



SYLLABUS

Class – B.Com. I Year.

Subject – Advertising Sales & Sales Management

UNIT – I	Meaning, Definition and concept of advertisement. Means and types of advertising – commercial and non-commercial advertising, Objectives and functions of advertising.
UNIT – II	Advertising media, different types of media, media planning, Impact of advertising agencies role relationship with clients.
UNIT – III	Setting of advertising budget Factors affecting expenditures in a company. Ethics and code of conduct in advertising.
UNIT – IV	Classified and display advertising Comparative advertising and Regulatory agencies in advertising(AAAI, ASCI)
UNIT – V	Advertising message preparation of an advertising message elements of print advertisement (outline), elements of board cost copy, copy for direct mail.

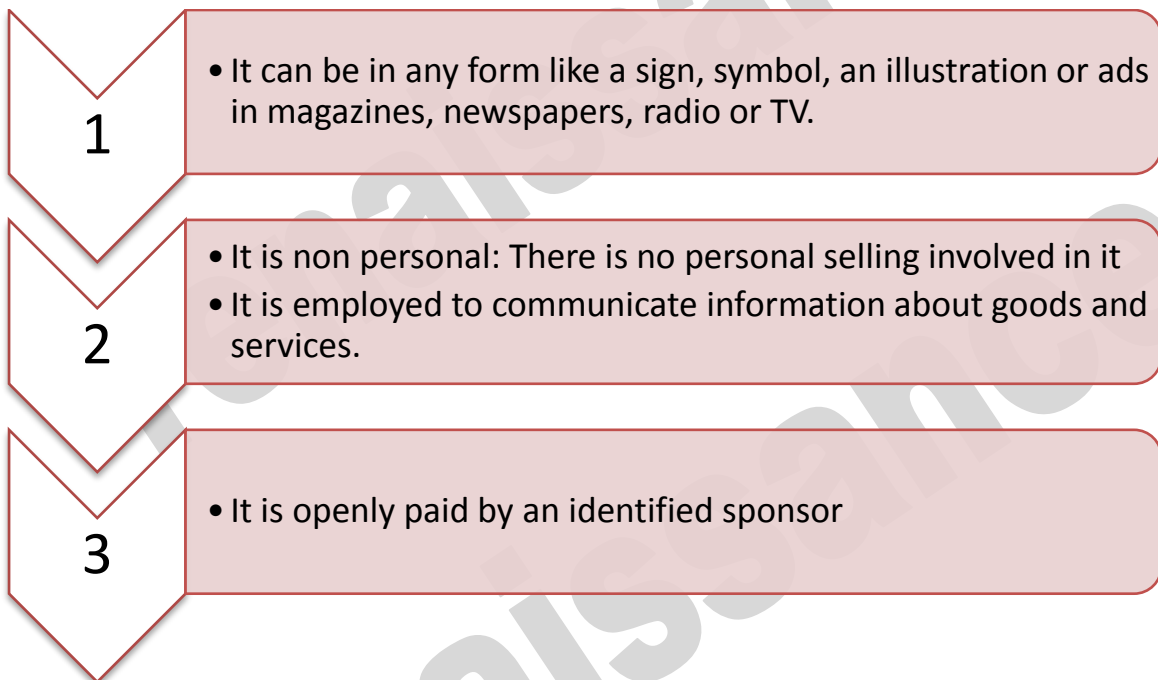


UNIT – I

What is advertising?

Advertising is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. American Marketing Association defines advertising as "any paid form of non personal presentation of ideas, goods and services by an identified sponsor".

Elements



Importance of Advertising

Market research firm Zenith Optimedia estimates that worldwide spending on advertising exceeds (US) \$400 billion. This level of spending supports thousands of companies and millions of jobs. In fact, in many countries most media outlets, such as television, radio and newspapers, would not be in business without revenue generated through the sale of advertising.

1. Advertising is an important contributor to economic growth
2. Advertising is the communication link between the seller and the buyer
3. Advertising informs, persuades and reminds the customers about a product.
4. It helps in achieving organizational goals.
5. Advertising is complementary to personal selling
6. It is a tool of marketing and a component of overall promotion activities
7. Advertising influence the marketing mix or 4 Ps-Product, Place, Price and Promotion
8. Advertising is also useful for promoting:
 - Standardized products products aimed at large markets
 - products that have easily communicated features products low in price
 - Products sold through independent channel members and/or are new.
9. Promoting Products or Organizations – Institutional Advertising promotes organizations, images, ideas or political issues. 1E Beer Company sponsors responsible drinking to promote the company image. Product Advertising promotes goods and services.
10. Stimulating Primary and Selective Demand – First to introduce product needs to stimulate primary demand. Pioneer Advertising informs people about the product (introduction stage of



the product life cycle). Do not emphasize the brand name. It can also be used to stimulate the demand for a product group. For Selective demand, advertisers use Competitive advertising, brand uses, benefits not available with other brands. Can use comparative 'advertising, E.g. Competitive advertising between Pepsi and Coco Cola

11. **Offsetting Competitors Advertising** – Defensive advertising, offset to lessen the effect of competitors advertising. Used in fast food industry, extremely competitive consumer products markets.
12. **Making salespersons more effective** – Tries to presale product to buyers by informing them of uses, features and benefits- encourage them to contact dealers etc. Cars...bring, to retail store.
13. **Increasing use of product** – Consumer can consume only so much of a product, this limits absolute demand. May need to convince the market to use the product in more than one way.
14. **Reminding and reinforcing customers** – Reminder, need to keep company/product name at the forefront of consumers' minds in the competitive marketplace. Reinforcement prevents cognitive dissonance.
15. **Reducing Sales fluctuations** – Increase sales during slow periods will help increase production efficiency. Advertising reduces prices of soft drinks, A Cs in the winter months (reduce inventory costs).

IMPORTANCE, OF ADVERTISING TO DIFFERENT ELEMENTS OF MARKETING/BUSINESS

IMPORTANCE TO MANUFACTURERS

- It increases sales volume by creating attraction towards the product.
- It helps easy introduction of new products into the markets by the same manufacturer
- It helps to create an image and reputation not only of the products but also of the producer or advertiser. In this way, it creates goodwill for the manufacturer.
- Retail price, maintenance is also possible by advertising where price appeal strategy
- It helps to establish a direct contact between manufacturers and consumers.
- It leads to smoothen the demand of the product. It saves the product from seasonal fluctuations by discovering new and new usage of the product.
- It creates a highly responsive market and thereby quickens the turnover that results in lower inventory.
- Selling cost per unit is reduced because of increased sale volume. Consequently, product overheads are also reduced due to mass production and sale.
- Advertising gives the employees a feeling of pride in their jobs and to be in the service of such a concern of repute. It thus inspires the executives and worker to improve their efficiency.
- Advertising is necessary to Meet the competition in the market and to survive.

IMPORTANCE TO WHOLESALERS AND RETAILERS

- Easy sale of -the products is possible since consumers are aware of the product and its quality.
- It increases the rate of the turn-over of the stock because demand is already created by advertisement.
- It supplements the selling activities.
- The reputation created is shared by the wholesalers and retailers alike because they need not spend anything for the advertising of already a well advertised product:
- It ensures more economical selling because selling overheads are reduced
- It enables them to have product information.

IMPORTANCE TO CONSUMERS

- Advertising stresses quality and very often prices. This forms an indirect guarantee to the consumers of the quality and price. Further large scale production assumed by advertising enables the seller to sell product at a lower cost.
- Advertising helps in eliminating the middlemen by establishing direct contacts between producers and consumers. It results in cheaper goods.



- It helps them to know where and when the products are available. This reduces their shopping time.
- It provides an opportunity to the customers to compare the merits and demerits of various substitute products.
- This is perhaps the only medium through which consumers could know the varied and new uses of the product.
- Modern advertisements are highly informative.

IMPORTANCE TO SALESMEN

Salesmanship is incomplete without advertising. Advertising serves as the forerunner of a salesman in the distribution of goods. A sale is benefited the advertisement in following ways:

- Introducing the product becomes quite easy and convenient because manufacturer has already advertised the goods informing the consumers about the product and its quality.
- Advertising prepares necessary ground for a salesman to begin his work effectively. Hence sales efforts are reduced.
- The contact established with the customer by a salesman is made permanent through effective advertising because a customer is assumed of the quality and price of the product.
- The salesman can weigh the effectiveness of advertising when he makes direct contact with the consumers.

IMPORTANCE TO COMMUNITY OR SOCIETY

- Advertising, in general, is educative in nature. In the words of the late President Roosevelt of the U.S.A., "Advertising brings to the greatest number of people actual knowledge concerning useful things: it is essentially a form of education and -the progress of civilization depends on education."
- Advertising leads to a large-scale production creating more employment opportunities to the public in various jobs directly or indirectly.
- It initiates a process of creating more wants and their satisfaction higher -standard of living. For example, advertising has made more popular and universal the uses of such inventions as the automobiles, radios, and various household appliances.
- Newspapers would not have become so popular and so cheap if there had been no advertisements. The cheap production of newspapers is possible only through the publication of advertisements in them. It sustains the press.
- It assures employment opportunities for the professional men and artist.
- Advertising does provide a glimpse of a country's way of life. It is, in fact, a running commentary on the way of living and the behavior of the people and is also an indicator of some of the future in this regard.

ADVERTISING

THE ECONOMIC IMPACT OF ADVERTISING

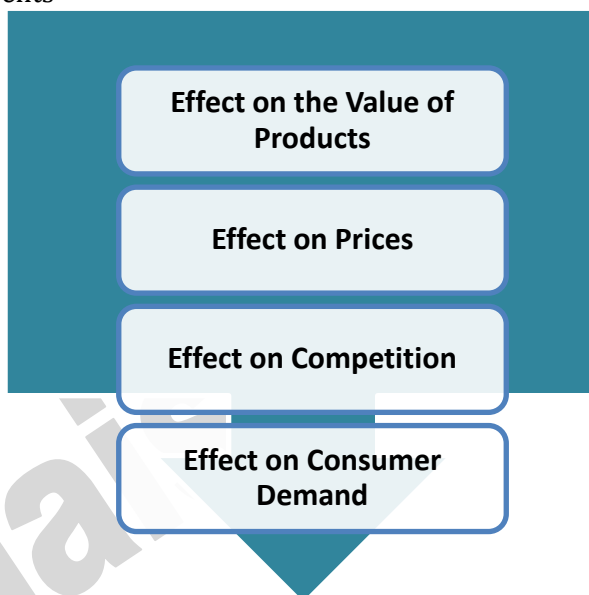
The economic effect of advertising is like he breaks shot in billiards. The moment a company begins to advertise, a chain reaction of economic events takes place. The extent of the chain reaction, although hard to measure, is related to the force of the shot. But because it occurs at the 1st time as many other economic events, the direction is often disputed.

For example

- Does advertising affect the value of products?
- Does advertising raise or lower prices?
- Does advertising promote competition or discourage it?
- How does advertising affect the total demand for a product category?
- Does advertising make more consumer choices available or fewer?
- How does advertising influence the business cycle?



- These are just some of the frequently asked (an difficult to answer) questions related to the chain reaction of economic events



THE ECONOMIC IMPACT OF ADVERTISING

1. Effect on the Value of Products

Why do most people prefer Coca-Cola to some other cola? Why do more women prefer Estee Lauder to some unadvertised, inexpensive perfume? Are the advertised products functionally better? Not necessarily. But advertising: can add value to a product in the consumer's -mind. Advertising also creates added value by educating customers about new uses for a product. VEET was originally advertised make-up remover, later as a disposable handkerchief. Sunkist promoted oranges a food and later as a drink.

2. Effect on Prices -

If advertising adds value, to products, it follows that advertising also adds cost. Right? And if companies stopped all that expensive advertising, products would cost less. Right? Advertised products do cost more than unadvertised products; the opposite also true. We can make some important points:

- As one of the many costs of doing business, advertising is indeed paid for by the consumer who buys the product. In most product categories, though, the amount spent on advertising is usually very small compared to the total cost of the product.
- Advertising is one element of the mass-distribution system that enables many manufacturers to engage in mass production, which in turn lowers the Unit cost of products. These savings can then be passed on to consumers in the form of lower prices. In this indirect way, advertising helps lower prices.
- In industries subject to government price regulation (agriculture, utilities), advertising has historically had no effect on prices. In the 1980s, though, the government deregulated many of these industries in an effort to restore free market pressures on prices. In these cases, advertising does affect price – often downward, sometimes upward.
- In retailing, price is a prominent clement in many ads, so advertising tends to hold prices down. Manufacturing firms advertise to stress features that make their product better, advertising tends to support higher prices.

3. Effect on Competition —

- Intense competition does tend to reduce the number of businesses in a industry. However, the firms eliminate by competition may be those that served customers least effectively.
- In many cases, advertising by big companies has only effect on small businesses because no adviser is large enough to dominate the whole country.



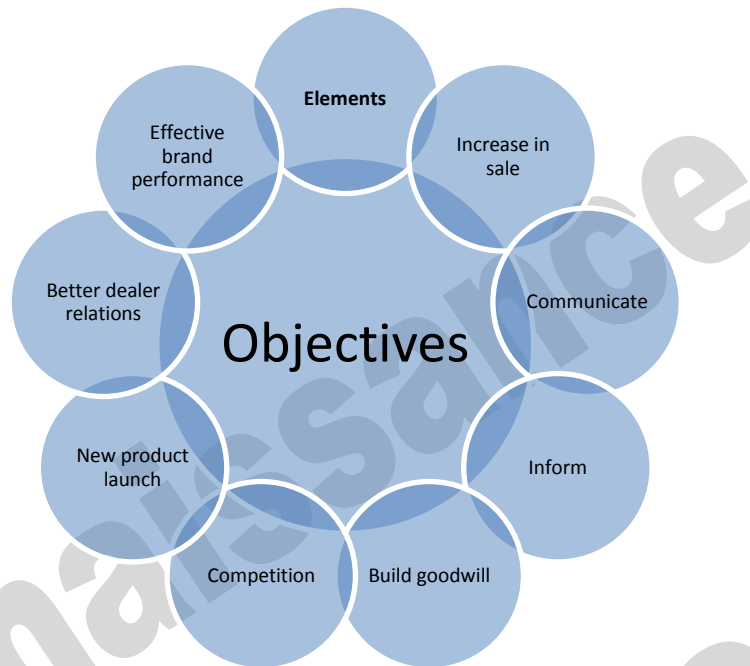
- Regional oil companies for example, compete very successfully with national oil companies on the local level. And non-advertised store brands of food compete effectively with nationally advertised brands on the same shelves.
 - In Industries characterized by heavy advertising expenditure, advertising does inhibit the entry of new competitors.
 - In some markets, the original brands probably benefit greatly from this barrier. But heavy spending on plants and machinery is usually a far more significant barrier.
4. **Effect on Consumer Demand** – The question of advertising's effect on total consumer demand is extremely complex.
- Many social and economic forces including technological advances, the population's educational level, increases in population and per capita income, and revolutionary changes in lifestyle, are more significant.
 - For example, the demand for CD players, cellular phones, and personal computers expanded at a tremendous rate, thanks in part to advertising but more to favorable market conditions. At the same time, advertising has not reversed sales declines for such items as hats, fur coats, and manual typewriter.
 - Advertising can help get new products off the ground by stimulating demand for a product class. But in declining markets, advertising can only slow the rate of decline.
 - In growing markets, advertisers generally compete for shares of that growth. In mature, static, or declining markets, they compete for each other's shares—conquest sales.

Features of Advertising

1. **Non-personal presentation of message** — In advertising there is no face-to-face or direct contact with the customers. It is directed to the prospective buyers in general.
2. **Paid form of communication** – In advertising the manufacturer communicates with prospective customers through different media like, newspapers, hoardings, magazines, radio, television, etc. He has to pay certain amount for using some space or time in those media.
3. **Promotion of product, service or idea** —Advertisement contains any message regarding any particular product, service or even an idea. It makes people aware about the product and induces them to buy it.
4. **Sponsor is always identified** – The identity of the manufacturer, provider who issues advertisement is always disclosed.
5. **Communicated through same Media** – Advertisements are always communicated through use of certain media. It is not that there will be just one medium All the media may also be used.

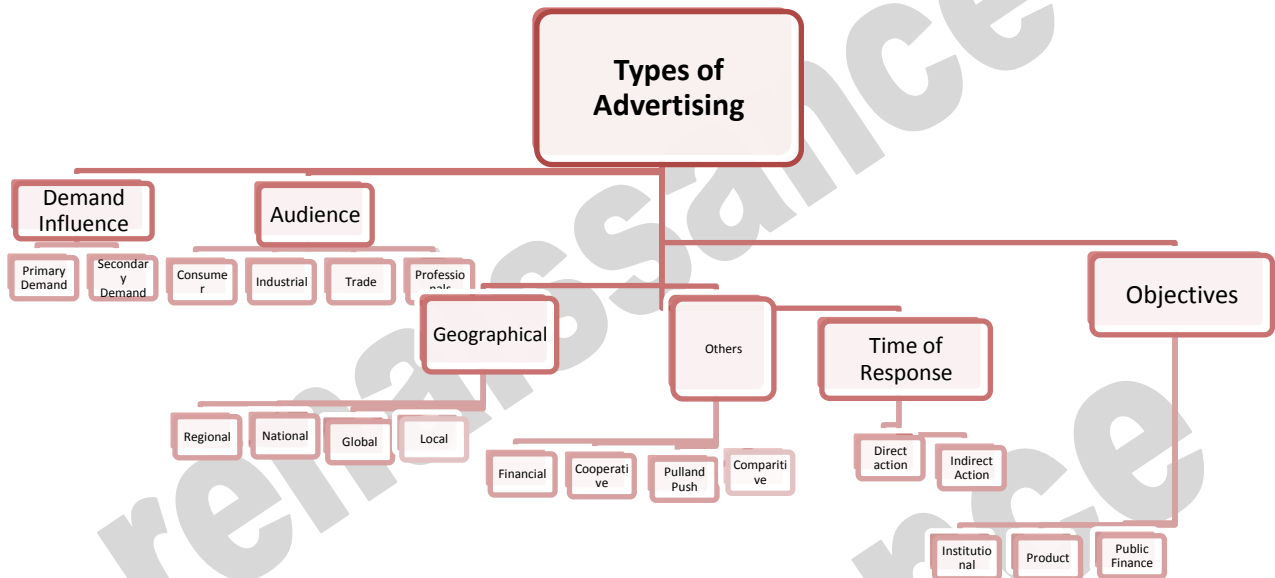
History of Indian Advertising

- Pre independence —West end watch co Mumbai 1907
- 1930 —Talkies and radio emerge in India
- 1941 Leclachitnis : LUX SOAP(1943), EVEREST (1946)
- 1950 2-3 MIN FILMS in existence
- 1960 first Indian ad convention(Kolkata), nargis wadia :made for each other
- NRS(National Readership Survey), INS (Indian News Paper Society), AAI (Advertising Association of India) Come into existence.
- 1970 – 1980 : radio & TV Commercials
- 1990 —CNN, DD2, and channels.
- LINTAS (Lever International Advertising Service), Mc Cann,O & M (Ogilvy and Mather), FCB Ulka, Orienta etc.(2008)



FUNCTIONS OF ADVERTISING

1. **Primary Functions** — To Increase Sales,
 - Persuasion of dealers
 - Help to dealers
 - Increase in per capita use
 - Receptiveness of new- product
 - Insurance for manufacturers Business
 - Confidence in quality
 - To eliminate seasonal fluctuations
 - More Business for all
 - Raising standard of living.
2. **Secondary Functions** —
 - To encourage salesman ship and lend them moral sport
 - To furnish information
 - To impress Executives
 - To impress factory workers
 - To secure better employees



A. Advertising based on Demand influence Level

Advertising can be grouped on the basis of whether advertisers attempts to promote in general or specific brand of product. Two type of advertising can be grouped in this category.

1. **Primary Demand Advertising** - Primary demand refers to the demand for the generic products like TV, Milk and Magazines, etc. Primary demand advertising intends to promote the demand of a product and not simple one particular brand of that product.
2. **Selective Demand Advertising** - The selective demand advertising is done with the objective of stimulating the demand of specific brands in which the advertiser deals. Competitive advertising stimulates selective demand. The advertisement of Surf, Godrej, Colgate, Nescafe, Samsung, and Sony are all examples of selective brand advertisements.

