



SYLLABUS

B.B.A. V SEM

Subject – Advertising & Brand Managing

UNIT – I	Advertising industry: advertisers, agencies, media companies and other organizations. The communication model: communication process, stages and challenges. Economic, social, ethical and regulatory aspects of advertising. Demand creation role of advertiser in primary and secondary demand. How advertising works" Hierarchy of effects model advertising objectives, routes to persuasion.
UNIT – II	Customer behavior and advertising: segmentation, motivation analyses, and value proposition. Advertising message: message objectives, recall, attitude, emotions and feelings. Message tact creative approaches. Copy writing Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and Cyberspace.
UNIT – III	Advertising, Objectives: goals and objectives, DAGMAR, Media strategy: budgeting, approach and allocation. Media planning types, class, vehicle, scheduling and new media forms.
UNIT – IV	Advertising effectiveness; pro and post launch research. Advertising in the evolving marketing environment.
UNIT – V	Branding context: assets and the asset, concept of value, brand and marketing metrics; Brand meaning: brand image and personality, brand and product; Brand planning; brand vision and visioning process, business of brand: Brand audit brand reality check and brand appraisal.
UNIT – VI	Brand positioning; choice of context, parity and differentiation. Repositioning brand equity: brand assets and liabilities, equity creation and management

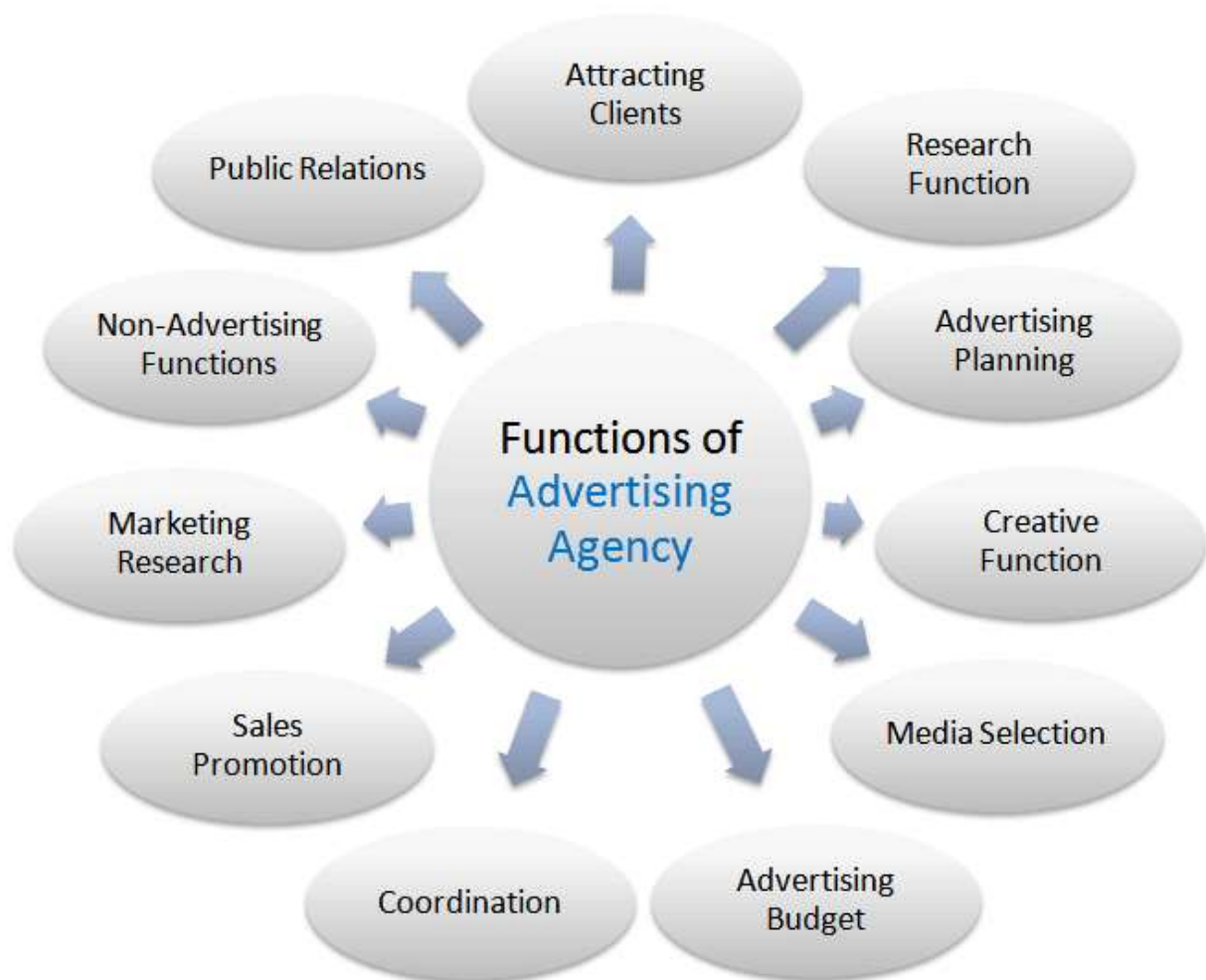


Unit 1

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



Advertising Model

The DAGMAR Model

DAGMAR is an acronym for defining advertising goals and measuring advertising results. Each of these words stands for goals that are of the utmost importance to a business attempting to reach and make an impression on their target audience. The model also specifies five phases that potential customers pass through as they are made aware of your business or product: unaware, aware, comprehension, conviction and, finally, action. With both the goals and the audience's cycle in mind, a business can apply the theory as a framework for developing its advertising and promotional mix. Ideally, when the theory of the model is used, the target audience moves smoothly through the five phases, which are based in psychology and common decision-making patterns people follow when deciding whether or not to buy something.



The AIDA Model

AIDA is similar to the DAGMAR model in that it focuses on the buying and selling process. AIDA is an acronym for attention, interest, desire and action, which are the four phases of the psychological process people pass through as they decide whether or not to buy something. In later versions of this model, which has been around since the late 1800s, a fifth element, "permanent Satisfaction" was sometimes added to the list, as it looks to the importance of repeating sales with prior customers.

Ehrenberg Model

Andrew Ehrenberg's theories are wide-reaching in the marketing and advertising world, and his research contributed a great deal to the modern field of advertising. One of his more commonly used models is the "Weak" theory, which includes the following components: awareness, trial, reinforcement and nudging. When used in order as part of an advertising campaign, Ehrenberg suggested these components could nudge consumers' behavior and persuade them to buy your products. "Awareness" serves to let a customer know of your existence, "trial" inspires the customer's interest, "reinforcement" encourages trust and finally "nudging" seals the sale.

The DRIP Model

The DRIP advertising model relies on the theory that repeated, carefully planned contact with the customer will increase sales. DRIP is an acronym for differentiate, remind, inform and persuade. Advertising based on the DRIP model uses repeat contact to stand out from the competition, remind potential customers of your company's existence, inform your target market about what you do and sell and then finally, convince them to buy from you. Experts say the DRIP model is most effective if you, the seller, have some research and insight into your target market's buying cycle.

