



Syllabus
BBA/BAJMC - I Year
Subject: - Advertising and Sales Promotion

TOPICS
Development Journey of Advertisement: Indian scenario. Concept and importance of Advertising, Advertising function and objects, Type of Advertising, Commercial and Non-Commercial Advertising.
Advertising media, Different types of media, Media planning, Role and impact of Advertising agencies, Relationship with clients.
Advertising budget, Factors affecting advertising expenditure, Ethics and code of conduct in advertising.
Classified and display advertising, Comparative Advertising Regulatory agencies-Advertising Agencies Association of India (AAAI), The Advertising Standards Council of India (ASCI)
Advertising message, Elements of preparation of advertising message, Print copy, Broadcast copy, Copy for Direct mail.



Unit-1

What is Advertisement?

Advertisement refers to the communication process aimed at persuading, informing, or influencing an audience (potential customers) to take a specific action. Typically, this action is purchasing a product or service, but it can also involve other behaviors, such as signing up for a service or attending an event. Advertising uses various media (e.g., TV, radio, print, digital platforms) to deliver its message.

Definition of Advertising

According to Kotler -Advertising is any paid form of non-personal presentation (not for an individual) & promotion of ideas, goods, or services by an identified sponsor.

According to Advertising Association of the UK -Advertising is any communication, usually paid- for, specifically intended to inform and/or influence one or more people.

Development Journey of Advertisement: Indian Scenario

Concept and Importance of Advertising

Concept of Advertising

- **Definition:** Advertising is a paid, non-personal form of communication about products, services, or ideas by an identified sponsor with the aim of informing, persuading, or reminding consumers.
- It is a **marketing tool** that creates awareness, builds brand image, and influences consumer behavior.
- Key features:
 - Paid form of communication
 - Mass reach (print, broadcast, digital)
 - Identified sponsor (brand/company)
 - Persuasive and informative in nature

Importance_of Advertising

- **To The Customers**



- **Convenience:** Targeted informative advertisements make the customer's decision making process easier as they get to know what suits their requirements and budget.
- **Awareness:** Advertising educates the customers about different products available in the market and their features. This knowledge helps customers compare different products and choose the best product for them.
- **Better Quality:** Only brands advertise themselves and their products. There are no advertisements for unbranded products. This ensures better quality to the customers as no brand wants to waste money on false advertising.
- **To The Business**
- **Awareness:** Advertising increases the brand and product awareness among the people belonging to the target market.
- **Brand Image:** Clever advertising helps the business to form the desired brand image and brand personality in the minds of the customers.
- **Product Differentiation:** Advertising helps the business to differentiate its product from those of competitors' and communicate its features and advantages to the target audience.
- **Increases Goodwill:** Advertising reiterates brand vision and increases the goodwill of the brand among its customers.
- **Value for Money:** Advertising delivers the message to a wide audience and tends to be value for money when compared to other elements of the promotion mix.

Advertising Functions

Advertising serves several important functions in the world of marketing and business. Here are some of the key functions that advertising can serve:

- **Informing:** Advertising can inform potential customers about a product or service, including its features, benefits, and pricing. By providing information, advertising can help customers make informed purchase decisions.
- **Persuading:** Advertising can persuade potential customers to consider a product or service, by highlighting its unique benefits, solving a problem, or creating a need. By using persuasive messaging and visuals, advertising can influence customer behavior.



- **Reminding:** Advertising can remind customers about a product or service, by maintaining a consistent presence in the marketplace. By reminding customers about a product, advertising can help build brand awareness and increase customer retention.
- **Building brand identity:** Advertising can help establish and reinforce a brand's identity, by associating it with certain values, attributes, or benefits. By creating a distinctive brand identity, advertising can differentiate a brand from competitors and create customer loyalty.
- **Generating demand:** Advertising can stimulate demand for a product or service, by creating interest and desire among potential customers. By generating demand, advertising can help increase sales and revenue for a business.
- **Supporting sales efforts:** Advertising can support sales efforts by creating a positive perception of a product or service in the minds of potential customers. By providing information and generating interest, advertising can help sales teams close deals and increase.