B. Advertising based on Objectives

Another classification of advertising is on the basis of objective/functions they are expected to perform. Such advertising comprises of -

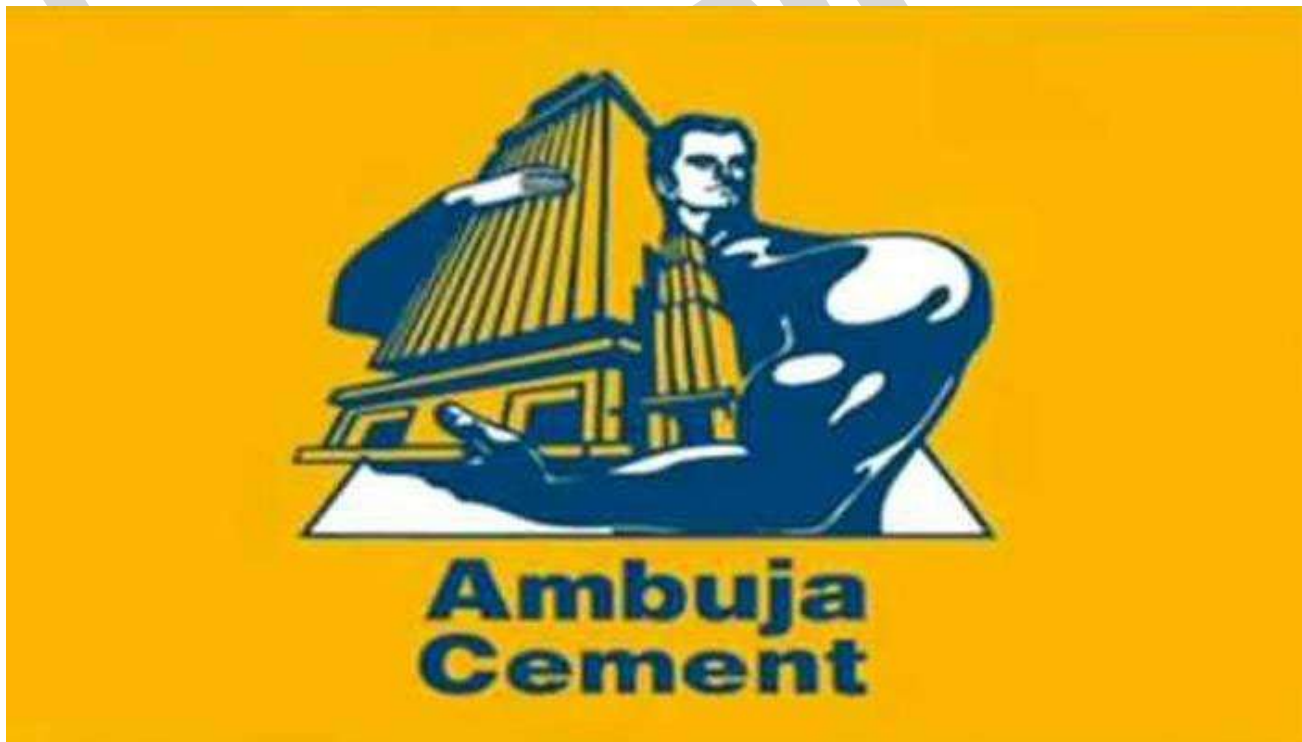
1. **Institutional Advertising** - The institutional advertising is intended of focus and enhance the image of the institution. Big companies like Reliance, L&T, and Godrej etc. resort to this type of advertising.
2. **Product Advertising** - A large number of advertisements fall under this category. The purpose of this advertising is to stimulate the demand of the product being advertised and includes description of the product, size, quality benefits, uses etc.
3. **Public Service Advertising** - Public service advertising is done as part of social responsibility by the advertiser. The focus of this advertising is welfare of the public and includes social, economic and cultural issues of public interest. For instance, advertisements of road safety, pollution control, AIDS family Welfare, literacy etc, Such advertising may intend to educate, creating awareness, information and reminding the public at large.

C. Advertising based at Audience



Such advertising is targets to specific segment of audience and depending the nature and requirements of the audience. Advertising copy is prepared and messages are drafted. Such advertising includes –

1. **Consumer Advertising** – Most of the consumer goods producer engage in consumer product advertising. Such advertising is done for the ultimate user of the product appealing directly to the buyers/consumers. Toothpastes, Soaps, Cold, Drinks and Cosmetics are all examples of consumer advertising. Such advertising may be done through various media like Radio, TV and Print (news papers and magazines.)
2. **Industrial Advertising** – The manufacturer of industrial goods such as raw material, machinery, equipments, suppliers or fabricated parts do industrial goods such as advertising is targeted towards industrial buyers with the object of promoting goodwill of the product as well as the company persuades industrial users to deal in the product being advertised. Such advertising is done through Trade Journals, Magazines, Catalogues and Direct Mail etc.
3. **Trade Advertising** – This category includes all such advertisements that are directed to retailers and suppliers of consumer's goods. the main purposes of these advertising is to convince the retailers to stock a particular product and emphasis is an improved profit potential.
4. **Professional Advertising** – There are certain products for which consumers they do not take the buying decision. The professionals like doctors, dentists, architects, civil engineers etc. exert considerable influence in consumers purchase decisions. Because these professionals are considered to be an expert in their field, the consumers respect their judgment about the quality and usefulness of the product hence these professionals demand comprehensive evaluate criteria for the product.



D. Timing of the Response it Elicits

Such advertising includes –

1. **Direct Action Advertising** – The objective of direct action advertising is to obtain the immediate or response over a short period of time. Such advertising use words like – Hurry, Discount/offer is valid for limited period, send the enclosed etc. Such advertisements are given to make sales promotion campaign successful.



2. **Indirect Action Advertising** – Such advertising to create a favorable attitude of the customer about the product, company. Therefore such advertising is a normal part of the company's advertising strategy to get a positive response in the long run and not on seeking immediate response in the form of inquires or orders. Action sought here is indirect in nature.

E. Advertising based on Geographical coverage

Advertising can be classified on the basis of geographical coverage also. The message of such advertisements are aimed at specific response for specific geographical segments –

1. **National Advertising** – This advertising spread, throughout the country largely use such advertising. Such companies select those advertising media, which have wide accessibility. Companies like Ford, Reliance, Tata, Broke Bond, Escorts advertising their products at the national level.
2. **Local Advertising** – The Company with limited resources, productions and target market do local advertising. Big companies, who are interested to penetrate the local market intensively, many also sometimes use the local media for advertising.
3. **Global Advertising** – Multi-national firms do the business in different countries. Firms such as IBM, Proctor & Gamble, Sony, National Panasonic, and General Electric etc. advertise globally through international media. However, they will have to keep local cultural conditions into consideration while preparation of advertising copy.



F. Others

Besides the above, other types of advertising can be as follow &

- 1. Financial Advertising** – Financial advertising refers to advertisements issued by financial institutions like bank mutual funds and other companies offer sale of shares/debentures to public.
- 2. Cooperative Advertising** – When two or more advertisers join hands to participate in the advertising campaign collectively, it is termed as cooperative advertising. Examples include Acc, Indian Bank Association etc.
- 3. Push and Pull Advertising** – Push advertising is aimed at advertising the benefits of the products to the retailers and the middleman so they can carry the product and promotes it to the customer.
Pull strategy, on the other hand, often used in a situation when the manufacturers go directly to the consumers and stimulate the demand for the products that the customer will ask and the dealers will be motivated to stock the brand in order to please their customers.



4. **Comparative Advertising** – It compares specific product attributes with competitor's brand. Today's comparative advertising is used widely. Here the advertiser put the competitor's name (sometimes not) and highlight the advantages of his product. Negative comments about competitors are viewed as unethical or unprofessional.

Commercial Advertising

Commercial advertising in general is the use of advertising to generate revenue. One important aspect of commercial advertising is that it creates a demand or a perceived need for something. As soon as the consumer has a reason to want, commercial advertising is there to offer a solution to that need.

Advertisements give answer to a consumer's questions, including where to eat, where to go, or what to buy. Effective advertising works to create a desire a solution to that need.

Not every aspect of commercial advertising relates to fulfilling and immediate need. Advertisers also strive to create name recognition, which is commonly called "branding". Effective branding means the consumer instantly recognizes the company or the product name and has come to feel positively about it. Companies use commercial advertising in an effort to impress consumers with how happy they will be once they buy the item or use the service offered.

Non-Commercial Advertising

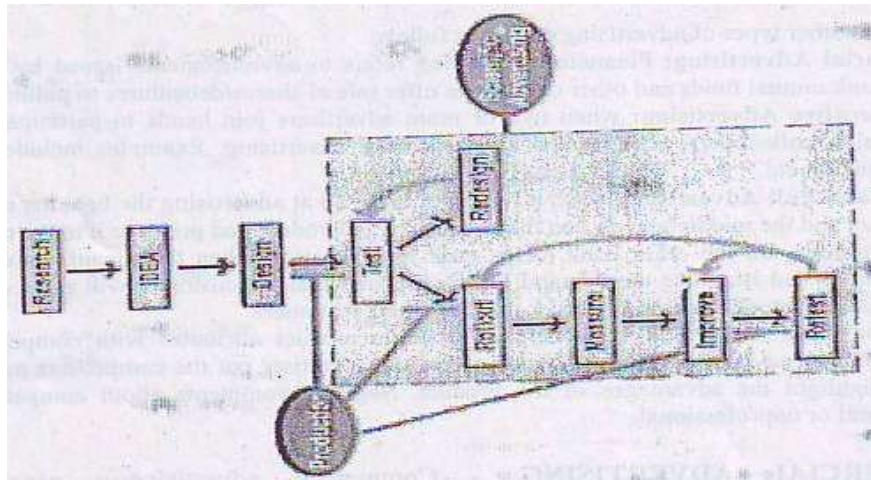
It is sponsored by or for a charitable institutions or civic group or religious or political organization. Many noncommercial advertisements seek money and placed in the hope of raising funds. Others hope to change consumer behavior. So the main goals of noncommercial advertising are –

- Stimulate inquires for information
- Popularize social cause
- Change activity habits
- Decrease waste of resources
- Communicate political view point
- Improve public attitude
- Remind people to give again

So called word-of-mouth advertising is a person communication that is perceived as using noncommercial concerning goods or services, it is face-to-face product related communications between and among the friend's relatives and others. Because it is usually seen as being an unbiased sources of information.

Process of Scientific Advertising

All sales involve selling something to someone. Businesses don't buy products people do (and for those of you thinking about automated system and computer programs – people program them and tell them what to buy).



Ethical Aspects of Advertising

- Ethics are the moral standards against which behaviour is judged
- Key areas regarding ethics and advertising are –
 1. Truth in advertising
 2. Advertising to children
 3. Advertising controversial products
- Truth in Advertising
 1. Deception is making false or misleading statements
 2. Puffery (commercial exaggeration) is legal
 3. Cannot legislate against emotional appeals
- Advertising to Children – Issues
 1. Advertising promotes superficiality and materialism in children
 2. Children are inexperienced and easy prey.
 3. Persuasion to children creates child parent conflicts.
 4. What does the literature say about kid's abilities to process persuasive
- Advertising Controversial Products
 1. Critics question the "targeting" of minorities.
 2. Tobacco, Alcohol, gambling and lotteries are product categories of greatest concern.
 3. How does the concept of "primary demand" provide insight here?
 4. What does the literature say about advertising's impact on these product categories?



TYPES OF NEWSPAPER ADVERTISING

The major types of newspaper advertising are –

1. **Display Advertising** – Display advertising includes copy, illustrations or photographs headlines, coupons and other visual components. Display ads vary in size and appear in all sections of the newspaper except page one, the editorial page, obituary page, the classified sections and the first page of major sections. One common variation of the display ad, the reading notice, looks like editorial matter and sometimes costs more than normal display advertising. To prevent readers from mistaking it for editorial matter, the world advertisement appears at the top. Retailers often run newspaper ads through cooperative (or co-op) programs sponsored by the manufactures whose products they sell. The manufacturer pays fully or partially to create and run the ad, which features the manufacturer's product and logo along with the local retailer's name and address.
2. **Classified Advertising** – Classified ads provide a community marketplace for good, services, and opportunities of every type-from real estate and new-car sales to employment and business opportunities. A newspaper's profitability usually depends on a healthy classified section. Classified ads usually appear under subheads that describe the class of goods or the need the ads seek to satisfy



Most employment, housing and car advertising is classified. To promote the use of classified ads in the village Voice, MD & E created a series of display ads that used humorous “Situation Wanted” ads as the main visuals. Classified rates are typically based on how many lines the ad occupies and how many times the ad runs. Some newspapers accept classified display ads, which run in the classified section of the newspaper but feature larger type, photos, art borders, abundant white space, and sometimes even colour.

COOPERATIVE ADVERTISING

Cooperative (co-op) advertising is an agreed-on sharing of specified advertising costs or other promotional costs among manufacturers and retailers or analogous groups. Co-op is an arrangement beneficial to both manufacturers and their business partners and an excellent way to expand advertising and promotion dollars. Co-op can extend far beyond the traditional print and broadcast media; in fact, many manufacturers now allow Internet advertising under the guidelines of their co-op advertising programs. The list of eligible media continues to grow, varies by manufacturer, and will be reimbursed provided it is agreed on and specified within the manufacturer’s plan.

Cooperative advertising is the sharing of costs for locally placed advertising between a retailer or wholesaler and a manufacturer. Many manufacturers have a set amount of cooperative advertising funds available per year, distributed as opportunities for collaboration arise. Manufacturers report, however, that much of this money goes unspent, as relatively few retailers and wholesalers pursue cooperative agreements.

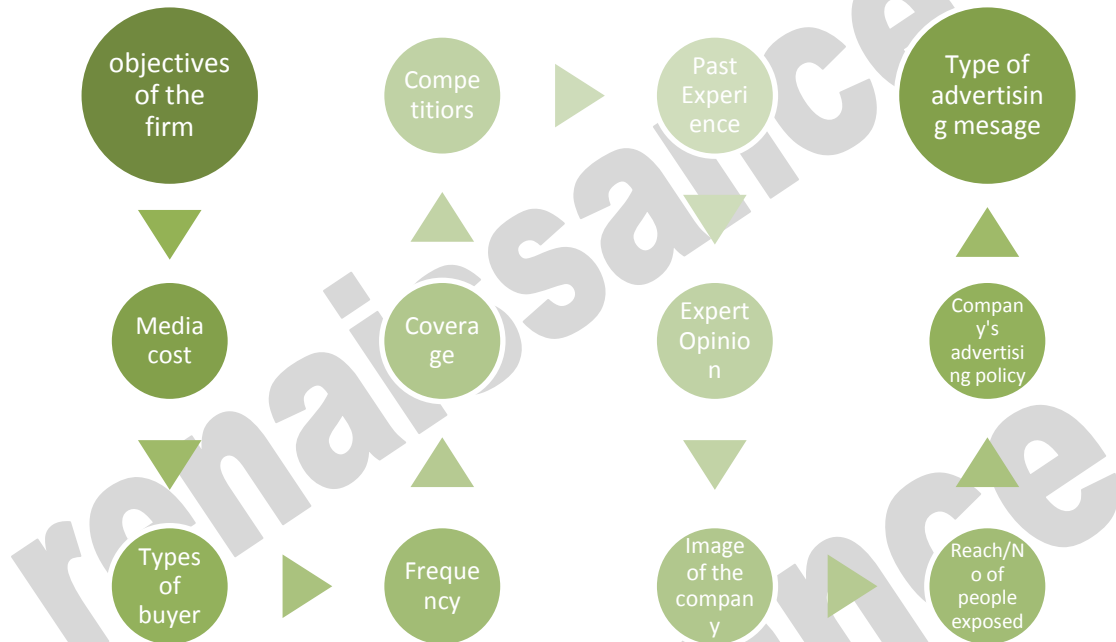
Cooperative advertising can be a very powerful tool for the small business owner, especially one with limited means to support the kind of advertising campaign which can be vital to the survival and success of a business enterprise. The added funds from such a cooperative agreement can improve the quality of advertising or broaden the scope of its distribution. It can create important links between products and the small wholesaler or retailer who handles the product for the manufacturer. Above all, it can attract customers loyal to a certain product to a vendor whose name had not before been associated with that product.

Cooperative advertising can take many forms, as Gail Smith explained in *Industrial Distribution*: "There are many devices with which a manufacturer can assist a distributor in product promotion, including product flyers, catalog and trade magazine ads, direct mail flyers and direct mail campaigns, electronic data for CD-ROM, trade show booth materials for customer appreciation/open house or sports events,



and giveaway items, such as clothing, mugs, or sports gear. Any one or combination of the above, used with a marketing program, can effectively assist a distributor with making their customer base aware of a product."

SELECTION OF ADVERTISING MEDIA FOR A COMPANY



BUSINESS NICHES AND COOPERATIVE ADVERTISING

Any small business that deals with the products of a major manufacturer (tennis shoes, perfume, ice cream, propane, computers, etc.) and engages in national—as opposed to local—advertising can benefit from cooperative advertising ventures. These terms can be deceptive, because frequently national advertising is done through local media. But there do exist clear differences between local and national advertising.

Local advertising refers strictly to the advertisement of local shops and services that are not available nationwide or over large regional areas. Small businesses that would engage solely in local advertising, for example, would be small groceries and specialty stores, or small service providers which are not linked to any national chain, such as a local dry cleaner.

National advertising, on the other hand, is advertising that focuses on nationally recognized and available goods and services. Most brand-name items would fall into this category: automobiles and machinery, designer clothes and jewelry, some services. But the actual advertisements are likely to be run only locally, to draw attention to the local provider of these national goods and services—the small dealership, for example, which sells John Deere tractors. It is with this type of advertising that the small business owner can seek a cooperative agreement with a national manufacturer.

BENEFITS OF COOPERATIVE ADVERTISING

The biggest benefit of cooperative advertising for small business owners, of course, is that such arrangements can dramatically cut advertising costs. Manufacturers will sometimes provide anywhere from 50 to 100 percent of the cost of placing local ads. These corporate advertising dollars can make it possible for small businesses to establish a far stronger presence in the community than would otherwise be possible.



Another benefit that sometimes results from such agreements is valuable creative and media-buying guidance. Some large manufacturers will provide help for the small business owner in refining the look and message of the advertisement, and in effectively placing the ad in a mutually beneficial way.

Finally, cooperative advertising can lend an air of legitimacy to small business enterprises. Small companies that are able to link their name with that of a nationally recognized product or service should work hard to maintain such ties, particularly if the product or service in question already has strong user loyalty.

Cooperative advertising also benefits manufacturers and service providers. Enlisting small business allies diminishes the cost of advertising for these larger companies, especially if they encourage cooperative advertising arrangements in several communities. In addition, just as local businesses can benefit from associations with established national corporations, these large manufacturers and service providers may also enjoy benefits associated with having their products or services aligned with leading businesses in a given community. For example, a designer brand of clothing may benefit from cooperative advertising with an exclusive neighborhood boutique: the personality of the shop itself will reflect positively on the product.

DRAWBACKS TO COOPERATIVE ADVERTISING

The small business owner must be careful that he or she completely understands the commitment involved when seeking a cooperative advertising agreement. Many manufacturers demand a certain style of advertising, or a high level of quality that may be difficult for a struggling business to achieve. There may be hidden requirements which must be met, or limits on the kind of advertising which can be funded by manufacturers' dollars. The specific demands involved in an advertising cooperation will vary widely between manufacturers; business consultants recommend that small business owners consult an attorney before signing any such agreements.

NON-COMMERCIAL ADVERTISING - It is sponsored by or for a charitable institution or civic group or religious or political organization. Many noncommercial advertisements seek money and placed in the hope of raising funds. Others hope to change consumer behavior. So the main goals of noncommercial advertising are:

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- Popularize social cause
- Change activity habits
- Decrease waste of resources
- Communicate political viewpoint
- Improve public attitude
- Remind people to give again.

So called word-of-mouth advertising is a person to person communication that is perceived as being noncommercial, concerning goods or services: it is face-to-face product related communications between and among the friends, relatives and others. Because it is noncommercial, it is usually seen as being an unbiased source of information.

ADVERTISING PLANNING DECISIONS

Following along with several decisions are crucial to developing an advertising plan – how to set objectives, identify the target audience, create a competitive advantage establish a brand image personally, and position a product.

ADVERTISING OBJECTIVE

We cannot over stage the importance of delineating specific advertising objectives. Every advertising campaign and the ads in it must be guided by specific clear objectives. Advertising objectives are



derived from the marketing objectives along with the results of the marketing and advertising SWOT analysis. Basically, the overriding advertising objective should be an increase in the sale of the product or service. The contribution may be minor or it may be the main cause for purchase. Given the huge amounts of money spent on advertising, it is important for advertisers to know what to expect from a campaign or an ad. That advertising objectives fall into four general categories; perception, earning, persuasion, and behaviour. Determining which of these alternatives or combination of alternatives is most appropriate for a particular for a particular ad or campaign is difficult. While the experience of the account manager is often helpful, it is hardly ever sufficient.