Advertising communication model

Advertising communication models are theories about "how advertising works." These theories or **models** attempt to explain and describe, at the individual buyer or consumer level, the process by which **advertising** communicates with and effectively persuades individuals to take action.

Advertising is the broad and direct communication that introduces your brand to the public, educates about your products and services, prompts people with an interest to take action and provides urgency when you convey special promotions. In fishing for business, branding is the pole because it reflects the character of the fisherman; marketing is the line because it conveys the message to the appropriate area of the pool of customers and advertising is the hook that carries the bait.

Branding

The first objective of advertising is to introduce a brand to a broadly-targeted market. Through the use of regional newspapers, radio and television, online and mobile device targeting and event sponsorship, advertising presents a psychologically-crafted message to a broad group of potential customers. Colors, shapes, slogans and other sensory triggers are used to arouse an image in the minds of the viewers. That image governs how they relate to the company introduced in the advertising and products.

A classic example of branding through advertising is the Coca-Cola commercial that showed an ethnically, age and gender-diverse group of people on a hill singing "I want to teach the world to sing in perfect harmony." Of course, the image of Santa Claus in his red and white snowsuit is from a 1930s Coca-Cola ad in the Saturday Evening Post.

Education

Advertising also introduces the product and conveys information regarding that product. Again, Coca-Cola's classic bottle with condensation that a smiling and clearly refreshed person is holding is an example how, in a print ad, Coca-Cola gets across the value of its product as a cold, refreshing drink that makes the consumer happy. Predominant red and white colors recall the good feelings of previous branding and the distinctive bottle shape identifies the product as Coca-Cola, even if the label is not readable.

Call to Action



Are you ready to drink a Coca-Cola right now? That is the call to action. When you see a smiling person drinking one, it reminds you that you would like to drink one too. The tag line "The pause that refreshes" validates your feeling and creates urgency. In fact, by the time you have seen a few years of Coca-Cola advertising, you are psychologically primed to respond to the red and white colors, the bottle shape and the brand name. You immediately consider whether you want to buy a Coca-Cola.

Urgency

Advertising also spreads the word of special promotions that create urgency. When you see an ad that proclaims a Memorial Day sale on items you want to buy, you know you must buy on the day of the sale if you want to get the attractive price. Ads with coupons provide the same sense of urgency. Not only does the coupon generally have an expiration date but it psychologically represents someone giving you the money to buy the advertised item. It creates a priority to spend the coupon on acquiring the item, even if its purchase had not been a priority before receiving the coupon.

Demand Creation Role In Advertising of Primary and Secondary Demand

Primary Demand Stimulation

Primary demand stimulation refers to advertising messages that promote the merits of an entire product category rather than a particular brand. It can be thought of as growing the overall pie, rather than taking a bigger piece of the pie from competitors.

The major purpose of primary demand stimulation is either to inform customers about a brand new product or technology that they are unfamiliar with, or to persuade customers that they haven't recognized the benefits of a given product. Primary demand is typically used in one of two scenarios: to launch a completely new product category or to garner more attention to an under-appreciated category. The idea behind new product primary demand is that before a pioneer can promote its benefits, the product category must be explained to target customers. This is especially true in complex categories like technology, where innovative leaders must inform audiences about the new product category before investing in secondary demand stimulation.

General guidelines to use primary demand stimulation is if you meet the following criteria: (1) you own significant market share, (2) all or most of the growth will go to you, or (3) if you are advertising on behalf of a trade association.

Secondary Demand Stimulation

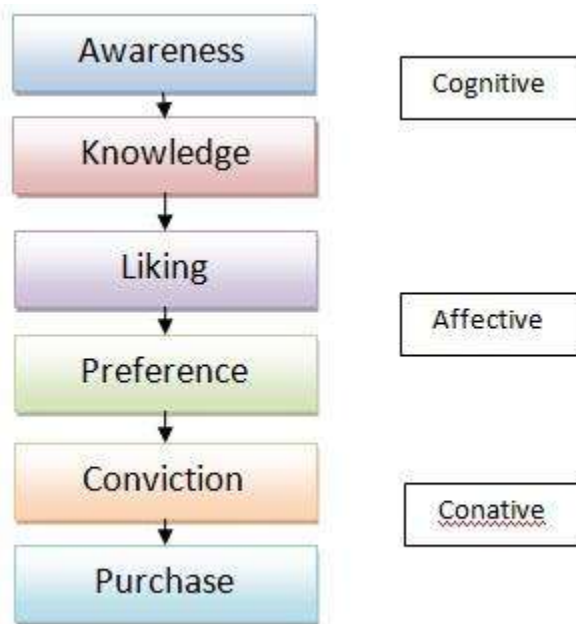
Secondary demand stimulation, also called selective demand stimulation, is the better recognized form of traditional marketing. Secondary demand stimulation ads try to take a bigger piece of the pie from competitors by distinguishing the products unique advantages.

Social, Economic and Ethical Issues in Advertising

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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 Coolgate 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.

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 Coolgate 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 Coolgate brush but might not like the colour of it, or might feel that this brush is for the elderly. As the marketing manager of Coolgate, 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 Coolgate 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 Coolgate 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.

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.

Hierarchy of Effects Consumer Behaviour Stages

Lavidge and Steiner further grouped these six stages into three main stages of consumer behaviour:

1. Cognitive

2. Affective

3. Conative

1. Cognitive: Also called the "thinking" stage, this is where the consumer gathers knowledge about the product and becomes aware of it. This can be said to be a rational step where pros and cons, product specifications etc. of a product are evaluated.

2. Affective: Also called the "feeling" stage is when the consumer starts developing a liking for the product, and may even develop strong positive (or negative) feelings toward it.

3. Conative: This is the "behaviour" stage of the process. This is when the consumer, after weighing the pros and cons, and deciding his/her preference actually buys the product.

The model is named so because of the fact that the buying process is a step by step process where the number of people willing to participate at each level keeps decreasing. Say you started with 10 people who are aware of your brand; 5 people who considered buying it and only 2 of those 10 actually bought the product.

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.

Hence, this concludes the definition of Hierarchy of Effects Theory along with its overview.

Advertising is one of the most creative fields and is a part of Marketing. In fact, Advertising has become so big that many [people](#) get confused about the differences between marketing and advertising. Nonetheless, the objectives of Advertising are completely different from Marketing.

In summary, it is the objective of advertising to carry out communications between the [brand](#) and the customer. Before the adoption of digital marketing and advertising, most of the communication between the brand and the customer was one way. However, nowadays even digital advertising like sponsored ads are a chance of two-way communication.

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Without further ado, we present to you the 11 objectives of advertising and the goals which advertising can achieve for an organization.

11 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”

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.

