Axis Bank took new measures for growing its network in rural areas. It's also planning to appoint more field staff in villages and set-up centers with Internet and other basic services at rural branches. The target behind all these efforts is to create awareness and changing spending habits among farmers and others about bank services and benefits.



PROBLEMS IN REACHING THE RURAL TARGETS

ADOPTABILITY: BASICALLY THIS PROBLEM IS DIRECTLY RELATED WITH THE MIND SET OF RURAL CONSUMER AND CONSUMER BEHAVIOR OR ATTITUDE TOWARDS DIFFERENT PRODUCT. IT MAY BE DUE TO WAY IN WHICH SUCH PRODUCT HAS BEEN PRESENTED. MANY MARKETERS ARE FACING THIS PROBLEM DUE TO ONE OLD PRACTICE OF WHICH IS IN EXCESS IN URBAN MARKET IS TO BE DUMPED IN THE RURAL MARKET. JUST IGNORING THE SPECIFIC REQUIREMENTS OF RURAL CONSUMER. ONE SHOULD UNDERSTAND THAT THE IN THE RURAL AREA THERE IS LACK OF VARIOUS INFRASTRUCTURE FACILITY WHICH RESULTS INTO HURDLES IN THE UTILIZATION OF THE PRODUCT

ACEESSIBILITY: THE MOST IMPORTANT PROBLEM IN THE RURAL MARKETING IS MAKING PRODUCT AVAILABLE TO THE RURAL CONSUMERS AS WELL AS TO THE INTERMEDIATERIES. RURAL INDIA IS VERY VAST AND SCATTERED ALSO. IT ULTIMATELY RAISES THE COST OF DISTRIBUTION AS WELL AS COST OF PRODUCT ALSO, THE RURAL INDIA CONSIST OF MORE THAN 628000 VILLAGES. DEEP DISTRIBUTION AND SUB DISTRIBUTION REQUIRES PROPER WAREHOUSING, LOGISTIC FACILITIES, AND TRANSPARATION INFRASTRUCTURE. DISTRIBUTION CHANNEL MANAGEMENT IS THE MOST CHALLENGING TASK FOR MARKETERS IN RURAL INDIA. ACCESSIBILITY IN TERMS OF THE AVAILABILITY OF VARIETY OF PRODUCT IS ALSO A MAJOR PROBLEM. AS ALL VARIANT OF PRODUCT MAY NOT BE AVAILABLE AS THE AVERAGE SHELF SPACE OR SHOP SPACE IS SMALL AS TO URBAN AREA. IT ULTIMATELY RESULTS INTO LACK OF PRODUCT AVAILABILITY IN TERMS OF VARIANT AND SIZE.

RURAL MARKETS HAVE FIVE LAYERS OF DISTRIBUTION CHANNELS, WHICH ARE VERY HIGH AND CREATE TWO PROBLEMS VIZ.1. HIGH PROFIT MARGIN 2. DELAY IN DELIVERY

AWARENESS: THE MOST IMPORTANT PROBLEM OF RURAL MARKETING IS THE AWARENESS ABOUT THE PRODUCT AND ITS USAGE AMONGST THE RURAL CONSUMERS. POINT OF SALES IS MOST IMPORTANT PLACE FOR COMMUNICATING CONSUMER FOR THE PROVIDING NEW OFFERINGS OF THE MARKETERS IN URBAN INDIA BUT IT IS IGNORED IN THE RURAL INDIA. IT IS MOST POWERFUL TOOL BUT NOT TAKEN INTO ACCOUNT. IT DOES NOT HAVE LANGUAGE BARRIER ALSO.