Fortunately, there are several models account managers can employ to derive advertising objectives. All these models assume that consumers go through a series of steps when exposed to a cue. For example, the classic AIDIS model describes the effect of advertising on consumers, starting with attention, then moving to interest, then desire, and finally action. A variation of the model developed by advertising researcher Russell Colley called the DAGMAR model (defining advertising goals for measured advertising results) begins with awareness, moves to comprehension, then conviction and ends with action.

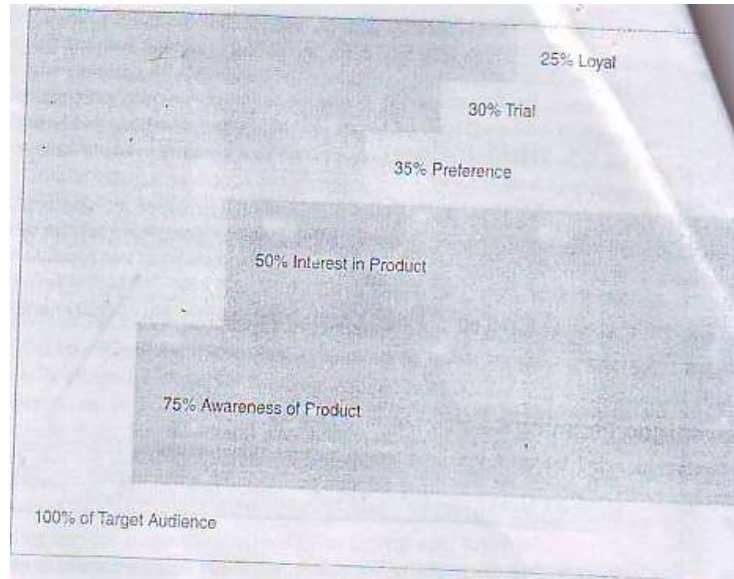
DAGMAR works like this – If you have skin allergies and Procter & Gamble advertises a new detergent for people with sensitive skin, the ad will probably catch your attention you are aware of a possible desire for the product. If you are the person who buys for your household, then you may find yourself interested in the idea of this new formulation – you have comprehended its value and are convinced it's worth considering. You may want to try it, so when you receive a coupon in the mail, you may respond by picking up a trial package when you are at the store; you are spurred to action, the primary objective.

Simpler objectives, such as awareness are easy to create and get high levels of response. However, a lot of people may be aware of the product but far fewer will actually try it. The Hierarchy-of-Effects model illustrates the relative impact of these various objectives with the simplest but broadest impact at the bottom and the most complex but smaller impact at the top.

The goal of the FootJoy campaign was to give the FootJoy brand a more contemporary personality to attract younger golfers, while continuing to strengthen FootJoy's position as the category leader among the best golfers. Its specific objectives were –

1. Increase sales by a minimum of 5 %
2. Increase overall market share by a minimum of 2 points
3. Increase FootJoy's share among young golfers, and
4. Maintain FootJoy's dominant share among single-digit handicappers.

Do you think the ads helped accomplish those goals?





Unit II

PRINT MEDIA

Newspapers

In many countries around the world, more money is spent on advertising in newspapers than in any other medium. In the United States, Britain, Australia, France and Germany, newspaper's share of advertising is more than 40%. While television is considered to be the most complete and powerful medium, still newspapers are used for advertising to a large extent.

One of the reasons could be newspapers come in large numbers and varieties. We have dailies and weeklies, we have general and specific subject-oriented newspapers, then there are broadsheets and tabloids. Geographic reach wise, newspapers offer many options—from international, national, regional to local newspapers. Also newspapers are published in all major languages. Also newspapers offer varieties in terms of special supplements, weekend supplements and special advertising supplements.

The Times of India has a special supplement on recruitment ads called Ascent. The Hindustan Times has its Careers. Options is the recruitment supplement of the Indian Express. Similarly, many major newspapers have special supplements on classified and even matrimonial ads on Sundays.

Newspapers started facing a lot of competition from magazines and television in terms of colour: To overcome this, most 'newspapers started full' color supplements on Sundays and Saturdays. These supplements are usually printed on - glossy paper. The printing quality of these supplements is as good as most good quality magazines. And the recent change has been the introduction of colour on weekdays by many newspapers.

Advantages

Advertising in newspapers has the following major advantages:

Creative Flexibility

Newspapers offer 'great variety and options in terms of sizes ranging from classified this to two page spreads: Another area is the placement Option. Ads can be placed on the front page; back page, inside pages etc: Also ads can be in colour or black and White. Another option is Classified display, classified and display ads.

Active Medium

A sense of immediacy is attached with newspapers. As it covers very current topics and issues, it is considered an active medium.

More Information

Newspapers provide much more detailed and in-depth information than any other media.

Specific Pages

Newspapers usually have special pages covering specific topics or issues. These special pages cater to the needs of specific reader groups. This way a variety of target audiences can be reached through newspapers by placing ads in the relevant places or pages.

Other benefits of advertising in newspapers are:

- Mass medium reaching every segment of the society.
- Broad reach which could be local, regional, national and international.
- Comprehensive in scope, covering an extraordinary variety of topics and interests.



- Geographic selectivity is possible.
- Credibility studies show that newspapers ads are more credible.

Disadvantages

Advertising in newspapers has the following disadvantages:

Lack of selectivity

Regarding specific socio-economic groups. Most newspapers reach broad and diverse groups of readers.

Short Life span

Daily newspapers have a life span or shelf life of one day only. • It is usually of no use when tilt next day's issue comes.

Low Production Quality

Being generally printed on newsprint-the lowest quality paper, the production quality of newspapers is wry low. The printing quality is not good. The visual reproductions are of not very, good. quality. Also colour printing on newsprint is very low as compared to glossy magazines.

Clutter

Newspaper pages are mostly crowded with a variety of items: news stories, articles, features, photographs etc, Advertisements on newspaper pages compete; not only with other ads, they also compete with the editorial content fox attention. Also many advertisements are sometimes packed into one page.

Less Control with the Advertiser

The advertiser does not have much control over the page or place -where the ad would appeaK. If an advertiser wants a specific page or a specific place, then he has Co pay a premium price for the preferred position.

Overlapping Circulation

Sortie people read more than one newspaper. This leads to overlapping as the same ads are published in many newspapers.

Coverage

Another disadvantage is that there is rarely any, newspaper that covers all states or countries. So to reach readers all over. .the country or state, an advertiser has to put as in at n940er of newspapers.

Magazines

As an advertising medium, magazines are quite similar to newspapers. But there are certain differences too. Magazines offer more colour and better production quality, Also there is better reproduction of visuals. Magazines offer greater selectivity of reach variety of magazines are available, reaching different types of readers.

The term magazine covers a multitude of publications. They range from general news magazines to highly specialized magazines covering films, business, sports, automobiles etc. Television Programme Guides are also called magazines and have large circulations. Then there are digests like Reader's Digest.



A great variety of magazines are published covering special interests and catering to smaller but well-defined audiences; the large circulation general magazines offer high coverage or reach of heterogeneous population. These form good vehicles for advertisements for a variety of brands. Low circulation and special interest magazines reach smaller but homogenous population.

Virtually every field and every sphere of business has some magazines. These are read regularly and religiously and thus become effective vehicles for advertising.

Advantages

Magazines are very diverse in nature. Thus, it is difficult to find common plus points and minus points. However, the advantages of magazines as a medium of advertising are-

- **Audience Selectivity** Most magazines reach specific segments of readers like sports lovers, film lovers, businessmen, magazines reach men, women, and kids. They also reach managers,



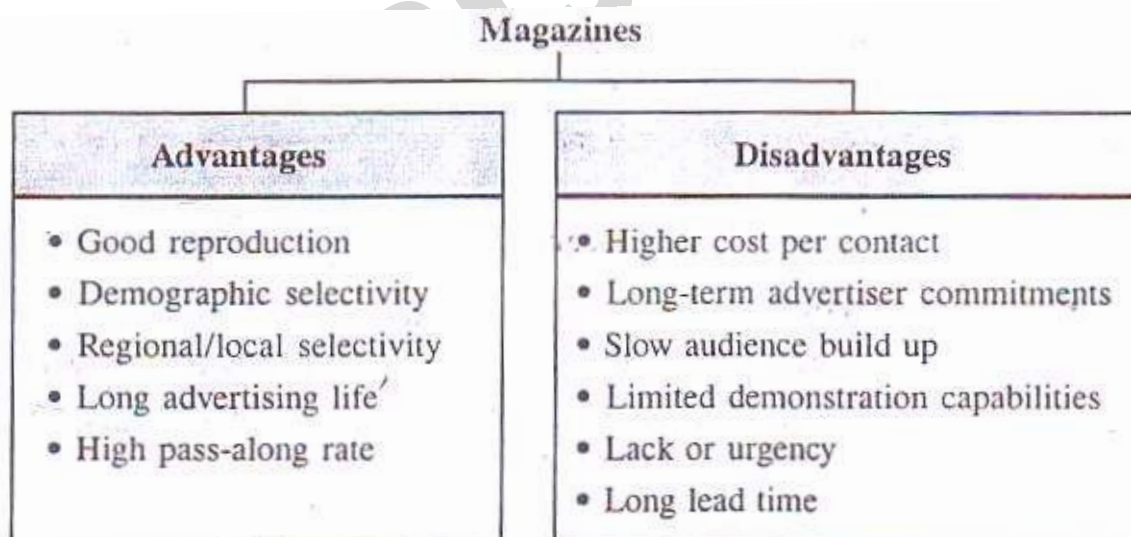
automobile enthusiasts, doctors, lawyers, architects etc. So it becomes easy for advertisers to reach these specific segments through these magazines.

- **Long Shelf Life** Magazines are the most permanent of all mass media after books. Magazines are kept for long periods depending on their periodicity which ranges from a week to a year (as in case of annual issues). So advertisements can be seen a number of times over a period of time.
- **Credibility** Magazines are also the most credible of all mass media. This element is automatically transferred on to the advertisements that appear in these magazines. International magazines like the Time, the News Week, and Reader's Digest have regional edition published from many countries. In India, India Today is published in many regional languages. Such magazines are of great value to international advertisers like airlines, banks, tobacco and liquor companies etc.
- **Specialised Network** Most magazine's are highly specialised in nature. This gives the advertisers an option to prepare advertisements according to the needs and tastes at their target audience.
- **Colour and Gloss** Most magazines are very colourful and glossy. Colour and the glossy nature and authority lends appeal to the advertisements published in magazines. These factors make magazines a more attractive and an effective medium of advertising.

Disadvantages

The major disadvantage of magazines include

- **High Cost** Magazine advertising rates are very high. Sometimes magazine advertising rates are ten times higher than newspapers ad rates. But the ability to reach the target audience effectively and the minimal waste, overlapping circulation compensates the high costs.
- **Long Closing Dates** Magazine production takes a lot of time. So weekly magazines require advertisements weeks before its day of publication. Some magazines like /monthlies require ads about eight weeks before the date of publication.
- **Advertising Clutter** Most magazines publish large number of advertisements. All the ads in a magazine compete for attention. So there is a danger of some advertisements not being read.



BROADCAST MEDIA

Radio

Radio is a very personal medium. Listening to radio is mostly an individual activity. Radio is also a mobile medium as one can take it anywhere and also listen to it while doing something else like doing household chores or driving. And most importantly almost everyone has a radio. And many people listen to radio regularly.



Some, years ago, many people thought that radio was dying as a major mass medium: However, it has made a tremendous come, pack particularly through FM transmission.

Radio offers two basic advantages—ubiquity-(omnipresence) and immediacy. Also the use of human voice helps listeners- identify with radio. In India, no advertisements were broadcast over All India Radio till the late 1960s. Indian listeners, however, listened to the programmes of Radio Ceylon which broadcast advertisements. In 1969, AIR started commercial broadcasting through the All India Variety Programme (AIVP), popularly known as Vividh Bharti.

Over the years, radio advertising in India has grown in stature and has gained a lot of momentum. Radio advertising in India now is. at its peak .with the huge success of the Metro FM channels, which have extraordinarily large listenership.

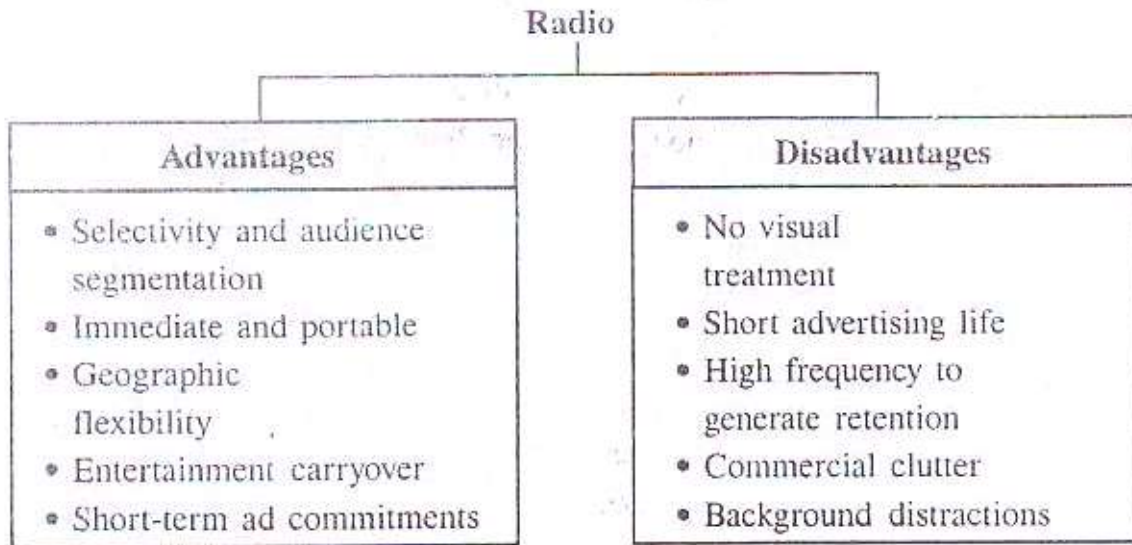
Advantages

Radio offers quite a few advantages peculiar to itself. These include:

- **Personal Medium** Radio is regarded as a one-to-one vehicle for information and entertainment as radio communicates directly to each listener. The programmes of radio are mostly personal in nature:-
Also the use of spoken word makes radio communication conversational and informal.
Also radio is a nedium of imagination or a theatre of mind.
- **Selective Nature** Radio offers 'network, regional and local programmes: It, thus, reaches narrow audience demographically. Also radio plays a great supporting or supplementary role to other media.
- **Low Cost** Radio ads comparatively .cost much less than any other media. Rates for spots at certain timings are as low as few hundred rupees. For this reason, longer advertisements can be prepared that convey fuller and complete sales messages.
Also radio uses much humour, personalities and emotions. And radio sets are portable and movable. Thus, people can listen to radio anywhere at home or outside.

Disadvantages

One of the biggest strengths of radio is the wide range of options it provides. This also is a distinct disadvantage. Media planners are often confused-as to which stations and programmes to choose. And despite the use of sound effects, jingles, strong copy with vivid descriptions, radio ads cannot complete with other visual media where products can be shown in their fullest glory. Radio also has a disadvantage in direct response which is the fastest growing area in promotion. This medium does not offer any opportunity for coupons. Also Killing down phone numbers and addresses is not easy while listening to radio. Another disadvantage is inattentiveness on the part of listeners.



Television

Many critics call television an Idiot box. It offers everything on a silver platter. It shows, it tells and there is the element of motion. Thus the viewer does not have to think and so the name idiot box. While this viewpoint stands true to some extent, television is perhaps the most comprehensive and complete medium.

There is no doubt that television is the most powerful and persuasive medium. Also it has become a part of our lives and is a very important aspect of many people's daily routine. It is not a mere mass medium. In many countries, it has become a part of the culture.

Television has become ubiquitous or omnipresent. It reaches every nook and corner of the country and most people own television sets or at least have access to it. However, television is no more the family activity it was in the beginning. The growth of channels and the large variety of programmes have led to individual viewership resulting in the fragmentation among television audience.

Advantages

Advertisers spend huge amounts of money on television advertising. This is because of the three-fold advantages.

- Impact
- Influence
- Cost efficiency

Impact

Television advertisements have strong impact on the viewers because of the interaction of sound and sight. This is well-supplemented by the element of movement or motion. The level of audience involvement generated by television ads is so high that they are often considered to be highly interactive and persuasive sales persons.

Television also allows a lot of creative flexibility as one can combine sight, sound, motion, colour, drama etc. television has tremendous dramatic capacity and it can turn ordinary products into something important, exciting and interesting. It also helps in creating a positive association.

Influence

For most of us television is an important source of news, entertainment and education. Television, as a medium, has a lot of prestige. And we tend to believe what we see on television. The same is true for



television ads. Also the high level of involvement and high impact makes television very influential as a medium of advertising.

Cost Efficiency

Television is considered the most effective medium of advertising. Crores of people watch the same popular programmes regularly. It also reaches those people who are not reached by other media particularly the print media. This mass audience coverage in turn, makes television cost effective also. While television ad rates are very high, this high cost is compensated by the vast reach. Sometimes, it costs as little as one paisa for each person reached through TV ads.

High coverage, cost effectiveness and maximum creative possibilities have established television as the most important and effective medium.

Disadvantages

Television is the most effective advertising medium. But it also has disadvantages which include:

- Cost
- Clutter
- Non-selective Targeting.

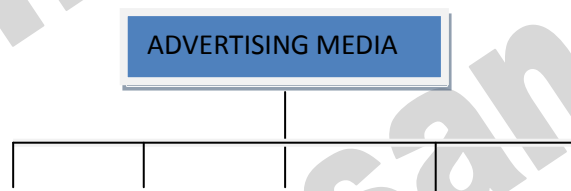
Cost

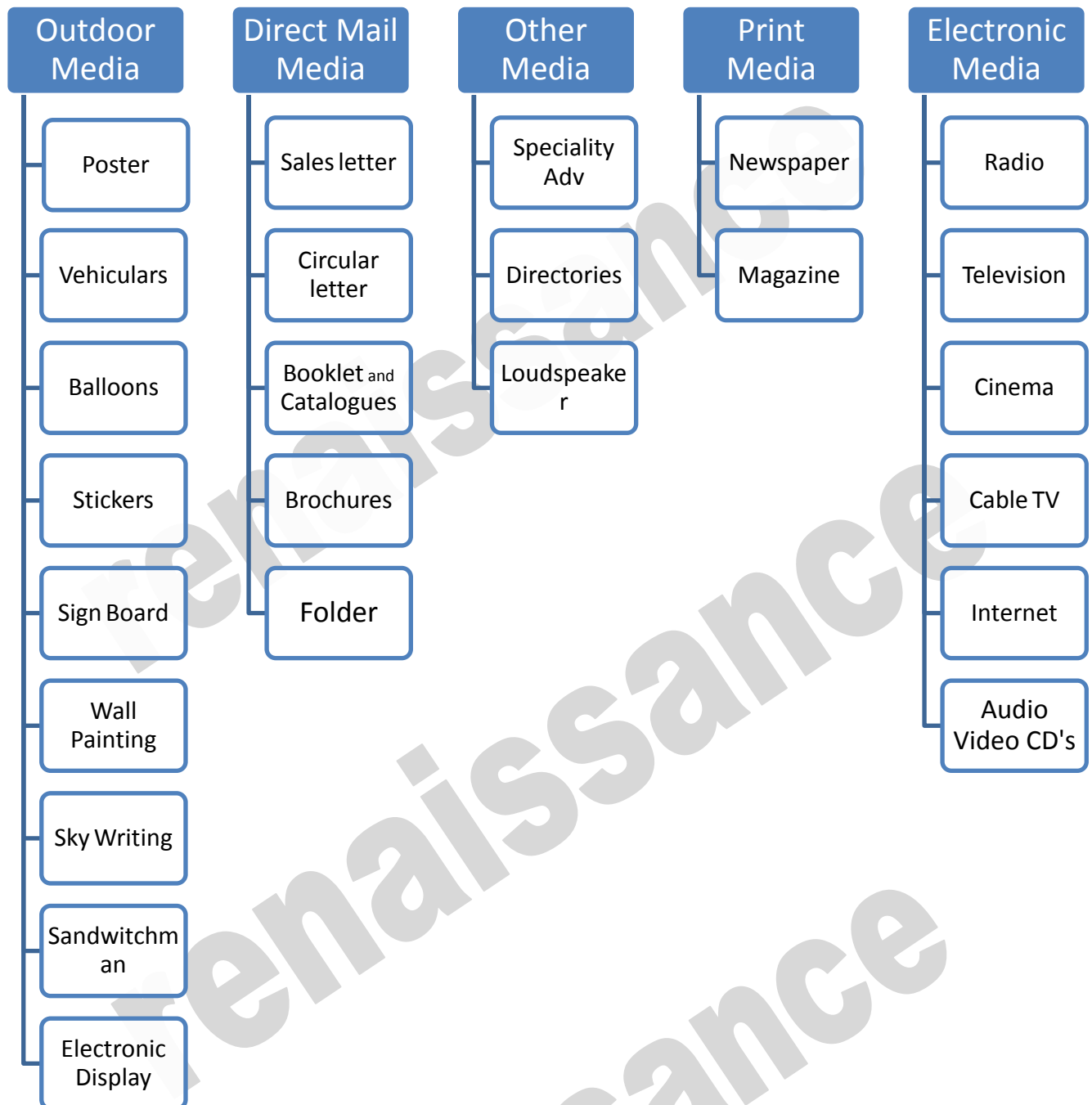
Television is a highly expensive medium. Production costs and TV time rates are very high. A television ad featuring big time celebrities sometimes costs crores of rupee. As far as rates are concerned, Doordarshan charges 1,25,000 rupees for a 10 second advertisement during prime time. And it is rightly said that television advertising is cheap only if you can afford it.