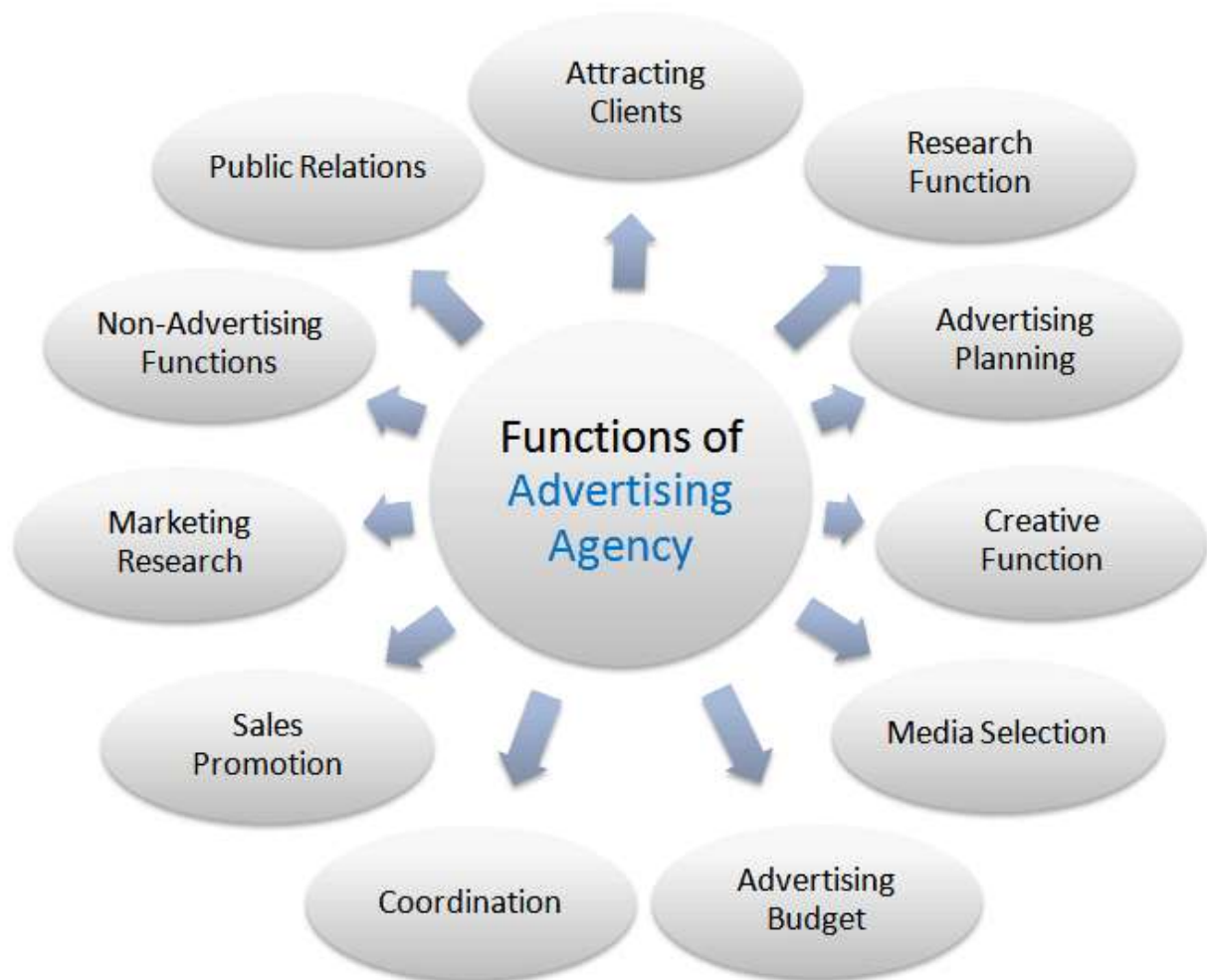
6) Brand building

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.

Advertising Agencies

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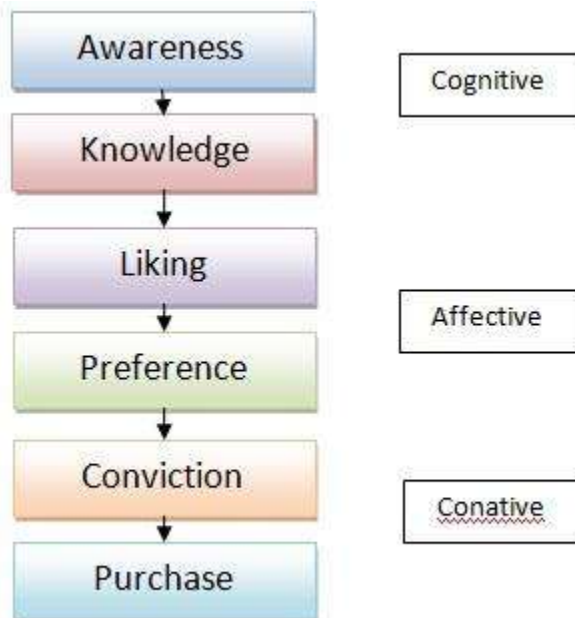
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11 Objectives of Advertising



OBJECTIVES OF ADVERTISING

- | | |
|-----------------------|--------------------|
| 1 Introduce a Product | 7 Positioning |
| 2 Introduce a Brand | 8 Increase Sales |
| 3 Awareness Creation | 9 Increase Profits |
| 4 Acquire Customers | 10 Create Desire |
| 5 Differentiation | 11 Call to Action |
| 6 Brand Building | |

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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

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

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.

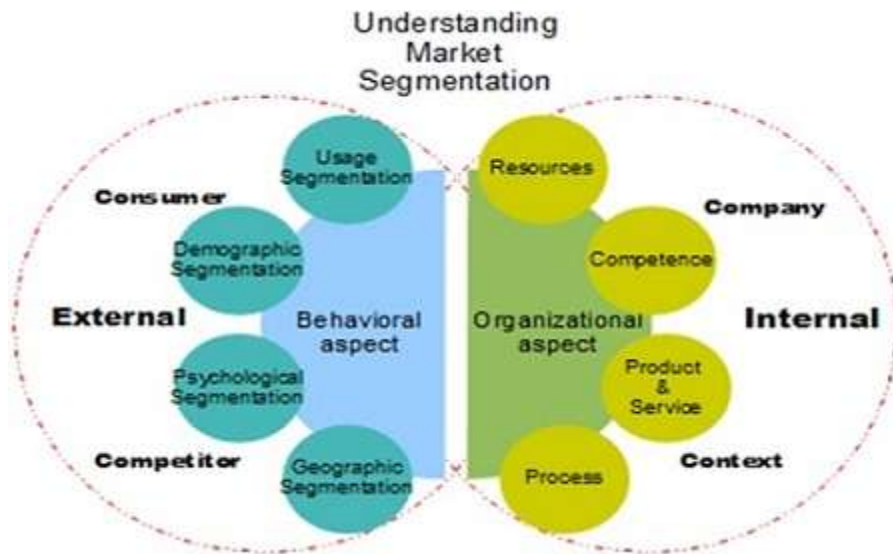
The above are the different types of Objectives of Advertising. Naturally, a firm can have 2-3 objectives for advertising their products or services.