- PERSONAL SELLING IS NOT USED IN RURAL INDIA FOR VARIOUS FMCG PRODUCTS AS WELL AS FOR CERTAIN CONSUMER DURABLES.
- PERSONAL SELLING IS TO BE TREATED AS ONE OF THE MOST IMPORTANT TOOL FOR THE DEVELOPMENT OF BRAND AWARENESS THOUGH SALES MAY NOT BE RAISE.
- LOCAL LANGUAGE ADVERTISEMENT IS NECESSARY FOR THE ATTRACTION OF RURAL CONSUMERS. BUT SUCH SPECIAL ADVERTISEMENT IS VERY COSTLY.
- MEDIA REACH IS TO BE TREATED AS MOST CRITICAL HURDLE FOR REACHING TO RURAL CONSUMERS MIND. FOLK MEDIA IS VERY COSTLY AND ALSO HAVE VERY LOW SPREADING CAPACITY.
- PROPER MIXTURE OF COMMUNICATIVE LOCAL NATIONAL LANGUAGE, WHICH APPEALS THE RURAL CONSUMER, IS TO BE MADE. BUT IT CAN BE DONE BY VERY FEW MARKETERS.
- ELECTRICITY AVAILABILITY IS VERY LOW WHICH RESULTS IN TO LOW REACH OF THE ADVERTISEMENTS.
- FREE BEES WITH THE CONSUMER DURABLES ARE ALWAYS OFFERED TO THE URBAN CONSUMERS LIKE STANDOF REFRIGERATOR OR DTH CONNECTION WITH TELEVISION SET OR A GLASS OF WATER WITH COFFEE. BUT SUCH SPECIALIZE OFFERS ARE NOT LAUNCHED FOR THE RURAL CONSUMERS.
- RURAL CONSUMERS ARE HIGHLY INFLUENCED BY THE REFERENCE GROUP AND SUCH GROUP IS ALSO HIGHLY IN FLUENCED BY THE SPECIFIC RETAILERS. HERE ROLE OF RETAILERS IS VERY VITAL BUT ITS INVOLVEMENT IN DEVELOPMENT OF PRODUCT AWARENESS IS LESS.



- RURAL CONSUMERS ARE VERY TYPICAL IN UNDERSTANDING THE USAGE OF DIFFERENT PRODUCT. ONE SHOULD GIVE ON HAND EXPERIENCE TO CONSUMERS FOR OFFERING WHICH IS NOW TO HIM OR HAVING DOUBT ABOUT THE PERFORMANCE OF PRODUCT.
- ABSOLUTE LACK OF TRAINING TO THE SALES PERSON AND EVEN TRADERS OF RURAL MARKET. IT AFFECTS ADVERSELY. INSTEAD OF CREATING POSITIVE IMAGE OF THE PRODUCT OR ORGANIZATION, IT GENERATES NEGATIVE ASPECTS OF THE PRODUCT AND ORGANIZATION BOTH.
- THE ADOPTION PROCESS OF NEW PRODUCT TAKES LONGER TIME IN RURAL AREAS AS TO URBAN AREAS WHICH COMPEL THE MARKETER TO GO FOR LONGER SALES PROMOTION SCHEME WHICH RAISES THE COST OF SALES.

AFFORDABILITY: OUT OF ALL THE FOUR AS OF RURAL MARKETING CHALLENGES THE MOST SENSITIVE IS PRICE OF THE PRODUCT OR OFFERINGS. AS THE AFFORDABILITY OF RURAL CONSUMERS IS DIRECTLY DEPENDING UPON THE EARNING CAPACITY OR OCCUPATION. IN RURAL INDIA OCCUPATIONAL DEMOGRAPHIC SHOWS THAT HIGHEST NOT OF PEOPLE ARE STILL DEPENDING UPON THE AGRICULTURE WHICH GENERATES A SEASONAL DEMAND OF VARIOUS PRODUCTS IN RURAL INDIA

EXHIBITION / MELA / PRESS CONFERENCE

What is Exhibition? – Exhibition is the art of displaying products and services for public viewing. One may exhibit works of art, products, a skill, etc. The purpose of exhibiting may also vary. It may just be for generation of business or simply for public viewing. Such exhibitions prove profitable for companies, who want to display their products to a vast number of prospective customers in a short span of time, thus saving on time and money.

ADVANTAGES OF EXHIBITION ADVERTISING

- The exhibitor can display a wide range of products and services
- Buyers can source as per their choice from a wide collection
- One can meet large number of prospective buyers in a brief duration of time
- Massive cost-benefits for the company
- It is a platform for both the exhibitor and the buyer to establish a network for future dealings
- One can get an idea of the exhibition advertising trends as well as get acquainted with the future prospects of the related market
- Opportunity to view from close proximity, the USP of the competitor's products, and their selling strategies
- A face to face interaction with the prospective customers
- An opportunity to learn from the mistakes of the competitors.