Clutter

As the popularity of television has been growing, more and more advertisements are being shown on television. This has resulted in a clutter. It becomes difficult for viewers to remember ads and their selling messages. Also the length of TV ads has come down drastically. Rarely does one see a one minute TV ads these days.

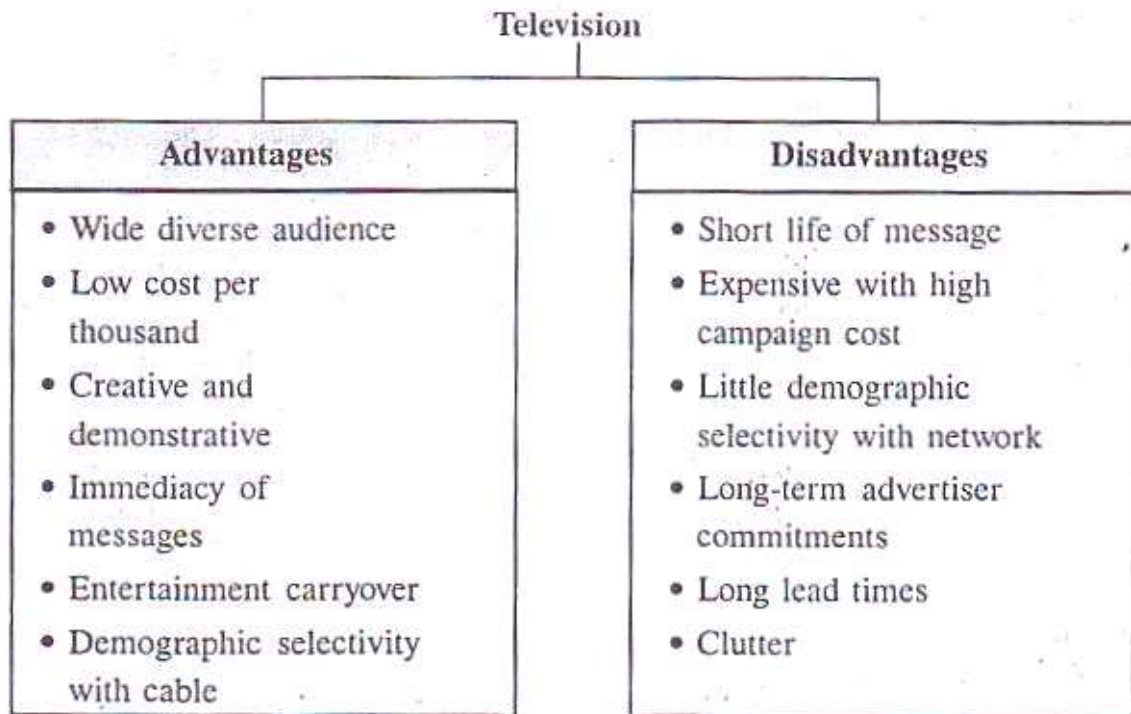
Most ads are less than 30 seconds in length. But five or ten second ads are becoming more popular among advertisers. Increased advertising time also has led to what is called channel surfing. People have more options and watch another channels while ads are aired. This reduces the opportunities to see (CM which is a very critical factor in advertising and also decreases the effectiveness of the ads.





Non-selective Audiences

Television programmes are mostly; general in nature and are watched .by all classes of people. Thus, for advertises trying to reach specific audience segments, there is a lot of waste coverage i.e., the communication is directed at an unresponsive and uninterested audience.



Cable and Satellite Television

The initial purpose of Cable television was to improve reception in certain areas like mountainous regions and large cities where the quality of television signals was not very good. However, soon it was employed as an alternative medium for entertainment and information with increased popularity, cable television has now grown into one of the major media.

Mostly cable systems re-transmit major television channels—both free to air and pay channels. However, many cable networks develop their own programmes and air them. Cable networks charge a specified amount as service charges for providing the services.

In addition, these networks also earn a lot of revenue through advertisements on their own channels. In India, Citi cable is the most organized cable network. It has branches in all major cities and towns of India. Citi cable also has two channels of its own—city channel is meant for local programmes and also there is the Citi cinema. Citi channel also shows a lot of films.

Cable television was considered a high risk industry. But now the cable industry has matured and is considered a high profile industry. The success has led to mergers of smaller cable operators. Many big players have entered the field. In India, we have many such mergers and takeovers. Citi cable is an example of this.

The advantage of satellite television is that it reaches large number of homogenous audiences. Also satellite TV offers class selectivity as most OTT TV channels have specific programming. Like MTV and Channel V reach music lovers as do Zee Music and ETC channel. Star Sports and ESPN are sports specific channels. Star Plus, Zee TV, Sony TV are family entertainment channels. BBC, CNN, Star News, Zee News, DD News are news and current affairs programme channels.

Star World offers international entertainment programmes in English Star Movies, Zee Cinema, Citi Cinema, TNT, Hallmark, HBO, etc., show only films and film-based programmes.



Similarly, Discovery channel, National Geographic channel and Animal Planet offer programmes on nature, wild life etc.

Also there are language specific channels like Panjabi World (Punjabi). Asianet, Ennadi TV, Raj TV, Sun TV, the regional language channels of Doordarshari and the Zee Network.

Cinema

Cinema is the most powerful medium in terms of sheer visual power. It offers even greater impact than television. The most important feature of cinema is the large screen, multi-track music and the absence of distractions. People get to see the ads on the larger than life silver screens.

The multi-track music adds to the impact of ads. And the final feature is that there is no distraction. The viewers go to cinema halls to watch films and so they pay a lot of attention to what is being shown.

One big problem with cinema ads is that the audience is limited only to a few hundreds at one time. Most movie theatres accept filmed commercials (ads). These are shown before the film begins and during the interval. These ads are similar to TV commercials. But these are longer and better produced. Cinema ads are usually 45 seconds to 60 seconds long compared to 30 second long TV commercials, Some cinema ads are even longer than two minutes.

Advantages

The cinema audience is usually young (mainly in the 15-30 age group). This provides an opportunity for manufacturers of jeans, soft drinks, shoes, clothing material etc. to advertise their products. Most of the ads are local in nature. Cinema offers advertisers sound, colour, movement and far better sound and picture quality than television. Also the audiences get involved to a great extent in those darkened theatre halls. Research shows that the recall of a commercial seen in the cinema hall is considerably higher than the ones seen on television. The cinema commercials provide bigger and better images and these images stay in the minds of viewers for a long time. Also in many countries, cinema halls show tobacco and liquor advertisements which are banned on TV.

Cinema hall also show slides.

One important feature of cinema advertising that it should entertain people who come to the theatres to get entertained. So they have very little tolerance for hard sell messages. So cinema commercials always have drama, intense imagery, music of the MTV variety.

Another feature of cinema advertising is the product-tie-in. Often certain products are shown prominently in the films. People even go to the extent of showing main characters of the films using certain brands like James Bond movies show many products—from cars to watches.

Rayban has been in the forefront, having designed special sunglasses for many a Hollywood films including Men in Black. In India, we have had Hero cycle prominently featured in a few films. Good Night mats were promoted heavily in the film Gardish (the producer of the film was the owner of Good Night mats at that time).

Disadvantages

The audience of cinema is on the decline because of television. Also the audience is largely confined to a younger age group. People in their 30s and older people do not prefer cinema much—at least in the cinema halls.

Outdoor Media



Outdoor advertising is a big industry. It is there almost everywhere. It just cannot be turned off or tuned out. And because of its continuous presence, it constantly reminds people. Reminding, however, is only one of the functions of outdoor advertising. It also announces and helps in creating awareness.

Another feature of outdoor advertising is simplicity. There are quite a few types of outdoor media like posters, hoardings, boards, neonsigns, glowsigns, wall writing, balloons kiosks etc. But the element of simplicity is always there.



There is a very little copy—mostly in the form of a headline. A strong graphic visual conveys most part of the message along with the headline. There are no subheadings and no body copy. Outdoor advertising media offer tremendous options as one can choose from a wide range of media varieties.

Most of outdoor advertising is created around strong creative outdoor concepts. This helps in better acceptance of messages, Also the inherent simplicity and strong graphic treatment helps in the understanding and retention of messages.

Also outdoor media provides very high levels of coverage. Outdoor advertising is comparatively cheaper. The continued presence is also a great advantage and it acts as a constant reminder. Advertisers have the option of buying any place or site they want.

The disadvantages of outdoor media include the lack of sound and movements. These also get destroyed or damaged by weather or miscreants etc. Outdoor advertising does not offer any scope for detailed description. Some critics say that outdoor ads cause disfigurement of the environment. Also outdoor advertising—particularly hoardings—causes a lot of accidents.

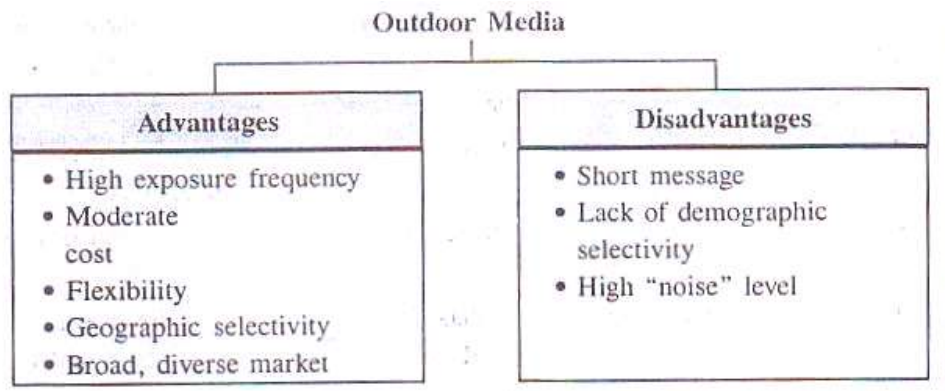
Advantages

- The mobile population is exposed to outdoor ads.
- Outdoor ads reinforce the other media which delivers advertising messages to people at home.
- One of the most important advantages of outdoor ads is their frequency of exposure.
- Outdoor ads have superior quality of visuals. Outdoor ads offer long-term presence. The dominant visual impact of outdoor ads helps in better reception and retention of messages.

Disadvantages

- Can rarely accommodate complete sales, messages. Outdoor ads usually contain one visual and copy of seven to ten words.
- Outdoor ads offer very little audience selectivity. Another problem with media is availability of space to put the ads.

However, outdoor advertising is the ultimate visual medium. It combines simplicity, motivation, entertainment etc. Also outdoor advertising can be given a 'campaign' look by having series of ads.



Transit Advertising (Media)

Also known as transport advertising, this forms the other out-of-home' advertising option. It is as ubiquitous or omnipresent as outdoor advertising. Also' transit advertising offers a wide range of options which include buses, trains, taxis and a whole lot of vehicles. The most popular of all these options is bus advertising.

The great variety available makes transit advertising highly flexible. One can put ads on the outside or inside of vehicles, one can put posters, boards, one can paint side panels of vehicles. And great many people using the vehicles are exposed to these messages.

Transit advertising shares a lot of similarities with outdoor advertising both cases, the emphasis is on visual treatment and there is not much of copy. However, the biggest difference between transit and outdoor advertising is the transit ads are mobile and outdoor ads are stationary.

Advantages

- **Long Exposure:** The average transit ride being 20 to 30 minutes; people are exposed to the messages for a longer time.
- **Repetitive Value:** Many people take the same routes and thus are exposed to ads repeatedly.
- **Eagerly Read Messages:** As most transit rides become boring, people read the messages and also the recall is very high.
- **Low Cost:** Transit ads cost much less than any other medium.
- **Creative Flexibility:** Transit ads like outdoor advertising offer more creative flexibility. Special effects and colour effects can be achieved at very low costs.

Disadvantages

- **Low Status:** Transit advertising lacks the status of a major advertising medium.
- **Crowded Environment:** Rush hour times are crowded. Thus, the opportunity and ease of reading are limited.
- **No Selectivity:** Transit advertising reaches a very non-selective crowd. This is why transit media are not preferred by many advertisers.
- **Clutter:** Many buses and other vehicles have many posters and boards which lead to a clutter.
- **Message Limitations:** The emphasis being on the visual treatment, the copy of transit ads is very limited. So the messages are rarely complete.

Elements Components or Structure of Advertising Copy

1. **Headlines:** The headline is the most important statement in advertisement. The first thing a person reads, it relates the product to the consumer's life. It's the headline's responsibility to arouse the interest of readers. The headline is the word in the leading position of the ad-the



work that will be read first or are positioned to draw the most attention. The prime functions of headline are:

- a. To gain immediate attention.
- b. To lure readers into the text.
- c. To select the right prospects by addressing their specific needs, wants, or interests.
- d. To put forth the main theme, appeal, or proposition of the ad in a few words.
- e. To communicate the entire advertising message
- f. To give news about the brand
- g. To emphasize a brand claim.
- h. To give advice to the reader.
- i. To stimulate the reader's curiosity.
- j. To set a tone or establish an emotion.
- k. To identify the brand.

Types of Headlines

1. **Direct Headlines:** Direct headlines are straightforward and informative in terms of the message they are presenting and the target audience they are directed towards. Common types of direct headlines include those offering a specific benefit, making a promise, or announcing a reason the reader should be interested in the product or service.
2. **Indirect headlines:** They are often more effective at attracting readers, attention and interest because they provoke curiosity and lure readers into the body copy to learn an answer or get an explanation. Techniques for writing indirect headlines include using questions, provocations, how-to statements, and challenges.
3. **Combination headlines:** This seeks to combine the virtues of the direct and indirect headline.
4. **News headlines:** It is most effective of all where the product has something new to provide the consumer. People like to know what is going on. News headlines are used with new-product introductions, but also with changes, reformulations, new style, and new uses. The news value is through to get attention and motivate people to try the product.
5. **"How to" headlines:** "How to" approach is very effective. For example; the title of a book such as "How I turned Rs. 1,000 into a millions in Real Estate-in My Spare Time" has been a best seller. This headline offers a promise of power.
6. **Question headlines:** As the curiosity is a universal trait any question will stimulate an answer. This headline expects the audience to seek the answer in the text. It may be more provocative if it carries some interesting information or a stimulating idea.
7. **Command headlines:** A command headline politely "order" the reader to do something. Some examples of this headline are: "Give your kids a lighting chance", "Don't include the mistakes of the past in your new home."
8. **Ascertain headlines:** An assertion is a headline that states a claim or a promise that will motivate someone to try the product.
9. **Puzzles:** Puzzling headlines require the reader to examine the body copy to get the answer or explanation. The intention is to pull readers into the body copy.
10. **Associations:** These headlines use image and life style to get attention and built interest.

Frank Jefkins in his book 'Advertising' has described 25 kinds of headlines with an invented example of each. These are given below:

- a. Declarative. The world's toughest tyre.
- b. Interrogative. Do you want more interest?
- c. Commanding. Buy your hooks at Brown's.
- d. Challenging. Why put up with higher prices?
- e. Testimonials. 'I always use Washo', says Millicent Day.
- f. Association of ideas. Even Roger Bacon liked eggs
- g. News. The new Royal cooker.



- h. Emotional. No one knows she's crying.
- i. Incongruous. The fat to make you thin.
- j. Identification. Bullman's Brown Ale.
- k. Curiosity. Ever heard of a pig cleaning a pipe?
- l. Bargain. Now only 99p.
- m. Humourous. Josephine's Restaurant is open every night!
- n. Picture and caption. She's enjoying an indoor tan (below picture of girl with sun lamp).
- o. Topical. The sherry to cheer your Christmas guests.
- p. Slogan. Crookes the cleanest cleaners.
- q. Play on word. Who's for Denis?
- r. Alliterative. The wonderful watches by Waterman.
- s. Gimmick. z-z-z-z - Buzz-z-z-z-z-Bar.
- t. Negative. Don't spend it, bank it
- u. Displayed copy. This is the lawnmower which takes you for a ride-round your lawn.
- v. TV tie-up.-Prefect picture control (repeating TV commercial jingle).
- w. Quotation. 'My kingdom for a horse' —play if safe with Bronco Brakes.
- x. Split. An armchair in the sky (picture of passenger on airline) with Pacific Airlines.
- y. Intriguing. What's square about a round hole?

General Principles

Because, headlines are so important, some general principles, should guide their development:

1. A good headline should attract only those who are prospects by 'Speaking to their general interests. It should target the right audience.
2. The headline must work in combination with the visual to stop and grab the reader's attention.
3. It must also identify; the product and brand, and start the sale. The selling premise should be evident in the headline.
4. It should lead readers into the body copy.
5. It should; be Attention-impelling; make an immediate impact on the reader.
6. If at all possible, some promise of reward should be included.
7. Words should be chosen carefully.
8. It should be 'understandable at a glance.
9. It should be specific and to the point.
10. It should be coordinated with other elements of the advertisement.
11. It should be a major persuasive component of the ad.
12. It should appeal to the reader's self-interest.

SLOGANS



ShoutSlogans.com

Slogans are a catchy sentences or phrase which is easy to remember. It is used by copywriters continuously for the sake of establishing. It creates an impact of repetition. It gives an identity to the company or to its products. Slogans are a part of an advertisement copy. It is a concise but effective way of telling an idea. Many headlines have been sloganeer. A slogan is kept in constant use at least for one campaign. Some advertisements change the slogan for a new campaign. Mostly people know the slogan by heart. Slogans are short, summarized headlines. In outdoor advertisements, slogans are a must. In outdoors advertisement, slogans are both the headlines and the sales messages. Slogans may use an appeal or a pleasant incident in the life of a product, a pleasant description of a product quality. Basically they draw attention to the strength of the firm or product. Some good slogans are:

1. "If it is Philips, you can be sure:"
2. "Things go better with Coke."
3. "Top people take the "Time."
4. "Any surface that needs paint needs Asian Paints."
5. "Don't say Ink, say Quink."
6. "Stay free.... because that is the way you ought to be."
7. "Kelvintor Refrigerator. It is the coolest one."
8. "Tribhuvandas Bhimji, where trust is a tradition."
9. "Racold Washing Machine: The Push-Button Wash."
10. "Public Sector Banks: touching your life every day, every where"

Why Necessary?

Slogans are direct, short, easily remembered. They repeat the brand name. They are friendly phrases. Slogans can be printed or sung. They are good to conduct the re-call test of Mr. They are funny and entertaining. Idiomatic slogans are remembered for a long time. They dynamic live company. They can be charged with emotions and became psychological movers.

There are, however some drawbacks of slogans.

Drawbacks

They became outdated. On changing the advertising agent, the old slogan gives way to a new slogan. Slogans can become so routine as, not to be noticeable. Sometimes they are copied by many with slight verities of your slogan. (Jefkins has given a lively example: Pan AM's slogan "Who made the going great?" was changed to 'who made the Boeing great? by BOAC).

Characteristics of a good slogan

The slogan is simple and straight-forward. It is pleasant too.

1. It carries some pleasing sales idea.
2. It conveys more in a compact form.
3. Good slogans finish the job in 7-8 words.
4. So many ideas give rise to one good slogan.