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

Consumer Behavior - Market Segmentation

Market segmentation depends on two levels – the **strategic level** and the **tactical level**. At a strategic level, it has a direct link with the decisions on positioning. At a tactical level, it relates with the decision of which consumer groups are to be targeted. We will discuss here the parameters based on which a market can be segmented.



Geographic Segmentation

Prospective customers are in local, state, regional or national marketplace segment. If a firm is selling a product such as a farm equipment, the geographic location will remain a major factor in segmenting the target markets because their customers are located in specific rural areas.

In case of retail stores, geographic location of the store is one of the most important considerations. Here, urban areas are preferred.

Segmentation of customers based on geographic factors are –

- **Region** – Segmentation by continent / country / state / district / city.
- **Size** – Segmentation on the basis of size of an urban area as per the population size.
- **Population Density** – Segmentation on the basis of population density such as urban / sub-urban / rural etc.

Demographic Segmentation

Market segmentation can be done based on demographic factors such as Age. For example, Rico watches have segmented their product portfolio according to different age groups of people.

Psychographic Segmentation

Psychographic Segmentation focuses on group customers according to their life-style and purchasing psychology. Many businesses offer products based on the attitudes, beliefs and emotions, ideas, and perceptions of the target market. Psychographic segmentation includes variables such as Activities, Interests, Opinions, Attitudes, and Values.

Behavioralistic Segmentation



Markets can be segmented on the basis of buyer behavior. It is because the buying behavior of consumers differ based on the geographic, demographic and psychographic factors. Marketers often find practical benefits in using buying behavior as a separate segmentation basis in addition to factors like geographic, demographics, and psychographics.

Motivation – Capturing Consumers' Attention

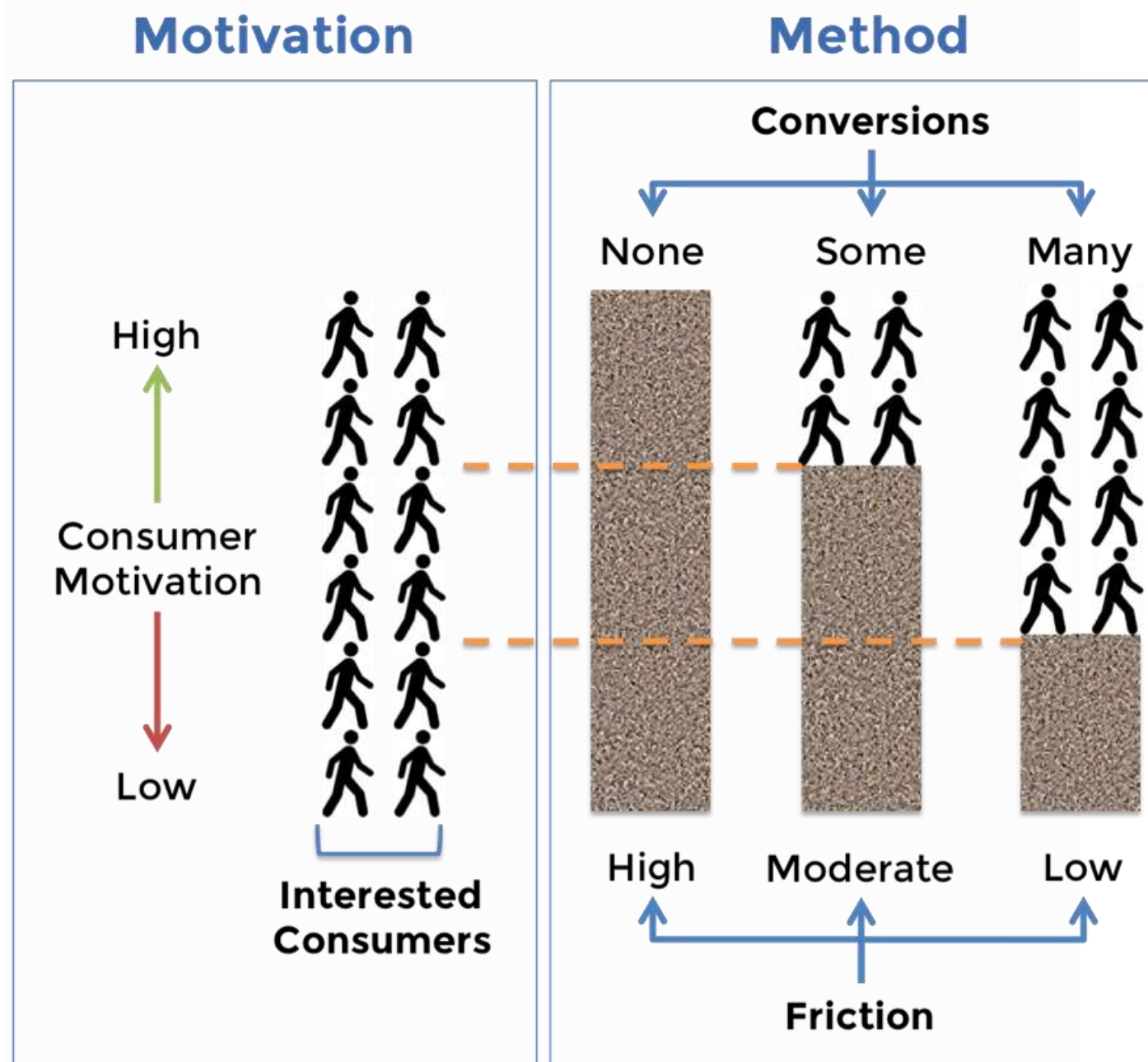
Physics tell us that an object at rest will remain at rest unless a force acts upon it to create movement. Thus it is with consumers. They will go on merrily, not buying your product or service unless motivated to do so. The first step is to motivate action. This involves advertising creative that breaks through the clutter and captures consumers' attention. It also includes targeting the right consumers, at the right times, through the right channels. But, it doesn't stop there.

Again, like in Newtonian physics, you can motivate a consumer to move in the direction of a product purchase, but another force, friction, may block the conversion. What many people don't recognize or simply ignore in marketing is the friction to conversion. Friction in conversion is the extra effort required to complete the transaction. A lightly motivated consumer cannot overcome a lot of friction, such as remembering an 800 number or URL or driving an hour to a retail store to later claim an advertised offer.