Objectives of Advertisement

1. Building Brand Awareness and Recognition:

Advertising aims to introduce products or services to a wider audience, making them aware of the brand and its offerings.

This includes creating a strong brand image and recall, ensuring the brand is recognized and remembered.

2. Generating Leads and Driving Sales:

Advertising can encourage potential customers to take specific actions, such as visiting a website or filling out a form, ultimately leading to sales.

It can also create a sense of urgency, prompting immediate purchases.

3. Educating the Target Audience:

Advertising can inform customers about new products, services, or features, as well as educate them about the benefits of existing ones.

This can involve explaining how a product works, detailing its pricing, or correcting any misconceptions.

4. Persuading and Influencing:

Advertising aims to convince customers that a company's products or services are the best choice, potentially influencing them to switch brands or try new offerings.

This can involve differentiating a brand from competitors and creating a preference in the market.



5. Supporting Other Marketing Efforts:

Advertising can complement other marketing activities, such as sales promotions or public relations, by reinforcing key messages and creating a cohesive marketing strategy.

6. Expanding Market Presence:

Advertising can help businesses reach new markets, demographics, or industry segments, expanding their customer base and potentially increasing revenue.

7. Improving Brand Reputation and Image:

Effective advertising can enhance a company's reputation by showcasing its values, quality, and commitment to customer satisfaction.

8. Increasing Customer Loyalty:

Advertising can reinforce brand messages, reassure existing customers, and build trust, ultimately fostering customer loyalty.

In essence, advertising management strives to create a positive perception of the brand, drive demand for its products or services, and ultimately contribute to the company's overall success.

Development Journey of Advertising in India

a) Ancient & Traditional Forms (Before 18th Century)

- **Town criers:** Announcing news and trade offers in public places.
- **Wall paintings, folk theatre, songs, and puppet shows** used to promote local kings, temples, and traders.
- Handwritten posters and **scrolls** in markets and fairs.

b) Colonial Era (18th–19th Century)

- 1780: *Hicky's Bengal Gazette* became the first newspaper to carry print advertisements in India.
- Ads were mainly for **books, medicines, and imported goods**.
- Agencies like **B. Dattaram & Co. (1905, Mumbai)** were among the first Indian advertising agencies.

c) Pre-Independence (1900–1947)

- Rise of **Swadeshi Movement** advertisements promoting indigenous goods (Khadi, local textiles).
- Radio (started in 1927 in India) became an advertising medium for the urban audience.
- Cinema advertising began through **slides and short clips** before movies.



d) Post-Independence Era (1947–1970s)

- Growth of newspapers and magazines like *Times of India*, *Hindustan Times*, *Illustrated Weekly of India*.
- Emergence of **professional ad agencies** (Lintas, JWT, HTA).
- Print and radio dominated, with ads focusing on **healthcare, household goods, and FMCG**.
- Ads carried **informative and family-oriented themes**.

e) Television Era (1970s–1990s)

- 1959: Doordarshan began experimental broadcasts; 1976: Commercials introduced.
- 1980s: Ads like *Lijjat Papad*, *Nirma Washing Powder*, *Vicco Vajradanti*, *Surf – Lalitaji* became household names.
- Ads started focusing on **emotions, jingles, and storytelling** rather than just product info.

f) Liberalization Era (1991–2000s)

- With globalization, **MNC brands** like Pepsi, Coca-Cola, P&G, Unilever, and Nestle entered aggressively.
- Advertising became **more glamorous, aspirational, and youth-centric**.
- Rise of **celebrity endorsements** (Sachin Tendulkar for Pepsi, Shah Rukh Khan for Pepsi/Coke, Amitabh Bachchan for Parker pens).
- Private television channels (Zee TV, Star TV, Sony) and cable TV expanded advertising opportunities.