ILLUSTRATIONS

Prof. Rathor's comments on illustration are worth studying:

"These consist of photograph, drawing, graphs, charts, painting, and other pictorial devices. Markets may use illustrations to gain attention, comprehension, attitude change and behavior change. Illustrations, then, are of major value in conveying the theme.

Why Pictures are used

1. They are more effective than words.
2. They support the copy
3. In visually oriented ads; they serve as the copy with only the headline appearing as the copy.
4. They are demonstrative.
5. They can make us understand technical details.
6. Association and images are created.
7. They evoke moods
8. Color photographs give high fidelity to the product.
9. Background and atmosphere can be shown effectively with their use.

Essential of Good Illustrations

1. They should be suggestive
2. They should be clearly reproduced.
3. They should be eye-pleasing
4. They should be properly set in the total layout.
5. They should be relevant.
6. They should be suitable for the product and media.
7. They should harmonize with the copy.

Methods of Illustration

There are various methods of preparing illustrations. The choice depends upon our objectives, creativity, product, market, medium, etc. The following is only an illustrative list of the methods of illustration:

1. **Symbolic Illustrations:** These are very good for the presentation of abstractions. Dattaram Ad Agencies Hinditron advertisement for computer idea won an award for it from CAG this year. It is an abstract as copy which presents a computer idea in all its futuristic hi-tech brilliance. The illustration comprises four pictures with the geometrical shapes of the triangle, cube, circle and a multi-faceted object suspended in space and lit by a laser beam. It is a bold and imaginative visualization.
2. **Comparison Illustration:** "Before and after" is one type of comparison illustration. Cosmetics advertisements show the effects on complexion by giving before-and-after illustrations. In the above example, Saffols has been compared with other oils.
3. **Product-In-User of Action:** It is a popular method of illustration. A person smoking a cigarette or a girl's hand with nail-polish just applied is very common examples. Textiles are always shown in use. Garden silk advertisements use Persis Khambatta, a model who uses a sari. The ad became very convincing.
4. **Magnification of Details:** This is a salesman-like illustration which explains either the features or applications of products in detail. Modi Threads' recent copy is a good example by which several illustrations explain the copy.
5. **Product-In-The-Setting Illustration:** Casting the product against a proper background facilitates the visual communication process. The background chosen is consistent with the product. Royal Nepal Airlines have chosen the mighty Himalayas
6. **Result-of-a-Product's Use Illustration:** The product in the above example is investment advice, which results in financial returns. See how Money comes out of the computer. To the reader, the product itself may not be as important as the satisfaction derived from its use.



7. **Product Alone Type Illustration:** Here there is no copy, but only the product with its brand name. Many advertisements use this type of illustration.
8. **Dramatized Illustration:** Both the headline or the situation is dramatized to make an impact, and the illustration assists in this dramatization.

The Ten Great Tips

Remember, Most of these are tips not iron-clad rules. Just keep them in mind; they'll improve your pictures significantly

1. **Show one Subject Clearly:** Photographs generally become weaker as you add ingredients. A picture with a single dominant subject is likely to be strong. It will make its point quickly and effectively. Move in close, fill the picture with the main subject and choose a simple background.
2. **Get close:** A subject large enough to dominate the picture attracts and holds the viewer's eye. It can overpower other elements competing for attention.
3. **Simplify the background:** Cluttered background weaken pictures, for they compete with the subject for viewer's attention. At the worst, they can falsify the subject's appearance.
4. **Place the subject off centre:** There is nothing wrong with putting the subject squarely in the centre of the frame. But this can be boring. When training a scene in the viewfinder, see if you can improve matters by deliberately placing the subject to the left of right of centre or a bit higher or lower than usual. This cans a livelier picture.
5. **Try a different viewpoint:** You can ass a dash visual spice to your pictures by selecting unusual points of view. Consider what a difference it can make if you photograph a child from his her eye level.
6. **Vary your subjects:** Repetition can lead to boredom. The antidote to the photo-blahs is obvious and fun-new subjects!: Tried of flower beds? Shoot the gardener! A little imagination plus ingenious observation goes a long way.
7. **Take charge:** Never accept a scene as you first find it. A little thought and a habit of taking pictures only of events. Grab a camera whenever a lucky scene conies your way. You may not get a second change.
8. **Take extra pictures:** Always take extra pictures of an especially appealing scene to be positive about obtaining one that does justice. With immobile subjects, vary the viewpoint. When photographing people, take sever414tes to get the best expression-you're bound to catch a pleasing one.
9. **Watch the light:** Any change in illumination alters the appearance of the subject and the picture. The intensity of the light, the direction in which it goes or from which it comes, the shadows it cats, its harshness of softness and its colour all bear directly on the picture you make.
10. **Experiment:** Photography as a means of expression is a free as you care to make it. Break rules- and the results can be useful guideposts to help perfect your fundamentals.

ADVERTISING EFFECTIVENESS

In the first place there has to be clarity in deciding what one must aim at measuring and also specifying the types of measurement required. Any evaluation of an advertising campaign will depend on the objectives of the campaign. The basic questions regarding the overall objectives of promotional strategy and of the particular campaign under review should be asked. What influenced the setting of these objectives? How can the achievements of these objectives be measured? A description of the various methods which can be used for measuring the effectiveness of an advertising campaign will be dysfunctional without a reference to the conditions under which a technique becomes applicable. The overall purpose of advertising effectiveness in any situation must be defined first and then broken down into various stages. The development of advertising goals, and a sound basis for evolving framework, can be aided by envisaging the following five stages in a purchase decision:

1. Creating an awareness of the product or idea in the minds of potential buyers/acceptors
2. Fostering a favorable attitude for the product.



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Subject- Advertising Sales & Sales Management

3. Establishing preference for the brand.
4. Helping to achieve the sale, receipt of order or acceptance of idea.

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Unit III

The Advertising Budget

Determining the total appropriation allocated to advertising is not an easy task, nor is it always done at the end of the advertising plan. Often a dollar amount, say \$ 370,000 is budgeted for advertising during the budget planning process (just before the end of the fiscal year). The amount could be totally arbitrary, based on the opinion of the marketing vice president or the amount the advertising manager was able to beg, borrow or steal.

In addition, dollar allocation usually is a political process. Companies led by financial types are unlikely to give much money to advertising and will require the advertising manager to justify every penny. Companies led by marketing or advertising types are likely to be generous to advertising and will view the cost as a long-term investment.

Although the appropriation and budgeting process relies on numerical information, the process is more art than science. It is often on educated guesses, tradition, or the financial condition of the company. It is also in constant flux; that is if a campaign seems to be working, it is easy to get additional dollars. The opposite is also true: If the company has a financial downturn, advertising will probably take the hit.

The budget is a critical part of planning an advertising campaign. A \$50,000 budget will only stretch so far and probably will not be enough to cover the costs of television advertising in most markets. The budget also determines how many targets and multiple campaign plans a company or brand can support. Mc Donald's, for instance, can support multiple campaigns.

Certain types of advertisers – industrial and business-to-business, for example – typically operate on smaller advertising budgets than consumer packaged-goods companies. Their media choices and narrow targeting strategies reduce their budgets so these companies often rely more on direct mail, trade publications, and telemarketing for their advertising.

The big budgeting question at the marketing – mix and marketing communication-mix level is – How much should we spend? Let's examine five common budgeting methods to help answer that question.

Historical Method – Historical information is the source of this common budgeting method. A budget may simply be based on last year's budget with a percentage increase for inflation or some other market place factor. Say Morris Hardware spent \$12,000 on advertising last year. It will spend \$12,000 + 5% (\$12,600) this year. This method, though easy to calculate, has little to do with reaching advertising objectives.



Objective Setting & Determining Target Audience

Advertising is a method of communication with a specified objective the objectives of advertising as explained before are grouped as sales objectives (measured in terms of increase in sales, increase in market share and return on investment) and communication objectives. The communication objectives of advertising can be grouped into the following –



Building awareness (informing) – The first task of any advertising is to make the audience appreciate that the product or service exists and to explain exactly what it is

Creating favourable attitudes (persuasion) – The next stage and the one that preoccupies most advertising, is to create the favorable attitude to the brand which will eventually lead the consumers to switch their purchasing pattern.



Maintenance of loyalty (reinforcement) – One of the tasks which is often forgotten is that of maintaining loyalty of existing customers who will almost always represent the main source of future sales.

Some of the broad advertising goals are explained as per the following –

1. **Launch of new products and services** – In a saturated market, the introduction of new products and brands can give the seller a tremendous opportunity for increasing his sales. In the case of innovative products (totally new to the market) such as Laptop Computers, a great deal of advertising has to be done over an extended period of time to make people aware of “what the product is” and what it does” and “How the customers would find it useful.”
2. **Expansion of the Market to include the New Users** – Advertising can be used to tap a new segment of the market, hitherto left unexplored. For example TV and video Camera manufacturers who have been concentrating on domestic users and professional can direct their advertising to the government institutions and large organization for closed circuit TV networks, security systems and educational purposes.
3. **Announcement of a Product Modification** – For such advertising, generally, the terms “new”, “improve”, “Excel” etc. is used as prefixes to the brand name. for example, “Surf Excel” gives the impression of an advanced detergent powder, although there may be no tangible difference between the earlier brand and the new one.
4. **Announcement of a Special Offer** – Because of competition, slack season, declining sales, etc, and advertising is used to make a special offer. For example, Colgate Dental Cream campaign about 20% extra was to increase volumes through a sales promotion campaign. Hotels offer special rates during off-season.
5. **To Announce Location of Stockiest and Dealers** – To support dealers, to encourage selling of stock and to urge action on the part of readers, space may be taken to list the names and addresses of stockiest and dealers.
6. **To Educate Customers** – Advertisement of this type is “informative” rather than persuasive”. This technique can be used to show new users for a well-established product. It can also be used to educate the people about an improved product e.g. Pearl odor free jars and bottles.
7. **Reminder Campaigns** – This type of advertising is useful for products, which have a high rate of repeat purchase, or those products, which are bought frequently e.g., blades, cigarettes, soft drink, etc.
8. **To sought Dealer Cooperation and Motivation** – A successful retail trader depends upon quick turnover so that his capital can be reused as many times as possible. Advertisers send “display” material to dealers for their shop, apart from helping the retailer with local advertising.
9. **To create Brand Preference** – This type of advertising does two things – (i) it creates a brand image or personality (ii) It tells the target audience why Brand X is better than Brand Y.
10. Communication objective.

Defining Advertising Objective you must proceed from –

- a. The Product and its virtues
- b. The competition
- c. The segment of the Market aimed at all of which should be set down in the marketing objective.

Step I – Define the audience. Issues like Social class, income, Occupation, Value and ambitions, Attitudes to product.

Step II – Define the stage of the communication task – What is the Specific Communication task? Communication is a process of acting on the mind of your audience. “We must create a state of mind conducive to purchase.”

Step III – Define Consumer Preference or Resistance. What do consumers like about Brand? What do they dislike? This is where you need research into consumer attitudes.

Step IV – Define the product promise or claim



1. It must be meaningful and of value to consumer
 2. It must be a distinctive – unique claim
 3. It must concentrate on this unique claim or the Unique selling Proposition (USP) s
- Step V – Define the Brand Image – What will be the brand's Personality? i.e. what character or association does like it evoke?

After you have answered the above questions it is then that we are moving ahead where the setting of objectives are concerned. The important thing to understand about setting advertising objectives is that most advertisers do not set sensible ones. But then these same advertisers are not sure if their advertising is paying off either.



Introduction DAGMAR is defining advertising Goals for measures Advertising Results. It is basically an approach to advertising planning and a precise method for selecting and qualifying goals and for using those goals to measure performance.

An advertising objective involves a communication task, intended to create awareness, impart information, develop attitudes or induce action. In the DAGMAR approach, the communication task is based on a specific model of the communication process, as shown below.

Communication Process is DAGMAR Approach – The model suggests that before the acceptance of a product by an individual, there is a series of mental steps which the individual goes through. At some point of time, the individual will be unaware of the product or offer in the market. The initial communication task of the advertising activity is to increase consumer awareness of the product or offer.

The second step of the communication process is comprehension of the product or offer and involves the target audience learning something about the product or offer. What are its specific characteristics and appeals, including associated imagery and feelings? In what way does it differ from its competitors? Whom is it supposed to benefit?



The third step is the attitude (or conviction) step and intervenes between comprehension and final action. The action phase involves some overt move on the part of the buyer such as trying a brand for the first time, visiting a showroom, or requesting information.

The whole communication process is a bit more complex and under different circumstances, it may differ slightly, but the basic concept revolves around what is mentioned in the paragraphs above.

The DAGMAR approach emphasizes the communication task of advertising. The second concept of the approach is that the advertising goal be specific. It should be a written, measurable task involving a starting point, a define audience, and a fixed time period.

Now that the basic theory is told, how to apply in your specific situation?

We are mainly traders dealing with products from other reputed and not so reputed companies and sitting here, we cannot dictate the company's advertising strategy. So, we look forward to developing a model which can reasonably applied in our case.

Lets' build your scenario and have the advertising brief -

You are dealer or distributor and want to sell products of a reputed company. You don't have to worry about the image and perception of the brand. You are just worries that customers might not want to buy from you. And, instead, buy from a competing shop next to yours dealing with the same kids or products. In such a case, what should we do? What should be your advertising objective? Should you have a advertising strategy? What would be the ingredients of such an advertising plan? What should be the budget?

Let's discuss some of the issues related to your promotion/advertising related activity. You must first distinguish between advertising from your marketing objectives. And DAGMAR is aimed at setting your advertising goals/ planning and not marketing goals.

A measurable Objective - The DAGMAR approach sounds impractical once, we talk of measurements, surveys, questionnaires and all that staff. After all, who'd go for a survey! But, as the approach emphasizes the importance of objectives, we must have some form of measurement to indicate the effectiveness of the advertising/promotional campaign.



So if you are thinking of a promotional campaign, it must have an objective. And an objective that is measurable.

For a yellow page advertisement, the measurement could be the number of phone calls received before and after the ad was published or the number of referrals through yellow pages. Many of our



advertisers are pleasantly surprised by orders/ offers received through phone calls, which were later found to be through advertisements in yellow pages.

Now, the question is, if they did not advertise in the yellow pages, would they have received those orders/offers? That's another matter, though. Your measurable objective must be written, clear and unambiguous. Goals like improve store image/ Increase awareness of our store etc are too vague and do not lead to anywhere. A good starting point to work on the goal would be –

Factors affecting advertising expenditure in a company –

1. Location
2. Type of advertising-creative-expenses
3. Ad-agency CM house-outsource
4. Target audience
5. Rate of Media –Max circulation ex-newspaper
6. Media Reach & frequency
7. Media Scheduling



UNIT- IV

- **Classified display advertisements**

These are short text messages that contain different destination information. Mostly ads contain private-label information. It is the offer of certain goods or services by private individuals or small private enterprises. This ad format has no limit of text or words or characters.



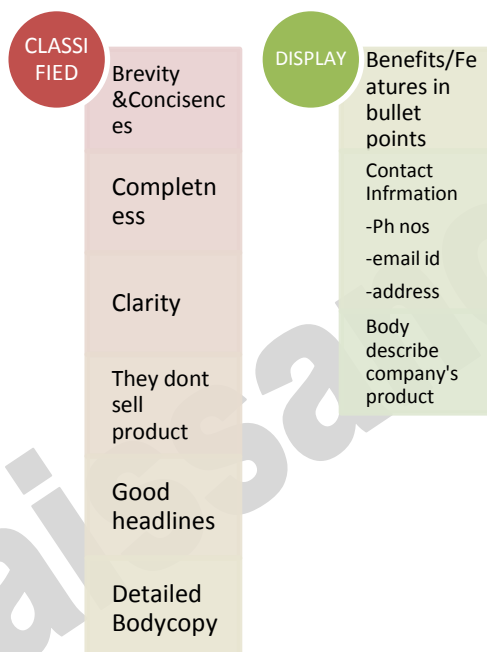
Display advertisements

Display ads are the most eccentric advertising type in case of newspapers. They do not have any size or page limitation for the advertiser.



Besides, when we're talking about online advertising - Display advertising on the Internet has many forms: traditional banners, teasers, videos, blocks in e-mail, even mobile banner advertising, etc. In some sources, there is a parallel between the media and display advertising on the Internet, especially when it comes to the evolution of visual (in contrast to contextual) advertising using interactive elements, video and audio content, RTB technology, and so on.

By the way, if you're interested in online advertising, SmartyAds [display advertising solution](#) will be a great choice!



The Advertising Standards Council of India (ASCI)

ASCI

The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of Self-Regulation in Advertising, ensuring the protection of the interests of consumers. ASCI was formed with the support of all four sectors connected with Advertising -- Advertisers, Advertising Agencies, Media (including Broadcasters and the Press) and others like PR Agencies and Market Research Companies.

The Consumer Complaints Council (CCC) is ASCI's heart and soul. It is the dedicated work put in by this group of eminent people that has given tremendous impetus to ASCI's work and self-regulation in advertising.

ASCI's goals include monitoring, administering and promoting standards of advertising practices in India with a view to:

ensuring truthfulness and honesty of representations and claims made through advertising and safeguarding against misleading advertising.

ensuring that advertising is not offensive to generally accepted norms and standards of public decency. safeguarding against indiscriminate use of advertising for promotion of products or services which are generally regarded as hazardous to society or to individuals or which are unacceptable to society as a whole.

ensuring that advertisements observe fairness in competition and the canons of generally accepted competitive behavior.

To codify adopt and from time to time modify the code of advertising practices in India and implement, administer, promote and publicize such a code.

To promote, maintain and uphold fair, sound, ethical and healthy principles and practices of advertising.

To promote better understanding of benefits of fair, sound and ethical advertising amongst the practitioners of advertising and in society at large.



To represent, protect, inform and guide members of the company on matters relating to advertising.

To foster and promote cooperation amongst persons or companies engaged and involved in advertising.

Advertising Agencies Association of India (AAAI) is the official, national organization of advertising agencies. formed in 1945, to promote their interests. The Association promotes professionalism, through its founding principles, which uphold sound business practices between Advertisers and Advertising Agencies and the various media. AAAI today is truly representative, with a very large number of small, medium and large-sized agencies as its members, who together account for almost 80% of the advertising business placed in the country. It is thus recognized as the apex body of and the spokesperson for the Advertising industry at all forums - Advertisers and Media owners and their associations and Government.

Objectives :

The Advertising Agencies Association of India (AAAI) is the official, national organization of advertising agencies, formed to promote their interests so that they continue to make an essential and ever-increasing contribution to the nation, by working towards the following objectives:

- To benefit Indian consumers and to protect their interests by helping ensure that advertising is honest and in good taste.
- To benefit Indian advertisers by promoting their sales, increasing their sales and increasing productivity & profitability, to stimulate business and industrial activity.
- To benefit media by establishing sound business practices between advertisers and advertising agencies and each of the various media owners.
- To benefit the nation by harnessing advertising for the good of the country, its institutions, its citizens to co-operate with the Government in promoting its social objectives and in the task. of nation-building.
- To question advertising that is wasteful and extravagant to make it possible for the small entrepreneur to grow through advertising and to compete with the biggest to encourage market and media research to serve society by meeting its social responsibilities.
- To encourage the interest of young individuals in the business of communication, to assist in education and training programmers and to provide information of benefit to members. Non-members are also provided this service for a fee.
- To establish a common platform in building and sustaining the prestige of the advertising profession and to serve as a spokesman against unwarranted attacks or restrictions on advertising.
- To establish a forum where representatives of advertisers, advertising agencies, media owners and Government can meet on mutual ground and examine problems of mutual concern.
- To offer effective to operation and liaison with Government of and bodies for the purpose of broadening their understanding of the role of advertisers, advertising and advert sing agencies.
- To co-operate with Government bodies in discussion of matters campaign advertising, controls on pharmaceuticals, tobacco or liquor advertising and other subjects of similar complexity and sensitivity.

The AAAI today is truly representative, with a very large number of small, medium and large-sized agencies as its members, who together account for almost 80% of the advertising business placed in the country. It is thus recognized at all forums - advertisers, media owners and associations, and even Government - as the spokesperson for the advertising industry.



UNIT -V ADVERTISING COPY

Meaning and Definition of Advertising Copy -

According to Otto Kleppner " The advertisement copy refers to the reading matter that from the text of the advertisement, whether the text consists of only one word or many thousand words."

In the words of S.W. Dunn and Barban, "The copy, regardless and medium, is basically amplification of the headline theme or of the visualization."

According to Wells, Bueneett and Moriarty, "Copy is the text of an advertisement or the words that people say in a commercial."

According to O Guinn, Allen, and Semenik, "Copywriting is the process of expressing the value and benefits a brand has to offer via writing or verbal descriptions."