Beyond motivating consumers, advertisers must ensure that friction to conversion does not exceed the motivation level. All advertising will reach consumers that represent a spectrum of motivation. Some will be highly motivated by the offer, while others will be lightly motivated or somewhere in between. The lower the level of friction to convert, the more of those consumers will be captured. This is where method



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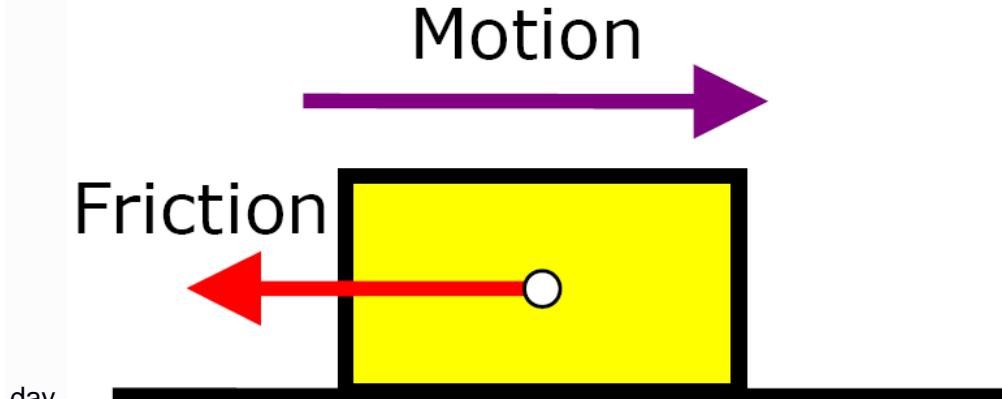


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Conversion methods are less exciting to marketers than the creative process and often involve other stakeholders to execute them effectively. With that said, conversion friction is ignored at your peril. High friction in the conversion process reduces customer acquisition. The question for every marketer should be: "What methods are you employing to reduce conversion friction?"

In audio advertising, conversion friction remains high. For terrestrial radio, the only way for a consumer to engage with an advertised offer is to stop what they are doing and consciously take a step to do something else suggested by the ad. Internet radio reduces this friction somewhat by having an on-screen tile to click. However, with [79% of listeners](#) now using smartphones, consumers still must take the smartphone out of their pocket or purse, key in their PINs, open the app and then click. It is not exactly convenient or spontaneous.

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Reducing Friction and Measuring Results

We introduced XAPP Ads to reduce conversion friction and make consumer interaction simple, spontaneous and convenient. XAPP Ads are a tool for marketers and agencies to take great audio ad creative and deliver higher conversion rates through reduced friction. By measuring the results, you can also determine which creative is having the biggest impact by channel or which ads need to be replaced. Whether you are using XAPP Ads or other ad formats, make sure you consider how to reduce conversion friction when planning your next campaign. Otherwise you may be cheating yourself out of new customers.

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The underlying message or point that the customer should get upon seeing the ad is called the advertising message.

Advertising messages tend to have the following common components:

The Appeal – It is the component that captures the attention of the consumer. It may be humorous like in Mentos ads, adventurous like in Thums-Up ads or emotional as in insurance ads etc.

The Value Proposition – This component includes the basic value proposition offered to the consumer. This forms the main part of the advertising message.

The Tagline / Catchphrase – Every good ad campaign has a tagline, slogan or catchphrase that is repeated across all the different media in order to place firmly the product in the consumer's mind.



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CREATIVITY IN ADVERTISING

Advertising has a very important and vital role in the image building and marketing of products and or services in this rapidly changing competitive world. In this lecture we will explain the creativity in advertising, its meaning aspects and different steps in the creative process. Simultaneously we will also explore the concept of research along with how to create major selling ideas and style of selling. This will help in understanding various creative stages and their importance

CREATIVITY IN ADVERTISING

Creativity is at the heart of everything we do our ability to transform strategic thinking into ideas enables us to develop creative communications that work in the market whether it is print, radio or television add, a corporate broacher or an annual report creativity makes our work standout.

Creativity means being novel and appropriate. It is the ability to generate fresh unique and appropriate ideas that can be use as solution to communication problem.

There are three difference stages of creativity in advertising namely, create, creation and creative.

CREATE: It means to bring something in to being and originate a new and unique idea.

CREATION: After the process of creating or originating a new idea be created original product of human invention or imagination leads to creation.

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For advertising being creative three aspects are universally most accepted these are the creative process, creative person and in this perspective the creative situation. These aspects are explained below:

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There are generally four basic rules to be kept in mind during the creativity process these are mentioned below:

1. Make the product relevant to customer.
2. It should be promise to the customer.
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THE CREATIVE PROCESS

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benefit

Copy writing

Copywriting is the skill of choosing the right words and technique of arranging them smartly to promote business, product, service, idea, or a person. The selection of words and its presentation largely depends upon the media through which it is planned to convey. For example, depending on whether it is a newspaper, magazine, hoarding, radio, television, or internet, the script will vary accordingly.

However, whatever is the type of media, the purpose of copywriting is the same i.e. promotion. Therefore, it should be persuasive enough to be instantly attention grabbing.

Elements of Copywriting

Copywriting has some essential elements required to develop a convincing ad. Following are the significant elements –

- **Heading** – Headline gives the first impression and lasts on readers' mind, therefore, it should be eye-catching. Heading should tell – what it is all about your ad in a very few words, ranging from 3 to 30 words.
- **Body copy** – Write body copy in such a way that it seems as the continuity of the heading. Provide details of all the features and benefits that you are claiming for. The language should be promising and trustworthy.
- **Slogans** – Think of "*The ultimate driving machine*" (BMW); "*Just do it*" (Nike); "*Because I'm worth it*" (L'Oréal), what comes to your mind? The moment, you hear the slogans, you link it with the respective brand not only because you have heard it many times, but rather it works. A well-written and effective slogan is a trustworthy brand representative. However, your slogan should be small and crispy giving meaning to your brand.
- **Taglines** – Taglines are usually used for literary products to reinforce and strengthen the audience's memory of a literary product. For example, "she went in search of answers, and discovered a love she never expected," Book Name "Faithful" and Writer - Janet Fox. Thus, tagline tells the gist of the products for marketing purpose. Like, a slogan, it should be small and eye-catching.
- **Jingle Lyrics** – More often accompanied with background music, jingle lyric is a short slogan, tune, or verse written to be easily remembered (especially used in advertising). For example, Fanta: "Wanna Fanta, Don't You Wanna?" It should be small, crisp, and rhythmic (like a song) so that it registers with people at once and they remember it.
- **Scripts** (for audio and video ad) –Scripts are the descriptions of an ad that narrates the dialogues, actions, expression, and movements of characters. Since, script is a complete guidelines of an ad; therefore, it should be written meaningfully, orderly, and nicely.
- **Others** – (White Paper, Press Release, & other written material such as emails, articles, and blog (for the internet)): These are all promotional write-ups written purposefully to promote a particular product/service. So, while writing white paper, press release, articles, blog, or even an email you need to focus or emphasize ONLY on one product that you want to promote. You need to describe all features and offers of the respective product in simple and plain language.