DISADVANTAGES

- Stiff competition often leads to loss of prospective customers
- No scope for any loopholes in the promotion process
- Competitors may copy one's ideas which may cost one a huge sum of money.



PRODUCTS USED IN EXHIBITION ADVERTISING

A wide range of items are utilised while displaying products for prospective consumers. Listed here are the most commonly used items used in exhibition advertising:

- Popup Displays
- Banner Stands
- L-Banners
- X-Banner Poster Stands
- Panel Systems
- Brochure Stands
- Display Shelves
- Light Boxes
- Truss Displays
- Fretlock Display Stands
- Display Banners
- Roll Banners
- Folding Tents
- Acryls
- Slim Light Boxes
- Show Cases
- Framesm
- Menu Boards
- Advertisement Flags
- AD Players
- Fan Rollers
- Lift Displays.
- Card Pedestal ,Steppers

Active Exhibitors

- Garment Manufacturers
- Steel Plants
- Craftsmen
- Food and Beverage Industry
- Agro- based industries
- Others

Where Are the Products Exhibited?

These goods are displayed in large halls and wide spaces, that can amass a large number of people at the same time. A few of them are listed below.

Convention Centers: They are huge buildings with open spaces to host business and social events. These centers have the ability to incorporate a huge number of people and are a favourite for hosting events like corporate conferences, industry trade shows, etc.

Exhibition Halls: These are wide spaces, which are given on rent to various industries, who wish to put their products on display. Pragati Maidan in New Delhi is a classic example of



such a hall

Art Galleries: Art galleries are places where pieces of art have a tête-à-tête with art enthusiasts. It is an easy way in which an artist very comfortably reaches out to a large audience.

Exhibitions in India...

India is a fast paced developing nation, where the industries are at their all time boom. Various events are organized in India to promote various industries, big and small, agro-based industries and a number of craftsmen. Many examples of such fairs can be sighted, a few of them that have become a regular feature are:

- Trade air – Agro-products, books, cosmetics, etc.
- Book Fair – Books by a variety of publishers
- Auto-EXPO – Automobiles like cars scooters, mopeds, motorbikes, etc.
- Dilli-Hatt – A permanent place for showcasing products.

MELA

Mela (Sanskrit: मेला) is a Sanskrit word meaning 'gathering' or 'to meet' or a 'fair'. It is used in the Indian subcontinent for all sizes of gatherings and can be religious, commercial, cultural or sport-related. In rural traditions melas or village fairs were (and in some cases still are) of great importance. This led to their export around the world by south Asian diaspora communities wishing to bring something of that tradition to their new countries. In recent times "Mela" also popularly refers to shows and exhibitions. It can be theme-based, promoting a particular culture, art or skill. Generally in "melas" people can find eateries, entertainment activities, shops and games.

PRESS CONFERENCE

A meeting organized for the purposes of distributing information to the media and answering questions from reporters. Normally the press conference is led by the company's executive management or their appointed press liaison. Given the media's limited resources, it may be difficult to attract major media attention to a press conference unless the company has a truly unique or newsworthy announcement to share. Press conferences can also be issued in response to addressing public relations issues.



UNIT IV

DIRECT MAIL

Advertising mail, also known as **direct mail** (by its senders), **junk mail** (occasionally, by its recipients), or **ad mail**, is the delivery of advertising material to recipients of postal mail. The delivery of advertising mail forms a large and growing service for many postal services, and direct-mail marketing forms a significant portion of the direct marketing industry. Some organizations attempt to help people opt out of receiving advertising mail, in many cases motivated by a concern over its negative environmental impact.

Advertising mail includes advertising circulars, coupon envelopes (Money Mailer, Valpak), catalogs, CDs, "pre-approved" credit card applications, and other commercial merchandising materials delivered to homes and businesses. It may be addressed to pre-selected individuals, or unaddressed and delivered on a neighbourhood-by-neighbourhood basis.