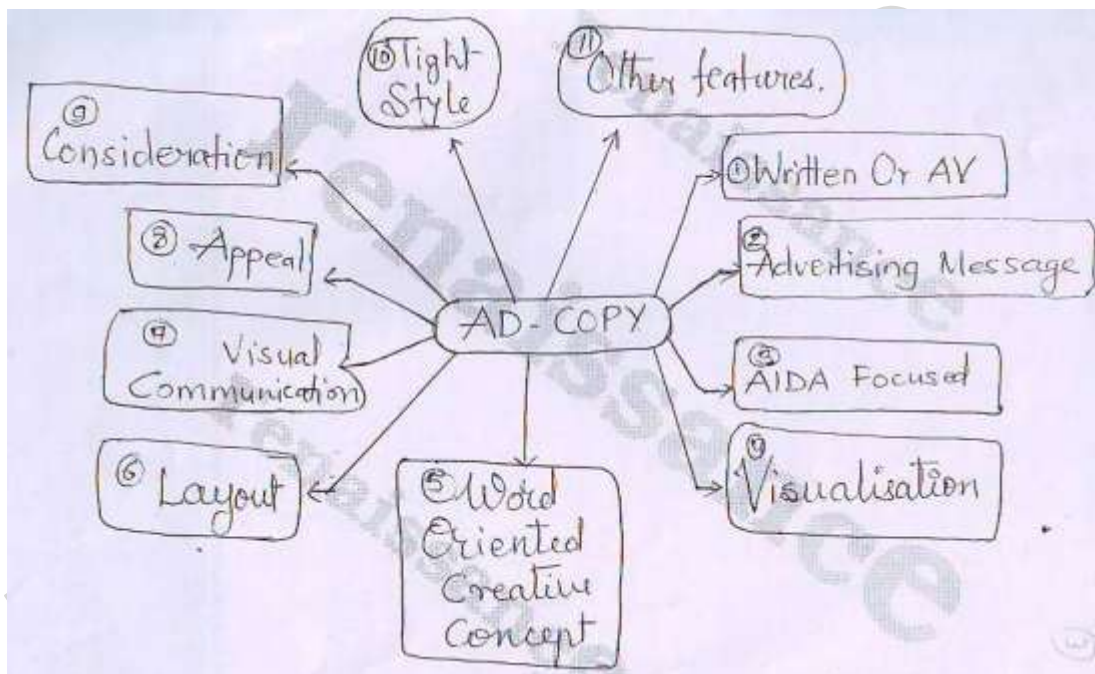
According to George Clark , " Copywriting is a specialized form of communication ideas that are meant to serve the requirements of modern marketing.

Characteristics of Advertisement Copy -

- 1) **Written or Audio-Visual Text:** Advertising copy is the reading matter or spoken material or text to be shown on TV. It includes the words, sentences, paragraph, subheads, headlines, figures and illustration in an advertisement.
- 2) **Advertisement Message:** Advertisement copy explains the message or the central idea of an advertisement. It is designed to convey the message to whom it is intended.
- 3) **Focus on AIDA** - The main purpose of advertng copy is to influence the attitudes and action of buyers so that it results in more purchase by them and greater sales volumes for the advertisers. A well designed copy call attention, creates interest, produces and leads the prospects to action.
- 4) **Visualisation** - Vision creates a copy. Visualization is an essential element of the copy, copywriters are versatile people who have great vision. In addition to having an ear for the right, or clever phrase, they listen to how people talk and identify the tone of voice that best fits the target audience and advertisement need.
- 5) **Word-oriented Creative Concept** - Advertisement copy is a word-oriented creative concept, Finding these "magic words" is the responsibility of copy writers who search for the right words to warm up a mood or soften consumer resistance.
- 6) **Layout** - An advertisement copy has its own layout. This layout is divided in display copy and body copy (or text). Display copy includes all elements that readers see in the their initial scanning.
- 7) **Visual Communication** - In effective advertising, it's not just the words that need to communicate it's visual, too. And they must work together to present the creative concept. Words and pictures accomplish different message effects. In most advertising copies the power lies with the visual and its primary function is to get attention. In copy, visuals are because -
 - a. Visuals generally are better at getting and keeping attention
 - b. Pictures communicate faster than words
 - c. Seeing is believing.
 - d. Visuals and field easily in consumers' mind, and
 - e. Visuals differentiate products
- 8) **Appeal** - Appeal is an important ingredient of advertising. Rather, it is the basic object and soul of the copy. Copy creates an appeal to buy and to act. This appeal is created through poetic words, evocative language, illustrations and photos, attractive design through artistic production.
- 9) **Considerations** - An advertising copy considers -
 - a. The single most important thought of the target market.
 - b. The product features to be emphasized.
 - c. The benefits a suer receives from these features,
 - d. The media chosen for transmitting the information.



- e. The suggested mood or tone for the ad,
- f. The ways in which mood ad atmosphere will be achieved in the ad, and
- g. The production budget for the advertisement.



10) **Tight Style**- Advertising copy is tight. Wells and others write, "Every word counts because both space and time are expensive. Ineffective words such as interesting, very. In order to, buy now and save, introducing, nothing less than waste precious space.

11) **Other features** -

- a. An advertising copy can be a mix of written, audio or visual
- b. It has an effective dialogue delivery
- c. Writing a copy is a creative process

Types of Advertising Copy -

- 1) **Educational copy** - The object of this copy is to educate the people properly about the uses of a product. This copy introduces new products in the market in such a way that the product gets a warm welcome by the consumers. This copy highlights the special features of product, their uses, and benefits. Sometimes the new product is compared with the existing ones. Educational copy of the advertisement may be of two types: introductory or missionary. The introductory copy has the object to introduce the product while missionary copy is created to propagate the existing product.
- 2) **Institutional Copy** - Institutional copy sells the name of the company or the advertise, not the product. The object is to build the goodwill of the firm. This copy seeks to create reputation of the firm through its philosophies, objectives and policies.
- 3) **Reason-Why Copy** - This term 'reason-why' was popularized by Claude Hopkins, who believed advertising should always give consumers a reason to buy the product. With sound reasons and arguments, this copy seeks to convince the readers about why a particular product should be purchased.
- 4) **Human Interest Copy** - This copy makes its appeal to the emotions senses of human beings. Emotions include the feelings like sympathy, fear, curiosity, learning, questioning, etc. while senses are like touch, hearing, sight, taste and smell. Thus, the human interest copy appeals more to sentiments, impulses and heart rather than to the loci and intellect. Human interest copy can be classified into following types -



- a. **Fear copy** – The fear copy of advertisement appeals to human sense of fear. This copy arouses the interest to protect life and property. It creates awareness towards the risks, dangers, hazards and perils of life by using 'fear'.
 - b. **Story copy** – This story copy advertisement tries to create interest in the minds of the readers through words, dialogues and language. The experiences of some customers with the product advertised are narrated in the copy.
 - c. **Predicament Copy** – This copy explains humourously the major benefits of product over other competing products. Sometimes, it is prepared by using the elements of ear story or philosophy.
- 5) **Humourous Copy** – Many advertisement copies are made more appealing by a touch of humour. Brain Stendhal and Samuel Craig concluded the following generalizations about humourous messages –
- a. Humourous message attract attention
 - b. Humourous message may detrimentally affect comprehension.
 - c. Humour may distract the audience, yielding a reduction in counter-argumentation.
 - d. Persuasion is usually no greater than that of serious appeals.
 - e. Humor tends to enhance source credibility.
 - f. A humourous context may increase liking for the source and create a positive mood.
 - g. Where humour is used to reinforce attitudes the audience already accepts, it may increase the effectiveness of the message.
- 6) **Descriptive Copy** – Most copies include some description of the product of service. When the description becomes the major focus of the advertisement, the copy is called descriptive. This copy is prepared when the appearance of the product or the reward it promises needs strong emphasis I advertisement.
- 7) **Testimonial** – Dunn and Barbo write, "Testimonials are almost as old as advertising itself, but they are still widely used and can be quite effective." This copy generally features 'celebrities' or popular personalities in the advertisement who come from television, film sports, music and other highly visible fields. Advertisers tend to prefer celebrities who are widely known, easily recognized, well liked, and who have not endorsed a wide variety of products.
- 8) **Dialogue Copy** – Dialogue copy, if it is well written, is interesting, convincing, and persuasive. Dialouge must be well-written. Poor dialogue is dull. Unnatural dialogue is unconvincing.
- 9) **Narrative Copy** – In narrative copy, the story is important. Almost everyone likes to hear an interesting story. It is a reliable approach to communicating and advertising point. Among the common forms of narrative copy are the short story, the picture and caption, and comic strip.
- 10) **Suggestive Copy** – This copy tries to provide valuable suggestions to the consumers regarding the product directly or indirectly.
- a. **Direct suggestive Copy** – It appeals to reader directly about the product and tries to convince them. It makes statements with reference to products. It does not compel the readers to buy.
 - b. **Indirect Suggestive Copy** – It does not express the message or the theme to the readers directly. The consumers are expected to understand it in their own interest. In indirectly suggest the reader to buy the product advertised.
- 11) **Expository copy** – This copy explains facts directly. It tells everything about the product to the consumers. It does not hide the facts. The statements about the copy are simple and direct.
- 12) **Scientific Copy** – In this copy, the technical specifications of a product are examined. The features and merits of the product are described in scientific terms. It provides conviction value to the copy. Saffols-a low cholesterol edible oil makes use of a scientific copy.
- 13) **Topical Copy** – When the copy is integrated to a recent happening or event, it is called topical coy. Most political events, national sports, world events, parliament news, or global events are presented in topical advertising copy. For latest events in the field of budgets or games topical copy can be used.



- 14) **Questioning Copy** – In this copy, several questions are put forward not to seek answers but to emphasize a certain attribute. In marketing ready-mades, Park Avenue puts a question in advertisement: Should a grown man's clothes just conceal his body or reveal his mind? Thus, this copy can emphasize any aspect of the product by raising a question.
- 15) **Prestige Copy** – In this copy, the product is not directly advertised; rather a favourable atmosphere is created for sale of the product. The copy is used to build an image of product. Vimal Shirting, S. Kumars Suiting have this kind of advertising Copy. These create an image of a successful man's product.
- 16) **Comparative Copy** – In this copy the advertiser's named product is directly compared with one or more competitive products. Otto Kleppner has given the following conclusions about this advertising copy –
- The leader in a field has never embarked on such campaigns.
 - The most successful comparison ads are those comparing the advertised product with products identical in every respect except for the specific differential features in the ad. The stronger the proof that product are otherwise identical, the better.
 - The differences features should be a importance to the consumer.
- 17) **Intentional Copying** – Sometimes advertisers intentionally copy elements from rival creative in the same product category in order to create the dissonance with a view to secure competitive foothold. The idea behind it is to take away a competitive brand advantage.

Elements, Components or Structure of Advertising Copy –

- 1) **Headlines** – The headline is the most important statement in an advertisement. The first thing a person reads, it relates the product to the consumer's life. It's the headline's responsibility to arouse the interest of readers. The headline is the word in the leading position of the ad-the work that will be read first or are positioned to draw the most attention. The prime function of headline are –
- To gain immediate attention
 - To lure readers into the text
 - To select the right prospects by addressing their specific needs, wants, or interests
 - To put forth the main theme, appeal, or proposition of the ad in a few words.
 - To communicate the entire advertising message.

QUALITIES OF A GOOD ADVERTISEMENT COPY

The importance of a good advertisement copy can hardly be overemphasized. All the planning, research and expenses would go waste if proper care is not taken in drafting an advertisement copy that will achieve the purpose of advertising. The psychological aims of an advertisement are that public must be made –

- | | |
|---------|--------------|
| 1) Look | 3) Learn and |
| 2) Like | 4) Buy |

As James Hunter puts it "The aim of advertising copy is that it shall be seen, read the message conveyed and then acted upon". An advertisement copy which fails in attracting the attention of the prospects and creating an urge in their minds for possessing the product will naturally be of no use through a large sum has been spent lavishly on advertising the product by the advertiser.

A good copy of advertisement should possess the following characteristics or qualities or values –

- | | |
|-----------------------|-----------------------------|
| i) Attention value | v) Sentimental appeal value |
| ii) Suggestive value | vi) Education value |
| iii) Memorizing value | vii) Instinctive value |
| iv) Conviction value | |



- i) **Attention value** – An advertisement copy must attract the attention of the potential consumers. If it fails in this mission, the whole money and effort will waste though it possesses all other values because everything else follows this. So, it must have display value.
- Use of pictures** – Pictures have to immense display and attention value. The old Chinese proverb ‘one seeing is worth though telling’ photograph, if appropriately used will not merely attract the attention of the consumer but also will tell everything about the product.
 - Use of Display type or Heading** – Uses if appropriate to headings enhance the value of an advertisement copy to a great extent. To invite attention, the heading should be brief and meaningful, made up of three or four words and should be printed in emphatic bold display types. The headlines should, generally, be in the form of a ‘slogan’ or a ‘query’ that will compel the attention of the reader.
 - Boarder etc.** – Attractive boarder can be used to compel the attention of the readers. The boarder must have distinctive like so as to separate it from the rest of the setting. A full page advertisement with a very small matter in the centre and an artistic or novel boarder with have a very great attention value. Underlining of key words or an attractive arrangement of types may also catch the eyes of readers.
 - Price Quotation** – Prices should not be quoted on the advertisement copy except when they are very low as in clearance sale or special offers. But if an appeal is being made to high clad customers who care more for quality than price, a price quotation should be avoided and emphasis should be laid on quality.
- ii) **Suggestive Value** – Having attracted the attention of the reader, the next task would be a offer a suggestion about the use and the utility of the product that may remain inscribed o the mind of the reader even when he forget where he really say the advertisement.
- iii) **Memorizing Value** - The copy of the advertisement should be so drafted and laid out that the product will stick to the mind of the individual reader. Repetition of advertisement with slogan is an effective method of creating a memorizing will have tremendous memorizing value.
- iv) **Conviction Value** – An advertisement copy can effective and achieve the desired end when the suggestion contained in it is backed by convicting arguments. The advertiser must be careful to include the statement in the advertisement copy which do not conform to the product.
- v) **Sentimental Value** – Sentimental play a very important role in advertising particularly in the case of food articles. Sentiments reflect the personal feelings and attitudes of an individual towards various things. They indicate reactions of a person in favour or against a particular product.
- vi) **Educational Values** – A good copy of advertisement must possess educative value because the object of modern advertising is not merely to satisfy the existing demand but to create future demand. So a good copy of advertisement should educate the general public about the uses of the new product of the new uses of the same product.
- vii) **Instructive Appeal Value** – Human thoughts and actions are guided by instincts and indications. All that one thinks or does has its roots in one instinct or the other. Instincts are the underlying forces which compel the men to act in certain ways. The most important functions of an advertisement copy are to induce, persuade and motivate the prospects to thinks well of a product and to take to its use.
- Self-Preservation Instinct** – Many of our thoughts and actions are inspired by our anxiety to preserves our person, our health, our family and our belonging.
 - Hoarding Instinct** – Banking institutions, insurance companies or other government and non-government saving organization serve to hording instinct of the people.
 - Parental Instinct** – Parental instinct takes the form of love and affection for the children. Those advertisers who deal in children requirements like garments, toys, baby



food etc, may promote this instinct in parents i.e., motherly feelings of women or parental sentiments of men through their advertisement copy.

- d. **Self Display Instinct** – Instinct of self display is promoted by the advertisers of readymade clothing, women's dresses, jewellery etc.
- e. **Something for Nothing Instinct** – Everybody has vague desire to get something without paying anything for it. This desire is, more or less, present in everybody irrespective of the status or income.

On the basis of the above basic instincts, the following themes or central ideas may be laid down for advertisement copies meant to advertise different type of products –

- a) **Pride** – This theme can be used to popularize luxury articles among riches, the possession of which gives them a distinctive status and a feeling of pride.
- b) **Beauty** – This theme is used in advertisement for cosmetics, perfumeries, toilet soap etc. for men and women.
- c) **Health** – In drugs and food products advertisement, the use of this theme is used.
- d) **Economy** – It is central theme in advertisement of clearance sales or bargain purchases.
- e) **Comfort** – The advertisements for fans, electric appliances, refrigerators etc. Generally contain this feeling of comforts.
- f) **Fear** – Themes stressing the fear of death accidents, personal loss through burglary, fire etc., and other untoward happening in life are generally used by insurance companies or banking companies. The traffic police is also using this theme in their notes of caution i.e.e, 'Life is short, Don't make it shorter'.
- g) **Parental Affection** – All advertisement copies or product meant for children such as toys, baby foods and dresses etc. use this feeling.
- h) **Patriotism** – This theme may be used in advertising for those who use foreign products.
- i) **Achievement** – This theme is used generally by large concerns engaged in the production of goods necessary for the development of country's economy.
- j) **Emulation and Imitation** – This theme is used where people buy more not to satisfy their genuine requirement, but as their neighbors happen to possess them.

Thus, a good advertisement copy must possess the above qualities to make it an ideal advertisement.

Writing the Body Copy –

Advertising body copy can be written to go along with various types of creative appeals and executions comparisons, price appeals, demonstrations, humour, dramatizations, and the like, copywriters choose a copy style that is appropriate for the type of appeal being used and effective for executing the creative strategy and communicating the advertiser's message to the target audience.

- a) **Emotive** – Within this kind of copy the emotions can be appealed to. The principal emotional needs are self-assertion, sex and love, companionship, self-preservation, acquisitiveness, curiosity, comfort and security.
- b) **Factual-hard-selling** – This body copy uses the five-point AIDCA formula. It is the attention, interest, desire, conviction, and action. It is very competitive, persuasive and action promoting.
- c) **Factual-educational** – This is still a hard-selling ad, but it will be more informative, like the ads for the latest-model car.
- d) **Narrative** – It is a more literary and leisurely written text. The copy is more like a story.
- e) **Prestige** – Again, the copy may be in the narrative style, but being used mainly for public relationship purposes.
- f) **Picture and Caption** – This body copy is usually a series of pictures or cartoons with captions explaining how to use the product.



- g) **Monologue or dialogue** – Real or fictitious characters may be used to present the sales message. This could be testimonial advertisement with well-known personalities expounding the merits of the product or the service.
- h) **Gimmick** – Difficult to put over effectively because there is usually need for concentrated reading, this style is sometimes used when a very original presentation is required. It is more likely to be used in magazines.
- i) **Reader** – It is headed by a statement that is an advertiser’s announcement.
- j) **Testimonial** – This may be in the form of a monologue, but it could be a testimonial statement linked to normal text copy.
- k) **Quotation** – Within this kind of body copy a famous person’s words are quoted.
- l) **Back-selling** – This is used to tell readers about a material ingredient or component which is contained in a finished product, the object being to encourage its continued usage.
- m) **Straight-line** – This explain in straightforward terms why a reader will benefit from use of a brand.
- n) **Dialogue** – It delivers the selling points of a message to the audience through a character.
- o) **Direct response** – It highlights the urgency of acting immediately. This relies on sale promotion devices.
- p) **Translation** – It defines technical information into understandable language.

Guidelines –

Body copy for print ads has a better chance of being effective if these guidelines are followed –

- i) Use the Present tense whenever possible.
- ii) Use singular nouns and verbs
- iii) Use active verbs
- iv) Use familiar words and phrases
- v) Vary the length of sentences and paragraphs.

Novell Netwest Mobile Korean Air	Computer Networking Banking Lubricants Airline	More than just a Bank. Feel the difference Beyond your imagination
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ESSENTIAL OF A GOOD ADVERTISING COPY

Prof. R.S. Davar has pointed the following feature and essentials of a good advertising copy –

- 1) **Attentive Value** – Attention is the first step in the selling process. Therefore the advertising copy should be so designed which can draw the attention of even the most casual reader.
- 2) **Suggestive Value** – After attraction the attention of the prospects, the advertising copy must offer a suggestion about the good uses of the product. Suggestions can be given through rational slogans.
- 3) **Memorising Value** – The advertising copy must create an everlasting memory and vision for the readers. Good slogans, repetitive use of advertisements, and brand names, logo, etc. provide the considerable amount of memorizing value. Products like Surf, Lux, Dalda, Lifeboy, Philips, Brooke Bond, etc. have become household names due to their memorizing value.
- 4) **Conviction Value** – The advertising copy should put the convincing arguments so that it can create customers. Simply telling that product is available is not sufficient; rather the copy should convince the readers about everything they want to know about products. Advertisements of Bajaj Scooter, Godrej products, Amuls, etc. are some of the good examples having convincing value.
- 5) **Sentimental Value** – People are also guided by emotions and feeling. Personal have individual likings, disliking and choice towards particular products. There are certain common sentiments like patriotism, better quality, low price, aesthetic values, artistic presentation, etc. which can be used by advertising copy to attract the readers on the basis of emotional values.