Copywriting Techniques



Following are the techniques of persuasive copywriting –

- **Use Action Words** – Such as watch, look, ask, get, etc.
- **Use of Buzzwords** – Normally, buzzwords are eye-catching such as now, today, etc.
- **Use Exciting or Emotive words** – Such as amazing, wonderful, beautiful, etc.
- **Use Alliteration** – Use meaningful words of similar sound. For example, Don't be vague, ask for Haig.
- **Use Colloquial words** – Colloquialisms in copywriting is pretty popular and effective. For example, 'Pick 'n Choose.'
- **Use Punctuation** – Proper use of punctuations and grammar is an important aspect so that you can pass the right message.

Unit III

Advertising objective

DAGMAR

The DAGMAR approach of advertising was devised by Mr Russell Colley who was much appreciated for his work, as till date, DAGMAR is a concept used in advertising to set advertising objectives and goals. DAGMAR is an abbreviation for “Defining advertising goals to measure advertising results”.

Instead of giving a complicated explanation, I will give a simple one. Russell colley observed that although people were investing in advertising, they had to invest a lot of time in other marketing activities to get the ROI of advertising. This is because the ROI from advertising was unknown.

Hence, Russell suggested 2 main ways that maximum ROI could be achieved with the usage of Advertising alone. Hence, a company which was thinking of 10 different ways to market its products, could check the ROI from advertising, when it wanted to study how effective it's advertising was.



DAGMAR



The 2 core things on which the DAGMAR Model stood were

1. Creation of a communication task to achieve goals
2. Defining the objective of the communication tasks in a manner that the results can be measured.

A) The communication tasks involved in the DAGMAR approach.

A marketing task is a combination of an advertising activity, a branding activity and possibly a customer service activity. The work of marketing is holistic and hence it has to look at the whole organization. The work of Advertising is more individualistic and hence the organization is not considered.

To measure that a task assigned to advertising, is later on measured only in advertising terms, Russell colley designed the communication tasks. Creating a communication task, which involves communications between the company and the consumer, was solely the responsibility of the Advertising department.

The goal of the communication tasks in DAGMAR was as follows



1. **Awareness** – Communication tasks involved making the consumer aware of the brand or the product.
2. **Comprehension** – These tasks also helped the consumer in understanding the attributes and the features of the product and what the product will do for the consumer.
3. **Conviction** – The communication task convinced the customer that this product was meant for them
4. **Action** – Ultimately, after conviction, the customer was to be enticed to take action.
5. However, in the DAGMAR model, the issue does not end at just creating the communication task. Because creating this task is very difficult if the objectives of advertising are not known. If you don't know WHY you are communicating to the customer, then how will you communicate? Thus, DAGMAR then also involved defining the Objectives for communications.

B) Defining objectives in the DAGMAR approach.

6. The second most important task of DAGMAR was defining the objectives of advertising or of the communication tasks which were to be created. Once you defined the objectives, then the measuring of advertising results was comparatively easier.
7. With this move, Russell Colley also gave more responsibilities to the advertising department. Not only were they responsible for the ads made, they were also responsible for how well they understood the objective of advertising, and how they incorporated these objectives in their communication tasks.

In this modern age, we know that advertising is used for introducing a product, building brand equity, for sales promotions or for plain old brand recall. However, all these are the objectives of advertising and form the 2nd part of DAGMAR.

The objectives of advertising in DAGMAR (which are used to create communication tasks) are as follows

1. **Concrete and measurable tasks** – The tasks need to be a precise statement of what the advertiser wants to achieve through the communication. Does he want to strengthen the brand image, maximise the brand presence, penetrate new markets or increase overall sales?
2. **Define the target audience** – Before the communication task commences, the target audience needs to be defined as precisely as possible. Are you targeting youngsters, adults, elderly? Any of the various forms of segmentation can be used to define the target audience.
3. **Degree of change sought** – What level of perception, attitude or awareness of the customer do you want to change? If a customer is aware of the product, do you want his negative attitude to change to positive? Or if the market is completely unaware, do you want the whole market to be aware or only partially the target group itself? These degrees of change which are going to be the objective of the communication task need to be defined in advance.
4. **Time period** – To achieve the objectives of the communication tasks, how much time are you ready to allot. If you think that in a month, the product can create awareness in the complete market, then you are very wrong. That's why major advertisers try to introduce the product for 3 months, and then communicate the features and benefits in the next 3 months so that the brand recall is high and the brand acceptance is high as well. A defined time period gives better measurability.



So as you could see from above, the DAGMAR approach involved defining the objective of a communication task, and then creating communication tasks which were themselves measurable.

The DAGMAR approach is used by many promotional planners to set plans of advertising and marketing. This approach is also used to set advertising objectives and to measure the results against the plan. Russell Coley's work has led to the improvement of the advertising world, because these communication tasks were not only sales driven, they achieved various goals of the organization only through Advertising.

1. Establish Your Strategic Goals

The first step to creating a superstar marketing plan is to [establish the goals](#) of the campaign. Unfortunately, most budgets are never broken down into [multiple buckets](#). Since you are bringing a new product to market, you decide that you need to break your budget into three parts:

1. Build awareness around the brand
2. Educate consumers about the product's "points of differentiation"
3. Drive traffic to the product's e-commerce site

2. Allocate Budgets

Now that we know our marketing objectives, it's time to think about how we want to allocate the three budget buckets mentioned above. Some common advertising considerations may include:

- Marketing objectives (such as the three above)
- Customer segmentation and targeting
- Target audience habits
- Seasonality
- Go-to-market consideration
- Public relations
- Events or shows



3. Plan Your Timeline

Planning your [budget timeline](#) is vital for two reasons: First, you need to make sure it matches your marketing objectives and other considerations (such as product roadmap or seasonality). And, second, you need to make sure that your finance and accounting department knows what bills are going to be coming. Trust me, you don't want to surprise the money counters!

4. Establish Messaging and Creative Assets

Now that you know your objectives, it's time to work with the creative team to develop creative assets that match the media plan. In this case, your creative team does...well...whatever creative people do, and they come up with some amazing and compelling omni-channel materials that achieve those objectives.

5. Get Budget Approvals

Before spending any money on media, you need to have it all approved by the budget owner. The two most important things you can do to protect yourself and maintain accountability is to make sure that there is an audit trail of those approvals and that everyone on your team knows what has been approved. Email and PDFs are simple, but version control can be a nightmare and a miscommunication can be a major liability.

Demographic Segmentation

Market segmentation can be done based on demographic factors such as Age. For example, Rico watches have segmented their product portfolio according to different age groups of people.