g) Digital Era (2000s–Present)

- Rise of **Internet, social media, OTT, and mobile apps** as major advertising platforms.
- Focus on **targeted ads, influencer marketing, and personalized messages**.
- E-commerce companies like **Amazon, Flipkart, Zomato, Swiggy** changed the advertising landscape with witty, viral campaigns.
- Social cause ads (Ariel's *Share the Load*, Tanishq's *interfaith marriage ad*) created debates and showcased **progressive advertising**.
- Regulatory bodies like **ASCI (Advertising Standards Council of India)** became stronger in monitoring misleading ads.

4. Conclusion

- Advertising in India has moved from **traditional wall paintings and oral messages** to **digital-first, data-driven, and consumer-focused campaigns**.



- It plays a crucial role in **economic growth, cultural shaping, and consumer empowerment.**
- Future trends point towards **AI-driven personalized ads, immersive AR/VR advertising, and sustainability-driven campaigns.**

Features of advertisement

- **Persuasive Communication**

The core feature of advertising is its ability to persuade consumers to buy or engage with a product or service by highlighting benefits and unique selling propositions.

- **Target Audience**

Advertisements are directed at specific groups or segments of the population based on demographics, interests, behaviors, etc.

- **Mass Media Exposure**

Ads often utilize large-scale media channels, such as television, social media, radio, and print, to reach wide audiences.

- **Paid Communication**

Advertising is a paid form of communication, unlike other forms of promotion (e.g., public relations) that may rely on earned or owned media.

- **Creativity and Messaging**

Creativity is essential in advertising as it helps differentiate a product from its competitors and makes the message memorable.

- **Objective-Driven**

Advertisements are usually designed with specific goals in mind, whether it's brand awareness, lead generation, or driving sales.

- **Repetition**

Ads are often repeated multiple times across various media channels to ensure recall and recognition.

Nature of Advertisement

- Consumer-Oriented
- Advertising is consumer-centric and focuses on attracting attention and interest by addressing consumer needs and desires.



- Informative and Persuasive
- The dual nature of advertising lies in its ability to inform (about a product, features, price) and persuade (to make a purchase).
- Planned and Structure
- Advertising is a planned activity, often part of a broader marketing strategy, which includes specific objectives and media planning.
- Evolving and Adaptive
- The nature of advertising changes with technology, consumer behavior, and cultural trends. For instance, digital advertising is now more prominent than traditional forms.
- Commercial Intent
- Advertising always has a commercial objective, whether for-profit or non-profit organizations, aiming to promote products or services.
- Non-personal
- Ads are non-personal, meaning they reach large audiences at once, rather than communicating with individuals directly

Scope of advertisement

- **Global Reach-** With the rise of digital platforms and globalization, advertisements can now target audiences across different geographies, languages, and cultures.
- **Digital and social media-** The rise of digital advertising offers more personalized, targeted approaches through platforms like Google, Facebook, Instagram, and YouTube.
- **Brand Building-** Advertising plays a critical role in shaping the image, identity, and value of a brand over time.
- **Product Promotion-** Whether launching new products or promoting existing ones, advertising is essential to generating awareness and demand.
- **Social Awareness-** Advertising is also used by governments and non-profit organizations for social causes, such as health campaigns or environmental protection.
- **Interactive and Immersive Media-** The future scope includes immersive advertising through augmented reality (AR), virtual reality (VR), and AI-driven personalized content.
- **Data-Driven and Programmatic-** Programmatic advertising uses AI to automate ad buying in real-time, delivering hyper-targeted content to consumers.



Examples

Nike's 'You Can't Stop Us' Campaign (2020-2021)

Illustration this campaign featured athletes from around the world, highlighting themes of resilience, diversity, and unity. It was primarily delivered through digital media platforms, YouTube, and social media channels.