- 6) **Educative Value** – To create demand, the customers must be educated about new products and new uses of existing products. The copy can also help to bring changes in taste and to create good habits by educating them. Sometimes, advertisement copy also gives a lot of information about the firm and its achievements.
- 7) **Instinct Appeal Value** – A man has some instinct behind his every thought and action. Instincts are the hidden forces which compel or induce consumers to act in the market. For example, the insurance advertisement copy may appeal to the self-protection instinct of a man. Similarly advertisement copies can be drafted for beauty and aesthetic appeal, for luxury and convenience appeal or display sense of people.

Introduction to Direct Mail –

In “direct mail” advertising, the brochure is sent through the mail. If the product is promoted through advertising and ordered by the customer through the mail, it is known as mail order advertising. The term “direct mail” refers to an advertising medium. Direct mail is an advertising medium but mail order (or direct response) is a form of distribution, that is trading by means of whatever medium is used for advertising sales offers. Consequently, direct mail is not limited to direct marketing: a retailer can use direct mail to attract shoppers to his store. The person-to-person communication by advertisers or producers with the prospects has become a very effective tool of advertising. Direct mail may be considered as a mass medium, because the same information is sent to a large number of persons. The direct mail is next in importance of television and newspaper in terms of quantity, quality and cost. The success of mail advertising depends on the context and postal efficiency. The brochure distributed from house to house by a sales person is direct advertising and not direct mail.

Characteristics of Direct Mail –

- 1) **Controlled** – It is not unknown readers, listeners, viewers, audiences or passers-by or travelers like all the above-the-line media described. Instead it is addressed to selected, named recipients or at least to chosen people at selected address whether they be householders or managing directors. The quantity can be controlled, the message can be varied to suit different groups of people, and the timing can be controlled or at any rate estimated within postal limits.
- 2) **Economical** – Because of the controls mentioned, it is economical in the sense that even the selected list can be called of unwanted addresses. De-duplication can be applied when a number of lists are being used in which certain names are repeated.
- 3) **Personal** – Unlike any other medium, except possibly the telephone, it is one-to-one personal medium, like a conversation on paper. Generally, people like receiving mail, and if the recipient is well-chosen the mail short will be welcomed.
- 4) **Speed** – A direct mail campaign can be mounted very quickly, in a few hours if necessary given the facilities to write and reproduce a sales letter, and pack and cost it with or without an enclosure. It is therefore a very flexible medium which can be used in an emergency. Such an emergency might be to clear stocks, announce a special offer, out-do a competitor, or take advantage of a topical opportunity.
- 5) **A Primary Medium** – For those advertise who –
 - a) Have or can hire a reliable mailing list and
 - b) Need to supply considerable informationDirect mail can be tier first line or primary advertising medium. In fact, they may use no other, except perhaps sales literature as enclosures. Others may use press advertising to produce enquires or initial orders which provide a mailing list for future use. For instance, press advertising could be useless for some advertisers because the cost of adequate space to include all the necessary information would be prohibitive.
- 6) **Testing and Evaluating** – It is possible to pre-test mailings by sending out test mailing of either offers of different merchandise, or offers of the same merchandise at different prices to a sample of prospective customers, and then record the response. For example, the price may be around 100 (pence, cents, etc.) but some variation on this price may prove to be more psychologically



attractive. The product may draw more sales at, say 98 or 102. People judge by price and 98 may seem inexpensive while 102 may suggest quality, and 100 could have an indecisive effect.

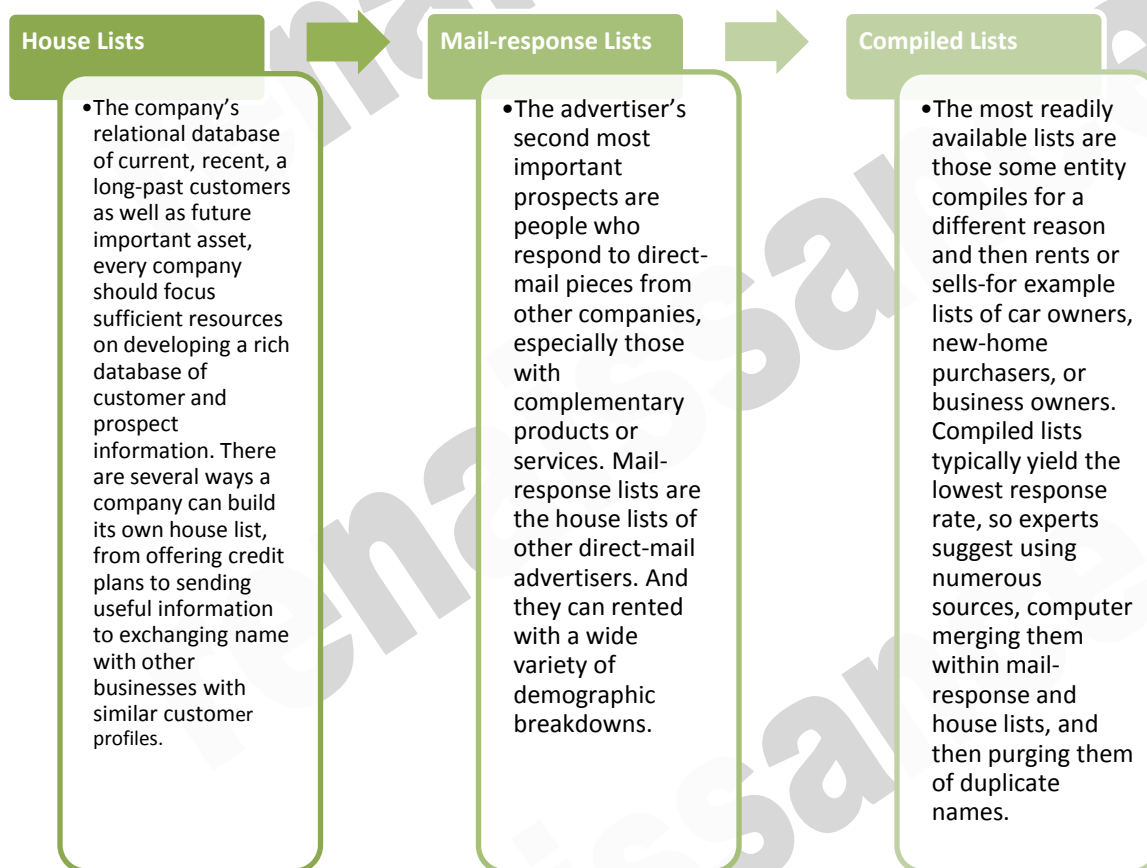
Direct mail shots are easily evaluated by the response they produce, and this can be calculated on a cost-per-reply basis (the cost of the shot divided by the number of replies), and cost-per-sales (which can be either the cost of selling a given volume of stock, or the cost of selling one unit).

PREPARATION OF DIRECT MAIL

The direct mail is prepared by the advertiser who knows how to prepare and present the communication to make the advertisement more effective. The producer refers to the attributes of the product and explains the method of using it for advertising purposes. The advertiser, on the basis of the information he receives, determines the type of direct mail to be used, writes the copy, decides on the printing method, prepares the mailing list and works out mailing costs and schedules. The use of paper, envelope, postal stamps, weights sizes, etc. is decided by the advertiser.

Various types of direct mail lists –

The heart of any direct-mail program is the mailing list. Direct-mail advertisers use three types of lists:



Advantages of Direct Mail –

The direct mail has the advantage of extreme selectivity, intensive coverage, speed, flexibility of format, and carries personal and complete information. The advertiser can develop its circulation. The producer can inform his customers and dealers as often as he likes. The speed and flexibility depend on the product advertised, the company and the advertiser. Complete information can be furnished to customers. The direct mail offers many advantages to advertisers. A personal attachment is felt by the consumers of prospects of whom the mail is directed by the advertiser, manufacturer or retailer.



Disadvantages of Direct Mail –

Direct mail suffers from certain disadvantages, such as high cost per render, it is not very effective, it is the least motivational; and it creates the impression that the company is not well off and that its product not quite satisfactory. The customers come to believe that manufacturer has a small share of the market and that is why he adopts the mailing techniques of advertising. The mailing techniques draw less attention and consideration by consumers. It may be useful in those cases where the consumers are known to the advertisers. For example, the publishing companies, automobile companies, etc. can sue direct mail. It is totally useless for the production and consumption goods involving innumerable consumers. Manufacturers can use this method to communicate information on new products, prices, etc. to their wholesalers, and agents.

Types of Direct Mail Advertising –

The term 'direct mail' is a comprehensive term including any mail from a postcard to a catalogue containing several pages. There may be a large number of direct mails but important mails are given in this section.

Direct-mail advertising comes in formats from handwritten postcards to dimensional mailing like ASTech's. The message can be one sentence or dozens of pages. And within each of the following formats, the creative options are infinite.

- i) Sales letter, the most common direct-mail format, are often mailed with brochures, price lists, or relay cards and envelopes. Postcards are used to announce sales, offer discounts, or generate customer traffic.
- ii) A leaflet is a single printed sheet. It is used to explain the message fully. The printed leaflet running into a few pages may be inserted in an envelope bearing the requisite postal stamp.
- iii) Some advertisers use business reply mail, which enables the recipient to respond without paying postage. On receiving a response, the advertiser pays postage plus a handling fee of a new cents. Postage free incentives usually increase response rates.
- iv) Folders and brochures are usually printed in multiple colors on good paper stock that reproduces photos or other illustrations well. Broadsides are larger than folder and are sometimes used as window displays or wall posters in stores. They fold to fit in a mailbag.
- v) Self-mailers are any form of direct mail that can travel without an envelope. Usually folded and secured by a staple or seal, they have special blank spaces for the prospect's name and address.
- vi) A booklet is a leaflet running into several pages. When information is voluminous, the booklet is used to carry it. The booklet refers to the attributes of the product, the method of using and maintaining it and other relevant information pertaining to be product and the company.
- vii) House organs are publications produced by associations or business organizations; for example, stockholder reports, newsletters, and consumer magazines.
- viii) Catalogues are reference books that list, describe and often picture the products sold by a manufacturer, wholesaler, jobber, or retailer. Some mail-order companies proper with specialized products like outdoor clothing and gear (L.L. Bean, Lands' End), electronic gadgets (Sharpar Image), or gourmet foods (Balducci's).

In digital media, we may come across 'pay per view' phenomenon e.g. DTH: direct-to-home TV. Even in the absence of advertising, digital media may be available at a reasonable cost.

What to test?

In advertisement Sting, the researcher is concerned with the measurement of advertisement effectiveness. Now the question that arises is: What constitutes effectiveness? In other words which variable is to be counted or measures which will indicate the degree of advertising effectiveness? Effectiveness, therefore, should be measured in terms of a dependent variable, as weight is measured in



kilograms or height is measured in centimeters. Testing an advertisement should involve testing the effectiveness of media alternative. Board classes of media, their sub-classes, specific media vehicles, the size of space and time (full page, half page or 30 seconds advertisement) employment for advertisement-all these should be tested in the form of consumer responses. The timing of advertisement, their frequency and continuity have been rarely researched as a part of advertisement effectiveness. Consumer behavior is influenced by, time-the section of the year, festival time of the year, etc. Some ads are more effective if run through at particular period with a concentrated schedule rather than run throughout the year. The frequency of advertising makes much difference to its effectiveness. Ad effectiveness also depends on the advertising budget. Even advertisement research and its effectiveness depend upon the budget allocated for them.

When to Test?

An advertisement should be put to test before it is run so that any corrective step, if required, may be taken at the right time. Most ideally, testing should be carried out at an appropriate stage in the advertising process. For example, the effectiveness of an appeal or theme should be tested before preparing an advertisement. Similarly, the effectiveness of alternative means of presentation should be put to a test before the final selection of the media.

Why measure at all?

There is no unanimity amongst the marketing committee about the necessity of measuring ad effectiveness. However, since substantial funds are allocated to promotion, now some advertisers demand evidence that the advertising they are doing is really paying. And (or) this measurement is conducted. The advertising agencies, however, view the whole thing skeptically. The concept of effectiveness and evaluation are open to different interpretations. The following principles called PACT: Positioning Advertising Copy Testing have emerged to measure effectiveness of ads and sales results.

PACT PRINCIPLES OF ADVERTISING

Ad Evaluation

1. Is related to ad objectives.
2. Consists of several measures to ensure performance of ad.
3. Is based on human responses to stimuli-communication of stimuli, comprehension of stimuli and responses thereto.
4. Clear about results expected through each test.
5. Clear about whether the stimulus is to be repeated.
6. Acknowledges that the more finished the copy is, the better is the testing. Therefore, alternative executions should have the same degree of finish.
7. Provides controls to filter the biased effects.
8. Clear about sampling.
9. Demonstrates reliability and validity empirically.

DAGMAR Approach

It is felt that the task of measuring ad effectiveness will not be daunting if we clearly spell out the advertising goals. Russel H. Colley (1961) pioneered an approach known by the acronym DAGMAR.- Defining, Advertising Goals for Measured Advertising Results, where to establish an explicit link between goals and ad results, Colley distinguished 52'-advertising goals that might be used with respect to a single advertising philosophy.

These goals may pertain to sales, image, attitude, and awareness. Some of the goals are:

- Persuade a prospect to visit a show room and ask for a demonstration.
- Build up the morale of the company's sales force.
- Facilitates sales by correcting false impression, misinformation and other obstacles.
- Announce a special reason for buying now' (price, discount, premium and so on.)



- Make the brand identity known and easily recognizable.
- Provide information or implant attitude regarding benefits and superior features of brand.

According to DAGMAR approach, the communication -task of the brand is to gain (a) awareness, (b) comprehension, (c) conviction, (d) image and (e) action.

Advertising goals should be consistent with these communication tasks. Later performance in these counts and projected goals is compared. For example, a company setting a goal of 15 per cent increase in sales advertises and achieves this objective. It's as then is successful and effective.

DAGMAR presupposes the understanding of the dynamics of consumer behavior and without this goal cannot be set. Besides, a thorough acquaintance of market environment is called for. ADGMAR is a planning and control tool. It may guide the creation –of advertising. However, as will be appreciated, the basic inputs of DAGMAR are not so easily to formulate and may also inhibit creativity.

Types of Advertising evaluation

We can either choose to the evaluation prior to the running of ads in the media pre-test evaluation or after the ads have been run in the media called post-test evaluation. Pre-testing increases the likelihood of preparing most effective ads, by allowing us an opportunity to detect and eliminated weakness or flaws. Post-testing is elaborate, expensive and is more realistic since ads are tested in real-life setting. Post-testing guides us to future advertising strategy:

Ad Effectiveness (Testing)

1. Pre-testing of media messages, markets, budgeting and scheduling
2. Post-testing of, media, messages, markets, and overall results

The testing could related to the ad copy itself in term of its message and contents or could be rated to products where impact of message on product awareness or buying intention is measured.

The measures are classified broadly into two categories laboratory measures or real-world measures.

The following are the laboratory measures of pre-testing which are ad related.

PRE-TESTING PRINT MEDIA ADS

Some popular techniques to pre-test media ads are:

1. Consumer Jury Test-
 - Order of Merit Test
 - Paired Comparison
2. Portfolio test
3. Mock magazine tests
4. Perceptual meaning Studies
5. Focus group

We shall examine each one of them.

Consumer Jury Test

Here a group of consumers act as jury to show their preferences for one or two ads out of several being considered. The jury members have to rank the ads. The jury members respond to the questions like:

- a. Which of these ads interested you most?
- b. Which of these ads provoke you to buy attention first
- c. Which of these ads received your attention ads?
- d. Which of these ads are easily readable and understandable?
- e. Which of these ads are credible?

Consumer Jury Test is conducted by two methods

- a. Order of Merit Rating
- b. Paired Comparison



Order of Merit Test

Here, the ads are ranked as per preferences the jurors or potential prospects. Reasonably, six as copies can be tested with accuracy this method; later the accuracy decreases. The consensus emerges about the best copy at the end. But the best may be the test amongst the worst ones.

Pair Comparison

Here at a time two as copies are compared. It is one-to-one comparison amongst test ads. More than six as copies can also be compared by this method. Every single as is compared with all others, but only two (a pair) is considered at one period of time. Sources are recorded on cards. They are summed up. The winner gets the highest Score. The other ads are rated according to their scores after summation. This technique is easier than order of merit. The number of comparisons one is required to make with the help of the following formula:

$$\text{Number of comparisons} = \frac{n(n-1)}{2}$$

Portfolio Test

Here some dummy ads are mixed with regular ads. A number of dummy' ads are put in a folio along with the ad copy to be tested. The consumer-samples sees the folio. The consumer is then asked about what he has seen in each ads. The ad giving minimum playback is considered the best. It is verified whether the adjudged ad is dummy or regular. In case it is dummy, the actual ad is improved on the same lines.

Mock Magazine Test

It is an alternative version of the portfolio test. It does not use a portfolio, but uses a real magazine. It introduces test ads in a magazine to an experimental group to read. The control group is also exposed to the same magazine, but is without test ads. Later a recall test is conducted to assess the effectiveness of test ads.

Direct Questioning

Either the whole ad or its different elements are tested by asking direct questions to a consumer jury, numbering 12 to several hundred individuals. Alternative ads may also be tested. Sometimes there is one single question only: 'which of these lids would most influence you to buy product?' sometimes, an elaborate questionnaire is prepared to assess attention strength, read-through Strength, affective strength and behavior strength of the ad.

Perceptual Meaning Studies (PMS)

This method uses time exposure to test the ads. Tachistoscope is an instrument that may be used in this test. The respondent sees the ad for a pre-determined time, and then are subjected to a recall test-product, brand illustration and the main Copy.

PRE TESTING BROADCASTING ADS

The methods discussed above can be applied to broadcast media also In addition, some special methods are available to pre-test broadcast media ads- TV and radio ads. The techniques used are:

1. In-home projection tests
2. Trailer tests
3. Theatre tests
4. Live Telecast ads.

In Home Projection Tests



A movie projector screen at consumers home tests commercials. He is questioned before and after exposure. The questions are related to ad and the change it causes after exposure. We can assess the strong and weak point of the ads.

Trailer Tests

A real life shopping environment a departmental store, a shopping centre, a parking place, front and back of shopping complexes is used to measure consumer behavior. The prospects are invited to the display. The invitation does give some incentive like discount coupons for purchasing displayed brands. Another group is invited, given the coupons, but is not shown the test ads. The redemption rate of coupons may give an idea about the effectiveness of test ads.

Theatre Test

A captive audience collected, for entertainment is administered a questionnaire. The free tickets are later sent to them for the programmer where the test ads are run. On viewing these, they are asked to till up another questionnaire. It assesses product, brand and as theme.

Live Telecast Tests

Here the inaccuracies of artificial testing environment are not encountered. Here ads are put on air either by narrowcasting or live telecasting. These ads are test ads, and not the regular ads. Later, viewers are interviewed to know their reactions.

ADDITIONAL PRE-TESTING TECHNIQUES

Some of these are:

1. Sales Experiments
2. Direct Mail Tests
3. Physiological Testing
4. Psychological Testing

POST-TESTING THE ADS

Most commonly used post-testing techniques are (1) Presentation tests: Recognition/recall or (2) Progress tests or Sales Effects Tests. Besides, we may measure perceptions, image, and attitudes, to assess the effectiveness of ads. The attitude measurement may be used in combination with penetration (recall) tests.

Penetration Tests

These tests are also known as Recognition/Readership/Viewer ship tests. They are aided recall tests dating back to 1923, and thus having a history of some years. Daniel Starch detailed them in this book Principles of Advertising (Chicago: A.W. Shaw, 1923). Since then they have been conducted in the US by the Daniel Starch Organisation.

Here, the respondents are shown the issues of magazines they claim to have read. They are asked to recognize the ads, asked whether they have read them. The results are put into three categories:

1. Noted (N) is a person who remembers having seen the ads in the issue under study;
2. Seen-Associated (A) is a person who has not only noted the ad; but also seen or read some part of it. He may associated the ad with the product or advertiser;
3. Read-Most (RM) is a person who has half or more of the written material in the ad.

The above categories of readers are expressed in percentage terms.

This method is also applicable to broadcast ads where commercials on tape are played.