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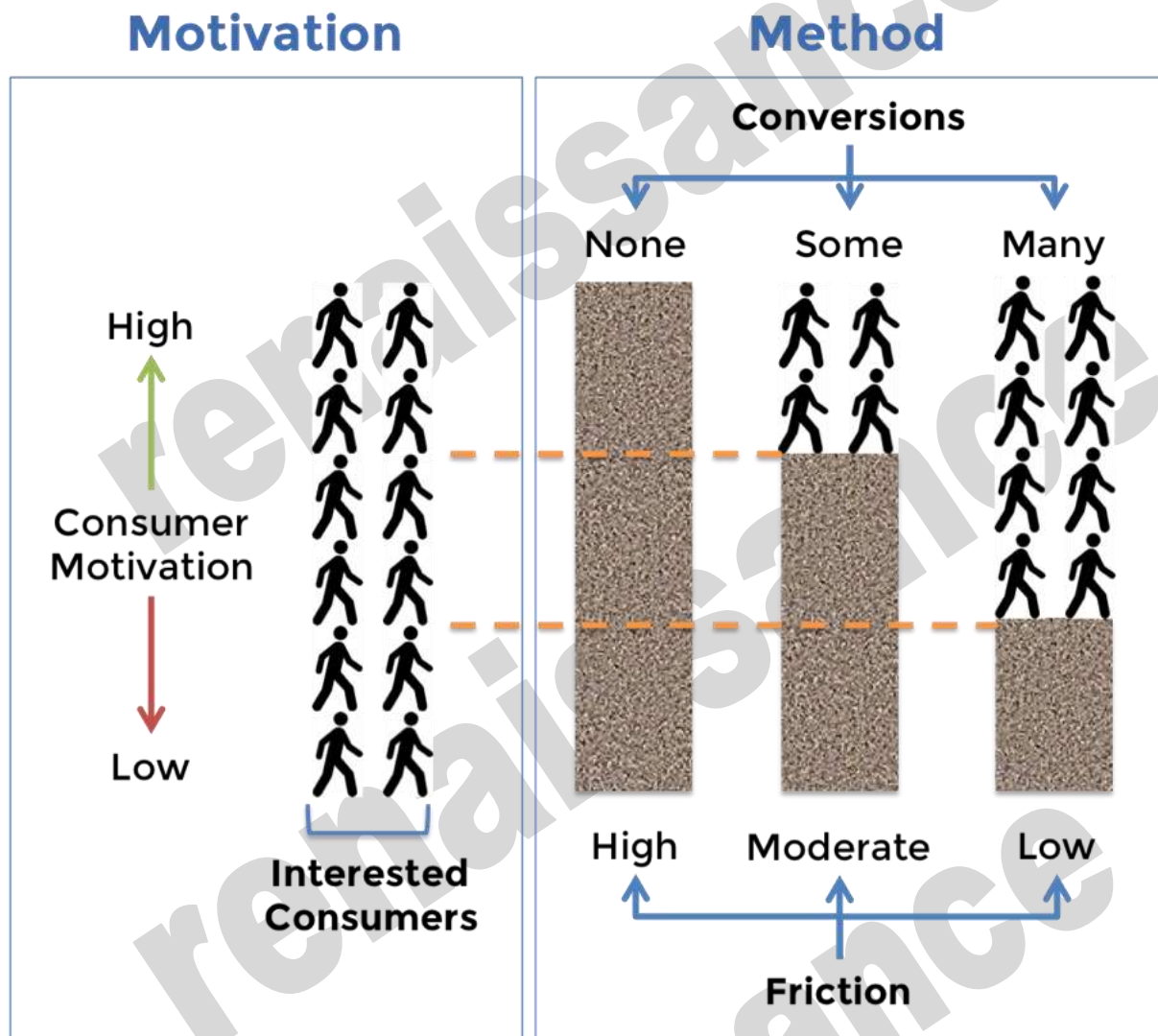
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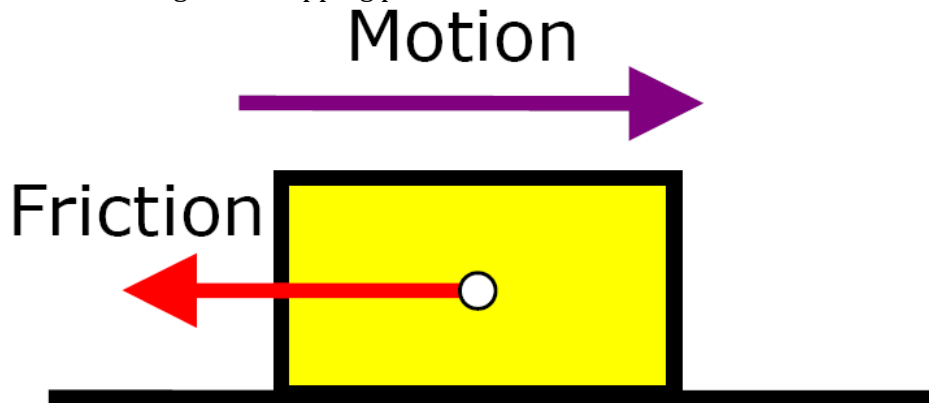


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Copy writing

Copywriting is the skill of choosing the right words and technique of arranging them smartly to promote business, product, service, idea, or a person. The selection of words and its presentation largely depends upon the media through which it is planned to convey. For example, depending on whether it is a newspaper, magazine, hoarding, radio, television, or internet, the script will vary accordingly.

However, whatever is the type of media, the purpose of copywriting is the same i.e. promotion. Therefore, it should be persuasive enough to be instantly attention grabbing.

Elements of Copywriting

Copywriting has some essential elements required to develop a convincing ad. Following are the significant elements –

- **Heading** – Headline gives the first impression and lasts on readers' mind, therefore, it should be eye-catching. Heading should tell – what it is all about your ad in a very few words, ranging from 3 to 30 words.
- **Body copy** – Write body copy in such a way that it seems as the continuity of the heading. Provide details of all the features and benefits that you are claiming for. The language should be promising and trustworthy.
- **Slogans** – Think of "*The ultimate driving machine*" (BMW); "*Just do it*" (Nike); "*Because I'm worth it*" (L'Oréal), what comes to your mind? The moment, you hear the slogans, you link it with the respective brand not only because you have heard it many times, but rather it works. A well-written and effective slogan is a trustworthy brand representative. However, your slogan should be small and crispy giving meaning to your brand.
- **Taglines** – Taglines are usually used for literary products to reinforce and strengthen the audience's memory of a literary product. For example, "she went in search of answers, and discovered a love she never expected," Book Name "Faithful" and Writer - Janet Fox. Thus, tagline tells the gist of the products for marketing purpose. Like, a slogan, it should be small and eye-catching.
- **Jingle Lyrics** – More often accompanied with background music, jingle lyric is a short slogan, tune, or verse written to be easily remembered (especially used in advertising). For example, Fanta: "Wanna Fanta, Don't You Wanna?" It should be small, crisp, and rhythmic (like a song) so that it registers with people at once and they remember it.
- **Scripts** (for audio and video ad) – Scripts are the descriptions of an ad that narrates the dialogues, actions, expression, and movements of characters. Since, script is a complete guidelines of an ad; therefore, it should be written meaningfully, orderly, and nicely.
- **Others** – (White Paper, Press Release, & other written material such as emails, articles, and blog (for the internet)): These are all promotional write-ups written purposefully to promote a particular product/service. So, while writing white paper, press release, articles, blog, or even an email you need to focus or emphasize ONLY on one product that you want to promote. You need to describe all features and offers of the respective product in simple and plain language.