Features: High creativity, emotional appeal, target audience alignment (youth, sports enthusiasts), and global reach.

Coca-Cola's 'Share a Coke' Digital Campaign:

Illustration: Coca-Cola personalized their products by printing names on bottles, encouraging users to share images on social media. The digital campaign went viral, driving massive engagement.

Features: Personalization, social media integration, consumer participation, and viral spread.

Apple's 'Shot on iPhone' Campaign (2023)

Illustration: Apple encourages users to capture and share high-quality photos taken with their iPhones, promoting the camera's capabilities. This campaign is used across billboards, online platforms, and social media.

Features: User-generated content, creativity, global and digital reaches, persuasive imagery.

Amazon's Prime Day Ads

Illustration: Amazon uses targeted digital ads to promote Prime Day, employing AI and data-driven strategies to show personalized deals and offers to users based on browsing and purchasing history.

Advantages Of Advertising

- **Reduces Per-Unit Cost:** The wide appeal of advertisements increases the demand for the product, which benefits the organization as it capitalizes on the economies of scale.
- **Helps in Brand Building:** Advertisements work effectively in brand building. Brands who advertise are preferred over those which don't.
- **Helps in Launching New Product:** Launching a new product is easy when it is backed by an advertisement.



- **Boosts up Existing Customers' Confidence In The Brand:** Advertisements boost up existing customers' confidence in the brand as they get a feeling of pride when they see an advertisement of the product or the brand they use.
- **Helps in Reducing Customer Turnover:** Strategic advertisements for new offers and better service help reduce customer turnover.
- **Attracts New Customers:** Attractive advertisements help the brand in gaining new customers and expanding the business.
- **Educates The Customers:** - Advertisements inform the customers about different products existing in the market and also educate them in what they should look for in an apt product.

Types of advertisement

There are several types of advertisements, each tailored to different platforms and objectives. Below are the most common types along with relevant examples:

1. **Print Advertising**-Ads that appear in physical print media such as magazines, newspapers, and brochures. These are typically used to reach local or niche audiences.

Example: A full-page ad in the *New York Times* promoting luxury hotel.



2. **Television Advertising**-TV ads reach a wide audience and are often used for brand awareness or to promote products and services on a large scale.

Example: A Coca-Cola commercial during the Super Bowl.



3. **Radio Advertising**-Radio ads target listeners of particular stations, often used by local businesses or national brands seeking a specific audience.

Example: A local car dealership's radio ad offering special discounts.



4. **Outdoor Advertising**-Ads placed in public spaces like billboards, bus shelters, and transit ads. These are great for reaching mass audiences in specific geographic locations.



Example: A McDonald's billboard advertising its new breakfast menu along a highway.



5. **Digital Advertising-** Ads displayed across websites or digital platforms. Includes banner ads, video ads, and pop-ups that aim to reach users while browsing the web.

Example: Banner ads for an online clothing store on a fashion blog.



6. **Social Media Advertising-** Paid promotions on platforms like Face book, Instagram, and TikTok. Social media ads often target specific demographics and are highly customizable.

Example: Sponsored Instagram posts for a fitness brand's new work out gear.



7. **Search Engine Advertising (PPC)**-Pay-per-click (PPC) ads that appear in search engine results. Advertisers pay when users click their ad, making it ideal for targeting people actively searching for related products or services.

Example: A Google Ad for "best laptop deals" appears in the top of search results.



8. **Native Advertising**- Ads that mimic the look and feel of the content around them, making them less intrusive. Often seen in blogs or social media feeds.

Example: A sponsored article on a health blog recommends a Gavitam brand.



9. **Influencer Marketing-** Brands partner with influencers to promote products to their followers, leveraging the influencer's credibility and reach to connect with target audiences.

Example: A beauty influencer on YouTube promoting a new skin care line.



Email Advertising-Companies send direct marketing emails to their subscribers to promote products, services, or special offers.

Example: An email from an online retailer offering exclusive discounts for subscribers.