CHARACTERISTICS OF DIRECT MAIL

It is quicker to produce. You can prepare and mail a small promotion within days or weeks rather than months. Hence, it is perfect for testing prices, titles, offers, and potential audiences. More elaborate and carefully targeted promotions do take longer to prepare, but even then they usually require a shorter lead time than most other media.

Response is quicker. Not only is a direct mail quicker to prepare, but response time to direct mail is usually quicker as well. Thus you can project the final results of a mailing more quickly and accurately than you can with most other advertising.

It can be cheaper, especially for smaller tests.

It does not require as much design time. A standardized direct mail format (letter, response card, folder or brochure, and return envelope) is much easier to design and produce than a magazine advertisement or television commercial.

It can be highly targeted. If you choose lists carefully, you can target your mailings



B.Com 2nd Year

Subject- Advertising

more selectively than you can with most other media. You can reach almost any market segment, buyer profile, or area of the country you feel is most appropriate for each book. **It allows you to target hard-to-reach consumers.** Direct mail allows you to reach audiences you might not be able to reach through any other method.

It is more flexible. After testing a promotion, you can change almost anything right away without waiting. You have complete control over the media, the audience, and your offer.

It can offer more details. You can pack a lot of information into one envelope, far more than you can on a full-page magazine or newspaper ad, or in two minutes or even a half hour on radio or TV.

There is less competition. Your advertising message does not have to compete with other advertising messages or editorial matter. At least, it doesn't have to compete once the envelope is opened.

Direct mail can be more personal. Not only can letters be personalized via mail-merging techniques, but you can use more informal language in writing your letter and can direct your letter to the specific interest of the reader.

It is easier to respond to. The inclusion of an order card and return envelope makes it easier for the consumer to respond to direct mail as compared to magazine ads (unless you include a bind-in card opposite the advertisement or include a toll-free order number).

It is easier to keep. A direct mail piece is more likely to be retained for future reference than a magazine ad since many readers find it inconvenient to tear an advertisement out of a magazine or will be reluctant to do so. Other forms of advertising (radio, TV, and telemarketing) offer nothing to retain.

It can be used to test. You can build an advertising campaign with more confidence by testing small lists, then building to larger lists, and then rolling out to a full list or lists.

It can build a list of loyal customers. Direct mail allows you to build and maintain an in-house list of prime prospects for your future books (and backlist books).

ADVANTAGES OF DIRECT MAIL

1. **Specific targeting:** Clearly the most important aspect of direct mail is that it can be targeting exactly a specific, individual customer.
2. **Personalization:** Direct mail can address the customer personally depending on previous experience based on the stored database.
3. **Optimization:** Because of its direct response nature, the marketing campaign can be tested and varied to obtain the optimal result.
4. **Accumulation:** Responses can be added to the database allowing for future mailings



to be even better targeting.

5. **Flexibility:** Direct mail campaign can be mounted quickly on a variety of topics of overall promotion campaign.

DISADVANTAGES OF DIRECT MAIL

1. **Cost:** The cost per thousands will be higher than almost any other form of mass promotion (Although the wastage rate will may be much lower)
2. **Poor Quality Lists:** The mailing list may initially be of poor quality, (With duplicate names and old addresses) They maybe expensive to clean and may be contribute to offending customer.
3. **Relatively lack of development:** The techniques of direct mail, even now, unsophisticated and this may mean that the medium is less effectively used.
4. **Some individual opt out of direct mailing** and you may not send them mails to their addresses.

The greatest disadvantage in terms of consumer marketing is the poor image that direct mail holds. Its popular description, as "junk mail" is well deserved and historically accurate.



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 reach 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 any one 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 nationally 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.