McGOwn (1979) gives the formula to calculate readers per rupee:

$$\text{Readers per rupee} = \frac{\text{Per cent noted} \times \text{Magazine 's primary ' readers}}{\text{Space Cost}}$$

The drawbacks of this method is the phenomenon of false claims on the part of the readers:



Error-in-Recognition Measurement

It is obvious that recognition measurements are subject to reporting error by the respondent. We have referred to the false claim at times made by the respondent to the effect that he has seen the advertisement. Such errors in the measurement of recognition are due to the respondent guessing the answers to the question the interviewer has asked; when he cannot recall the advertisement with certainty, he is more likely to give a positive answer to confirm that he has seen the advertisement. At times, respondents do indulge in deliberate exaggeration. Sometimes, they are eager to please the interviewer. It is also possible that there may be some confusion as to which magazine or which issue actually contains the advertisement; or the advertisement itself may be confused with another advertisement.

The Gallup-Robinson Impact Test

A part from Starch Tests, the other aided recall test in vogue is the GRI test.

Gallup-Robinson is a commercial research firm which has standardized aided-recall tests to survey advertisement impact. The test employs the aided-recall method. A respondent is shown a magazine cover and is asked whether he has read the issue. If the answer is yes, he is asked to describe anything he remembers seeing in that issue. The respondent qualifies as an issue reader if he correctly reports at least one article in it. He is then given a deck of cards, on which appear the names of the brand and advertisers appearing in the issue, and is asked to indicate which brands and advertisers he recalls seeing in the issue. He may be examined on the particular advertisements he is reported to have seen and the information conveyed in such advertisements. This indicates the accuracy of the respondent's recall and the extent of the advertisement impact on him. At the end of the test, the respondent is shown the advertisements in the issue, and is asked to confirm whether he was thinking of the same advertisements.

Recognition V/s Aided Recall

The basic difference between the two methods is that in the aided-recall method, the test issue is kept closed, and the respondent is required to answer, entirely on the basis of his memory, whether an individual advertisement has been read or not. In the recognition method, respondents first qualify as readers of a particular issue. Though the possibility of error in the recognition method is greater, the aided recall method is much more complicated.

Unaided recall Tests

In the Daniel Starch method, and GRI test, the respondent is given clues for recalling the ad. In unaided recall tests, the respondents are not given any help to recall the ad. This is more demanding than the aided recall, and shows a greater degree of penetration of the ad.

Route of Unaided Recall

Day-After-Recall (DAR): here the readers/ viewers are questioned the day after the ad appears.

Total Prime time (TPT): Here the viewer's television viewing time is researched.

Triple Association Test (TAT)

This test measured the degree of brand learning among its users. The advertiser attempts to know consumer association of brand with some benefits of the other. In the triple-association test, the respondent is provided with clues or ideas with which he is asked to associate a brand name. For example, "which toothpaste advertises super whitening paste and mouth wash is one?" If the respondent says, "Close up," then it is correct to say that he has made the right association between the brand name of the toothpaste and its advertisement theme. The proportion of correct answers is a measure of how effective the advertisement has been.

Progress Tests



These assess the various stages of buyer's awareness, preference, buying intention and the actual purchase in relation to an effort. They are called sales effect tests.

Measuring Sales Response to Advertising

Though an increase in sales is the true measure of advertising effectiveness, in reality it is difficult to measure the increase that is due to a particular advertisement or advertising campaign. It is rather difficult to correlate the response in sales with the advertising programme. However, a few methods have been discussed in the following paragraph which are generally used to measure the sales response to advertising.

The Netapp Method

The term Netapp has been framed the term net-ad-produced purchases. This method, which has been developed by Daniel Starcky and Staff Company, requires the measurement of both readers and non-readers who purchased and who did not purchase the brand under investigation.

Intend-to-buy Test

The readers of a magazine are asked what the effect of an ad is on their intention to buy. Once they express an intention to buy, a further probe of the element of ad that influenced them most to do so is associated. It is assumed that an intention to buy will be converted into actual purchase sooner or later.

Sales Result Tests

The additional sales generated by the ads are recorded, taking several routes.

Past Sales before the ad sales after the ad are noted. The difference is attributed to ad impact.

Controlled Experiment: In an experimental market, any one element of marketing mix is changed. It is compared with the sales of another similar market. The element's presence or absence is a reason for difference in sales.

Instead of two markets, the experiment can be carried on the two groups of consumers.

Enquiry Tests

These are couponed advertisements of consumer durables and they invite the consumers to seek more details/demonstration. The number of enquiries reveals the effectiveness of the ad.

By these methods, the organization offers to send something complimentary to the reader, if he writes for it, e.g., Goodlas Nerolac offers a book, 'All about Paints,' to those who put in a request for it, generally by filling up a coupon. It gives the advertiser an idea about the readability of his ad copy. In the Split Run Test, there is some modification.

Attitude Tests

This is an indirect measurement of the post-testing effects of ads on attitudes towards the advertised product or brands. The change in attitude as a result of advertising is assessed. The assumption is that a favourable attitude towards the product may lead to purchases.

Most ads are designed to either reinforce or change existing attitudes. An attitude is a favourable or unfavourable feeling about a product.

Conclusion

Ad effectiveness is a direct proposition. Though it is necessary to know how the ad works for us, it is so difficult to do it, especially by relating advertising to sales. Some general principles evolved on account of research studies are laid down below:

1. Consider two ads: One full-page in four colour and the other full-page in black-and-white. The first attracts 40% more readers.
2. Consider two ads: One is two-colour (one colour plus black-and-white). The other is only one-colour (black and white only). Two-colour ad attracts lower readership.



3. Consider ads in cover pages and those in regular pages. Cover ads definitely attract more readerships.
4. Consider an illustration showing product in use. The other simple portrays the product. The first obtains higher readership.
5. Household appliances are more noticed when they are placed in proper setting.
6. Recipes in food product ads make them more readable.
7. Appliances ads are read more by working women.
8. Visuals occupying more than half space make more effective ads than when they occupy less than half space.

Eye movement, the complete layout or design should appeal as unified composition. Common methods of requiring unity in layouts are:-

- a. Use of consistent typographical design,
- b. Repetition of the same shapes and motifs,
- c. The overlapping of elements,
- d. Use of a border to hold elements together, and
- e. Avoidance of too much white space between various elements.

COLOUR VERSUS BLACK AND WHITE

In India, the colour is not so important in producing TV commercials because not much facility is available to view them on colour TV. The network of colour TV is very limited. But the colour decision in print media is an important one. Although basic principles of layout design and picture composition remain the same for both colour and black and white, the decision to use colour or colours (how many colours) affect the development of copy and art and complicates the graphic arts process required, to produce the finished print advertisement.

As compared to black and white, the periodicals charge a higher rate for the colour ads of the same size. Cost Art and mechanical production are much higher in colour than in black and white. In this way, adding colours to advertisements increases the cost materially except for simple applications as printing one colour on a different colour paper for a direct advertising piece. But still, some advertisers are willing to pay higher costs to colour ads for a number of reasons-

1. Colour ads attention value. It catches the eyes of the readers, consumers and prospects.
2. It helps emphasise important elements in ad due to contrasts in colour.
3. Colour presents the product or situation with a sense of realism or atmosphere impossible in black and white.
4. Colour provides a clear identification of product, its brand name and trademark.

Most of the readers expect colours in ads for food, beverages and traveling as well as for fabrics and fashions and the advertisers will gain much more. On the other hand, messages designed to promote a particular instance policy or a new banking service required no colour for effective communication. The advertiser will be benefited in such cases through the use of black and white.

ROLE OF COLOURS IN PRINT ADVERTISEMENTS

Newspaper and magazines are two important methods of print media.

Colours in Newspapers

As far as colours in newspaper advertisements are concerned, they are used very rarely. Nearly Sunday magazines of the dailies print ads in colour. Almost all dailies including Sunday magazines accept advertisements in black and white. Advertisers use colours in newspaper in two ways-one is spectacular and the other is run of paper colour (ROP colour).

In spectacular of colour, as it is usually known, the advertiser provides the newspaper with rolls of the insert and these are fed into the newspaper during the printing process along with the regular advertising copy.



In second method (ROP). ROP colour is printed by the newspaper on standard newsprint paper a part of its regular press run. This type of colour-use increases the attention value of the ad because any additional colour over the black and white colour supplies an element of contrast and distinction that makes the message stand out from competition.

Colour in Magazines Advertisements

Magazines mainly of national level, use colour in advertisements, and they also charge premium for each additional colour. Moreover the quality of reproduction and the realism obtained from colours in magazines space is certainly greater than is possible with the coarser and rougher paper stock used by newspapers. Colours in magazines by national advertisers increases their brand identification and prestige considerably.

COLOUR CHARACTERISTICS AND DIMENSIONS

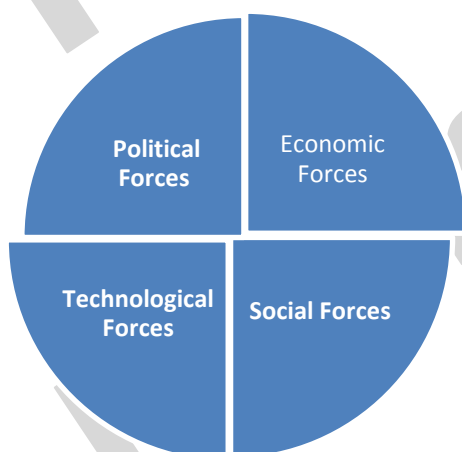
In addition to the advantages of colour as increased attention value, prestige, emphasis, package, brand or trademark identification, it contributes a lot to the communication process. Colours have a symbolism of their own. Blues and green are cool, restrained colours symbolism the sky, sea, trees and grass. Red and orange, on the other hand are warm colours suggesting fire, passion, action and excitement. Yellow is a bright, cheerful, colours, implying warmth without heat. Regardless of the symbolism of colours in advertisements. However, layout artists must consider its use in same sense; they consider the use of additional illustrations. Colour is another physical element of layouts and can be effectively used only if the dimensions are fully understood.

Colours can be identified or measured by three qualities or dimensions-hue, value and chroma. Hue is the basic identity of colours i.e., the quality that distinguishes one colour from another such as blue from green or red from orange. Pink, however, is not a hue but only a tone or tint of red-a basic colour neutralized by the addition of white. To change one hue into another, we have to mix two primary colours.

Chroma, refers to the purity of hue, its intensity in terms of saturation or strength or weakness of a colour. By adding white or black to the primary colours, with an intention to change its value, we also change its intensity or chroma. Pink colour is produced by adding white to red has a higher value than original red but it also has less chroma or intensity because its proportion of red colour is less.

Thus colour characteristics and dimension decide the attractiveness of the picture or ad. True dimensions of colour add to the value of ad and therefore, they attract the attention of the consumers.

ESSENTIAL CONDITION OR FORCES FOR EXPANSION OF: MARKET AND ADVERTISING ACTIVITIES





Economic and social conditions facilitate marketing and advertising activities. In India, the economy is moving very rapidly. Marketing activities have grown and become diversified. Marketing conditions have become complex. Modern advertising is now an imperative. Demographic conditions have become very favorable to market expansion. Social, technological and political conditions are favourable in India for the expansion of market and advertising activities.

1. **Economic Forces** – The economic forces have assisted in the growth of advertising and marketing activities. The per capita income, disposable income, willingness to spend; competitive environment, market, mass production and mass consumption-these are the factors which have influenced advertising activities.
 - a. **Per Capita Income.** The per capita income is calculated by dividing the total national income by population. The population and national income figures are moving up gradually. In India, the population has been increasing rapidly, although the national income has not lagged behind.
 - b. **Disposable Income.** The disposable income is the balance after saving to be used for purchasing purposes. Real income -after discounting inflation is also- included under disposable income. The disposable income in India has been increasing significantly.
 - c. **Willingness to Spend.** The consumer's willingness to spend determines the future of marketing and advertising activities. In India, people are willing to spend a significant amount of their income on improving standard of living.
 - d. **Competitive Environment.** Competition in the market 'has become almost fierce, and has stimulated advertising. The future of advertising. In India, is therefore, very bright.
 - e. **Market.** The markets, which include people, money and willingness to purchase, have been registering fast growth in India. Growing market needs call for extensive advertising. The advertisers now design suitable messages and programme to develop the economy. The future of advertising is very bright in India because of the growing markets.
 - f. **Mass Production and Mass Consumption.** The Indian economy is heading towards mass production and mass consumption, both of which call for intensive and diversified advertising campaigns.
2. **Social Forces** – Social values and life style have a significant impact on marketing and advertising functions. Changing attitudes have influence, the rate of population and income growth. Now people believes in the small family is breaking tip and individualism is on the increase in India. Households, education, mobility, leisure, simplicity, etc.-these factors now shape the future of advertising in India.
 - a. **Households.** The number of households in increasing in India. The joint family system has broken down and the nuclear: flintily has become prominent.
 - b. **Education.** Educational opportunities have increased and given people more knowledge about the available product. Education leads to expansion in production as well as in spending habits.
 - c. **Mobility.** The inability of the population calls for different types advertising. The present situation in India is favorable to mobility.
 - d. **Leisure.** People have started participating in leisure activities with a view to achieving personal well -being.
 - e. **Simplicity.** People are tempted to adopt a simple way of life for greater satisfaction.
3. **Technological Forces** – The development of technology has been phenomenal in recent years. The desire for innovative articles will increase consequently. Extensive advertising will be required for this purpose. The demand for superior products will materialize with greater thrusts in the coming years.
4. **Political Forces** – The political forces have been a positive factor for advertising purposes. Media consultants have become important members of any campaign team. Television has assisted in the growth of advertising. The government has favored advertising for commercial and non-commercial purposes

WRITING THE BODY COPY



Advertising body copy can be written to go along with various types of creative appeals and executions comparisons, price appeals, demonstrations humour, dramatizations, and the like. Copywriters choose a copy style that is appropriate for the type of appeal being used and effective for executing the creative strategy and communicating the advertiser's message to the target audience.

- a. **Emotive:** Within this kind of copy the emotions can be appeal to. The principal emotional needs are self-assertion, sex and love, companionship, self-preservation, acquisitiveness, curiosity, comfort and security.
- b. **Factual-hard-selling:** This copy uses the five-point AIDCA formula. It is the attention, interest, desire, conviction, and action. It is very competitive, persuasive and action promoting.
- c. **Factual-educational:** This is still a hard-selling ad, but it will be more informative, like the ads for the largest model car.
- d. **Narrative:** It is a more literary and leisurely written text. The copy is more like a story.
- e. **Prestige:** Again copy may be in the narrative style, but being used mainly for public relations purposes.
- f. **Picture and Caption:** This body copy is usually a series of pictures or cartoons with captions explaining how to use the product.
- g. **Monologue or dialogue:** Real or fictitious characters may be used to present the sales message. This could be a testimonial advertisement with well-known personalities expounding the merits of the product or service.
- h. **Gimmick.** Difficult to put over effectively because there is usually need for concentrated reading, this style is sometimes used when a very presentation is required. It is more likely to be used in magazines.
- i. **Reader:** It is headed by a statement that it is an advertiser's announcement
- j. **Testimonial:** This may be in the form of a monologue but it could be a testimonial statement linked to normal text copy.
- k. **Quotation:** Within this kind of body copy a famous person's words are quoted.
- l. **Back-selling:** This is used to tell readers about a material ingredient or component which is contained in a finished product, the subject being to encourage its continued usage.
- m. **Straight-line:** This explains in straightforward terms why, a reader will benefit from use of a brand.
- n. **Dialogue** – It delivers the selling points of a message to the audience through a character.
- o. **Direct response:** It highlights the urgency of acting immediately. This relies on sale promotion devices.
- p. **Translation:** It defines technical information into understandable language.

Guidelines

Body copy for print ads has a better chance of being effective if these guidelines are followed:

- Use the Present tense whenever possible.
 - Use singular nouns and verbs
 - Use active verbs.
 - Use familiar words and phrases
 - Vary the length of sentences and paragraphs.
 - Involve the reader.
 - Provide support for the unbelievable.
 - Avoid clichés and superlatives.
1. **Slogan:** A slogan is a short phrase in part used to help establish an image, identity, or position for a brand or an organization, but mostly used to increase memorability. Slogans may be combined with a catch tune to make a jingle. A slogan is established by repeating, the phrase. A good slogan can set, the following purposes for a brand or a firm:
 - A slogan can be an integral part of a brand's image and personality.
 - It can act as a shorthand identification for the brand and provide information on brand benefits



- It also provides continuity across different media and between advertising campaigns.
- It helps to bring about thematic integrated marketing communications for a firm.

Slogans are broadly classified as either institutional or hard-sell:

- Institutional Slogans:** These are created to establish a prestigious image for a company. Relying on this image to enhance the company's products, many firms insist that such slogans appear in all their advertising and on their letterheads, Examples:
"You are in good hands with LIC."
"The quality goes in before the name goes on.- (Zenith television)
"If it is Philips, you can be sure."
"Any surface that needs paint needs Asian Paints".
Johnsons Baby Lotion-The soft soft grow:
 - Hard-Sell Slogans:** These slogans epitomize the special, significant the product being advertised, and their claims are strongly competitive. Examples:
"Built better, not cheaper." (Kitchen Aid Apparatus)
"The refrigerator that helps pay for itself"
"Things go better with Coke."
"Top people take the Times."
"Kelvinator Refrigerator. It is the coolest one."
"Farex. A tastier way to grow."
- Visual Element:** There are many visual and display elements used in advertising copy. It should be noted that attention is drawn immediately to, the caption under the illustrations. Captions often explain, what's happening in photos because people may find visuals confusing. Captions also have high readership. Taglines are short catch phrases and particularly memorable phrases used at the end of an ad to complete or wrap up the idea. The illustration, is often a dominant part of a print ad plays an important role in determining is effectiveness.
The visual portion of an ad must attract attention communicate an idea image, and work in a synergistic fashion with the headline and body copy to produce an effective message. In some print ads, the visual portion of the ad is essentially the message and thus must convey a strong and meaningful image.
 - Name and Address:** It is necessary it identify the name of the product or company. It is supported by the logo. Producers should feature their name and address boldly. Usually this is featured at the end of the ad. If there is a coupon it should be included in both the main part and the ad and in the coupon.
 - Coupon:** It is essential that the coupon makes the offer clear, and sets out very clearly any choice of offers. The name and address must be fully given. The instruction regarding payments should be clear and specific.
 - Layout and Design:** While each individual component of a print ad is important, the key factor is how these elements are blended into a finished advertisement. A layout is the physical arrangement of the various parts of the ad, including the headline, subheads, body copy, illustrations, and any identifying marks. The layout show where each part of the as will be placed and gives guidelines the people working on the ad
 - Illustrations and Photos:** Photographs and illustration can serve different purposes in ad. Photographs have more stopping power in advertising than illustrations, and that colour attracts more attention than black-and-white images. In general an illustration (or animation in television) is more fanciful; a photograph is more realistic. Illustrations, by definition, eliminate many of the details you see in a photograph, which can make it easier to understand. For credibility and authenticity, photography is a good component of advertising. The decision to use a photograph or an illustration is usually determined by the advertising strategy. If realism is important, then most art directors would use photographs; if a fanciful image is needed, then art directors' would use illustrations or animation.
 - Colour:** In addition to photos and illustrations, another important visual element that art directors manipulate in their design of print advertising is colour. Colours in print advertising attract attention provide realism, establish moods, and build identity. Print ads with colour, particularly those in newspapers, get more attention than ads within colour.
 - Typography:** Types also have an aesthetic role in advertising. They contribute to the impact and mood of the message. Typography is the appearance and arrangement of the ad's printed matter. Words in a



print ad can be hand-drawn letters or the characters, can be computer typist. Print advertising designers choose from among thousands of typefaces to find the right one for the ad's message.

9. **Closing Idea:** Most advertisements end by asking or suggesting the reader to buy the product. The difference between a lively advertisement and a dull one lies in the approach to appeal or the message; It may be in the form of hard sell and soft sell or the factual or emotional. In hard sell, customers are advised to buy now or rush immediately.
10. **Signature or Identification Mark:** This is also called as strap line. Many advertisers use logo or mascot for identification.

Example:.

Advertiser	Product	Slogan
Nokia	Mobile phones	Connecting people.
Xircom	PC components	Get mobile. Stay connected. Go places
United Airlines	Airline	Rising
Toyota	Cars	The car in front is a Toyota.
Tivoli	Computer networking	The Power to Manage Anything. Anywhere.
		We're on your side.
Time	Computers	You profit from our principle
The Equitable Life	Pensions	Now you can believe your eyes
Specsavers	Opticians	We lead. Others copy.
Ricoh	Digital copies	The drive of your lift
Peugeot	Cars	21 st century solutions.