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Guerrilla Marketing- Unconventional and creative advertising strategies that create a memorable impact, often in public spaces, to surprise and engage audiences.

Example: A flash mob in a mall promoting a new movie release.





Commercial advertising

Commercial advertising is a form of communication used to promote products or services to a wide audience. It's a strategic tool employed by businesses to increase brand awareness, generate interest, and ultimately drive sales.

The primary purpose of commercial advertising is to **persuade consumers** to choose a particular product or service over competitors. It achieves this by highlighting the unique benefits, features, or qualities of the offering. Through various channels, such as television, radio, print, digital, and outdoor media, commercial ads deliver compelling messages that resonate with target audiences.

Types of Commercial Advertising

1. Television Commercials





Television commercials are a popular form of advertising that involves creating short video clips to be aired on television networks. They offer a high level of reach, as they can potentially reach millions of viewers at once. TV ads are effective at delivering visual and auditory messages, making them suitable for products that benefit from demonstrations or emotional appeals.

2. Radio Advertising

Radio advertising involves creating audio commercials that are broadcast on radio stations. While radio ads lack the visual element of TV commercials, they can be highly effective at targeting specific demographics and reaching audiences in specific geographic areas. Radio ads are often used for local businesses or for promoting products or services that can be easily described verbally.

3. Print Advertising

Print advertising includes ads that appear in newspapers, magazines, and other printed materials. While print media has seen a decline in recent years due to the rise of digital media, it still offers a targeted reach and can be effective for certain products or services. Print ads can be visually appealing and can provide detailed information about a product or service.

4. Digital Advertising

Digital advertising is a broad category that encompasses various forms of advertising that appears online. This includes search engine marketing (SEM), social media advertising, display advertising, and email marketing. Digital advertising offers a high level of targeting and measurement capabilities, allowing businesses to reach specific audiences and track the effectiveness of their campaigns.

5. Outdoor Advertising

Outdoor advertising includes billboards, bus wraps, transit ads, and other forms of advertising that appear in public spaces. Outdoor ads can be highly effective at reaching large audiences and creating brand awareness. However, they can be more expensive than other forms of advertising and may have limitations in terms of targeting specific demographics.



Characteristics of Effective Commercial Advertising



1. Clear Messaging

Effective commercial advertising starts with clear and concise messaging. The ad should convey a strong and easily understandable message that resonates with the target audience. Avoid jargon or overly complex language. Instead, use simple, straightforward language that is easy to remember.

2. Audience Targeting

To be effective, commercial advertising must be targeted to the right audience. Identify your ideal customer and tailor your message to their needs, interests, and preferences. This will increase the likelihood that the ad will be relevant and engaging to the viewer.

3. Creativity

Creativity plays a crucial role in making commercial advertising memorable and effective. Stand out from the competition by developing unique and innovative ad concepts. Use creative visuals, catchy slogans, or unexpected twists to grab the audience's attention and make a lasting impression.

4. Call to Action (CTA)



A clear and compelling call to action (CTA) is essential for driving results from commercial advertising. Tell the audience exactly what you want them to do, whether it's visiting your website, making a purchase, or signing up for a newsletter. Make the CTA easy to find and understand.

Benefits of Commercial Advertising

1. Increased Sales

One of the primary benefits of commercial advertising is **increased sales**. By effectively reaching and persuading potential customers, advertising can drive more people to purchase products or services. This can lead to **higher revenue** and **improved business performance**.

2. Enhanced Brand Visibility

Commercial advertising plays a crucial role in **enhancing brand visibility**. By consistently exposing your brand to a wider audience, you can increase brand awareness, recognition, and recall. This can help to **build trust and loyalty** among consumers.

3. Market Penetration

Advertising can help businesses **expand their market reach** and **enter new territories**. By targeting specific demographics or geographic locations, you can effectively penetrate new markets and increase your customer base.