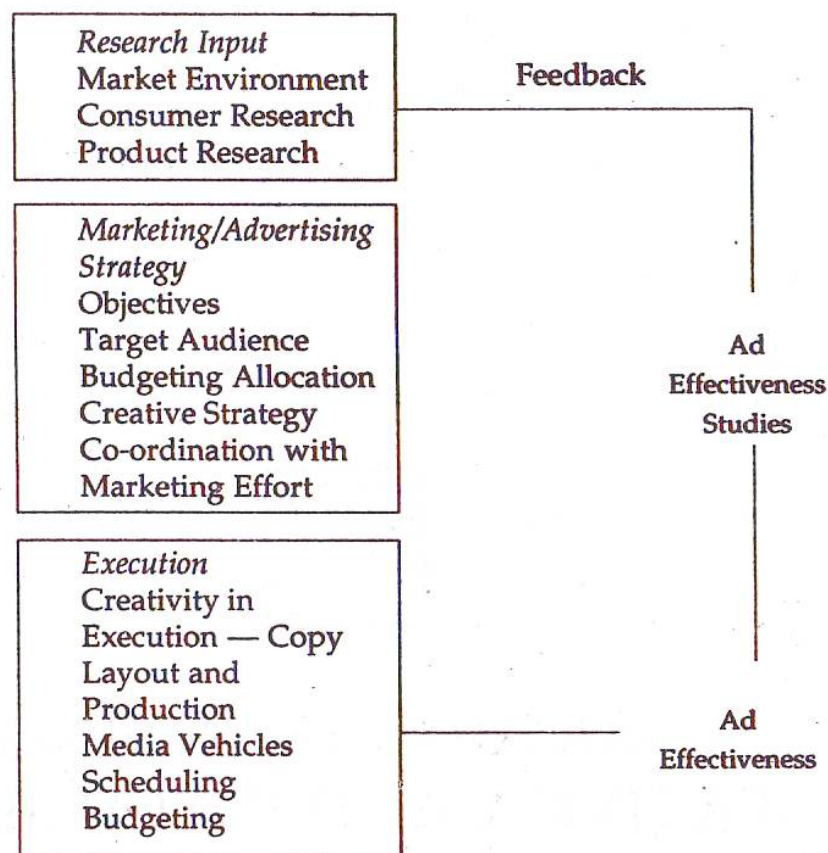
There may be other persons why the advertisers choose key markets for their advertising. For example—(1) one region may be the centre of competitive situation which the advertiser wishes to meet through advertising. (2) Because of their isolation and population composition, other areas may be chosen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



Planning Advertisement Effort or Campaign Planning.

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.

UNIT 5

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 lease 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 time; of the policy to be pursued 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



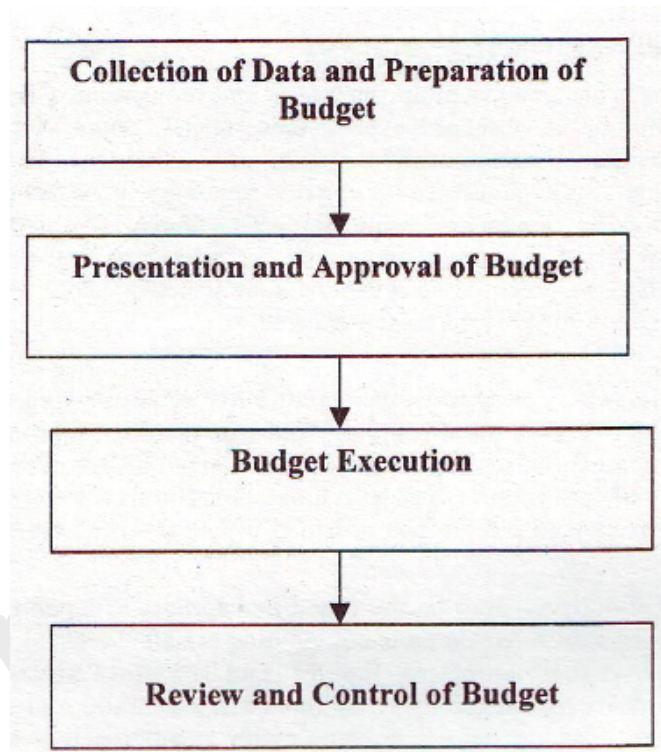
and suggests the company management of the anticipated cost of executing the advertising plan.

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 making 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



renaissance

college of commerce & management

B.Com 2nd Year

Subject- Advertising

renaissance
renaissance
renaissance