Copywriting Techniques

Following are the techniques of persuasive copywriting –



- **Use Action Words** – Such as watch, look, ask, get, etc.
- **Use of Buzzwords** – Normally, buzzwords are eye-catching such as now, today, etc.
- **Use Exciting or Emotive words** – Such as amazing, wonderful, beautiful, etc.
- **Use Alliteration** – Use meaningful words of similar sound. For example, Don't be vague, ask for Haig.
- **Use Colloquial words** – Colloquialisms in copywriting is pretty popular and effective. For example, 'Pick 'n Choose.'
- **Use Punctuation** – Proper use of punctuations and grammar is an important aspect so that you can pass the right message.



Unit III

Advertising objective

DAGMAR

The DAGMAR approach of advertising was devised by Mr Russell Colley who was much appreciated for his work, as till date, DAGMAR is a concept used in advertising to set advertising objectives and goals. DAGMAR is an abbreviation for "Defining advertising goals to measure advertising results".

Instead of giving a complicated explanation, I will give a simple one. Russell Colley observed that although [people](#) were investing in advertising, they had to invest a lot of time in other marketing activities to get the ROI of advertising. This is because the ROI from advertising was unknown.

Hence, Russell suggested 2 main ways that maximum ROI could be achieved with the usage of Advertising alone. Hence, a company which was thinking of 10 different ways to market its [products](#), could check the ROI from advertising, when it wanted to study how effective its advertising was.



The 2 core things on which the DAGMAR Model stood were

3. Creation of a communication task to achieve goals
4. Defining the objective of the communication tasks in a manner that the results can be measured.

A) The communication tasks involved in the DAGMAR approach.

A marketing task is a combination of an advertising activity, a branding activity and possibly a [customer service](#) activity. The work of marketing is [holistic](#) and hence it has to look at the whole organization. The work of Advertising is more individualistic and hence the organization is not considered.

To measure that a task assigned to advertising, is later on measured only in advertising terms, Russell Colley designed the communication tasks. Creating a communication task, which involves communications between the company and the consumer, was solely the responsibility of the Advertising department.



The goal of the communication tasks in DAGMAR was as follows

8. **Awareness** – Communication tasks involved making the consumer aware of the [brand](#) or the [product](#).
9. **Comprehension** – These tasks also helped the consumer in understanding the attributes and the features of the product and what the product will do for the consumer.
10. **Conviction** – The communication task convinced the customer that this product was meant for them
11. **Action** – Ultimately, after conviction, the customer was to be enticed to take action.
12. However, in the DAGMAR model, the issue does not end at just creating the communication task. Because creating this task is very difficult if the objectives of advertising are not known. If you don't know WHY you are communicating to the customer, then how will you communicate? Thus, DAGMAR then also involved defining the Objectives for communications.

B) Defining objectives in the DAGMAR approach.

13. The second most important task of DAGMAR was defining the objectives of advertising or of the communication tasks which were to be created. Once you defined the objectives, then the measuring of advertising results was comparatively easier.
14. With this move, Russell colley also gave more responsibilities to the advertising department. Not only were they responsible for the ads made, they were also responsible for how well they understood the objective of advertising, and how they incorporated these objectives in their communication tasks.

In this modern age, we know that advertising is used for introducing a product, building brand equity, for sales [promotions](#) or for plain old [brand recall](#). However, all these are the objectives of advertising and form the 2nd part of DAGMAR.

The objectives of advertising in DAGMAR (which are used to create communication tasks) are as follows

5. **Concrete and measurable tasks** – The tasks need to be a precise statement of what the advertiser wants to achieve through the communication. Does he want to strengthen the [brand image](#), maximise the brand presence, penetrate new [markets](#) or increase overall sales?
6. **Define the target audience** – Before the communication task commences, the target audience [needs](#) to be defined as precisely as possible. Are you [targeting](#) youngsters, adults, elderly? Any of the various forms of [segmentation](#) can be used to define the target audience.
7. **Degree of change sought** – What level of perception, [attitude](#) or awareness of the customer do you want to change? If a customer is aware of the product, do you want his negative attitude to change to positive? Or if the market is completely unaware, do you want the whole market to be aware or only partially the target group itself? These degrees of change which are going to be the objective of the communication task need to be defined in advance.
8. **Time period** – To achieve the objectives of the communication tasks, how much time are you ready to allot. If you think that in a month, the product can create awareness in the complete market, then you are very wrong. That's why major advertisers try to introduce the product for 3 months, and then communicate the features and benefits in the next 3 months so that the brand recall is high and the brand acceptance is high as well. A defined time period gives better measurability.

So as you could see from above, the DAGMAR approach involved defining the objective of a communication task, and then creating communication tasks which were themselves measurable.

The DAGMAR approach is used by many promotional planners to set plans of advertising and marketing. This approach is also used to set advertising objectives and to measure the results against the plan. Russell colley's work has led to the improvement of the advertising world, because these communication tasks were not only sales driven, they achieved various goals of the organization only through Advertising.



1. Establish Your Strategic Goals

The first step to creating a superstar marketing plan is to [establish the goals](#) of the campaign. Unfortunately, most budgets are never broken down into [multiple buckets](#). Since you are bringing a new product to market, you decide that you need to break your budget into three parts:

4. Build awareness around the brand
5. Educate consumers about the product's "points of differentiation"
6. Drive traffic to the product's e-commerce site

2. Allocate Budgets

Now that we know our marketing objectives, it's time to think about how we want to allocate the three budget buckets mentioned above. Some common advertising considerations may include:

- Marketing objectives (such as the three above)
- Customer segmentation and targeting
- Target audience habits
- Seasonality
- Go-to-market consideration
- Public relations
- Events or shows

3. Plan Your Timeline

Planning your [budget timeline](#) is vital for two reasons: First, you need to make sure it matches your marketing objectives and other considerations (such as product roadmap or seasonality). And, second, you need to make sure that your finance and accounting department knows what bills are going to be coming. Trust me, you don't want to surprise the money counters!

4. Establish Messaging and Creative Assets

Now that you know your objectives, it's time to work with the creative team to develop creative assets that match the media plan. In this case, your creative team does...well...whatever creative people do, and they come up with some amazing and compelling omni-channel materials that achieve those objectives.

5. Get Budget Approvals

Before spending any money on media, you need to have it all approved by the budget owner. The two most important things you can do to protect yourself and maintain accountability is to make sure that there is an audit trail of those approvals and that everyone on your team knows what has been approved. Email and PDFs are simple, but version control can be a nightmare and a miscommunication can be a major liability.

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

Let's look at these steps in more detail.



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.