4. Competitive Advantage

Effective commercial advertising can give businesses a **competitive advantage**. By creating a strong and memorable brand, you can differentiate yourself from competitors and attract more customers. This can lead to **increased market share** and **long-term business success**.



Challenges of Commercial Advertising



Commercial ads are not a smooth sail to a destination. Every marketing team faces many challenges when balancing the pros and cons of commercial advertisements.

1. High Costs

One of the major challenges of commercial advertising is the **significant investment required**. Traditional media channels like television and radio can be particularly expensive, especially for reaching large audiences. Digital advertising, while often more targeted, can also be costly, especially for high-traffic platforms.

2. Ad Saturation

In today's competitive marketplace, consumers are bombarded with ads from various sources. This **ad saturation** can make it difficult for businesses to stand out and capture attention. As a result, advertisers must continually strive to create **innovative and engaging** campaigns to break through the clutter.

3. Measuring Effectiveness

While traditional advertising channels like television and radio can be difficult to measure in terms of return on investment (ROI), digital advertising offers more advanced tracking capabilities. However, even with digital advertising, it can be challenging to attribute specific sales or conversions directly to a particular ad campaign. This makes it difficult to accurately measure the effectiveness of certain types of commercial ads.



Examples of Successful Commercial Advertising Campaigns

1. Nike's "Just Do It" Campaign How Nike's commercials helped shape its global brand identity.



Nike's iconic "Just Do It" campaign has been a cornerstone of the brand's global identity for decades. The slogan, paired with inspiring visuals of athletes and everyday people pushing their limits, has resonated with audiences worldwide. These commercials have helped to position Nike as a brand that celebrates determination, perseverance, and the power of human achievement.



2. Apple's "Get a Mac" Ads Creative and humorous TV commercials that strengthened Apple's brand.



Apple's "Get a Mac" campaign, featuring humorous comparisons between Mac and PC computers, was a major success in the early 2000s. The ads effectively highlighted the perceived advantages of Mac computers, such as ease of use and design, and helped to strengthen Apple's brand image as a cool, innovative company.



3. Coca-Cola's "Share a Coke" Campaign Personalized bottle labels and the accompanying ads that drove engagement and sales.



Coca-Cola's "Share a Coke" campaign was a global hit that involved personalizing bottle labels with names and encouraging consumers to share a Coke with friends and family. The campaign was accompanied by heartwarming commercials that emphasized the importance of human connection and shared experiences. The campaign was highly successful in driving engagement and sales, and it helped to reinforce Coca-Cola's brand image as a symbol of happiness and togetherness.

Non-commercial advertising

Non-commercial advertising examples in India include public health campaigns for sanitation or disease prevention, environmental awareness initiatives like promoting recycling, political campaigns for parties and candidates, and NGO initiatives for rural development, women's empowerment, or fundraising. These ads are typically sponsored by governments, non-profits, or political organizations to educate the public, promote social change, and influence behavior rather than to generate profits.

Key Characteristics

Purpose:

To provide information, raise awareness about social issues, encourage civic participation, or solicit donations for a cause.



Sponsor:

Advertisers include non-profit organizations, governmental bodies, civic groups, political parties, and charitable institutions.

Message:

It focuses on ideas, attitudes and behaviors, rather than selling a product or service for revenue.

Goals:

To foster social consensus, educate the public, support important social initiatives, and change attitudes for the benefit of society.

Examples

Public Health Campaigns:

A government sponsored campaign to promote healthy eating or a public health awareness drive about a specific disease.

Charitable Fundraising:

An advertisement from a non-governmental organization (NGO) asking for donations to support their work.

Political Campaigns:

The Ads that aim to inform voters about candidates or to encourage participation in an election.

Social Awareness:

A campaign that environmental group to educate the public about recycling or conservation efforts.

Community Initiatives:

This Messages encouraging citizens to report environmental issues or volunteer for community projects.



Unit-2

MEANING AND DEFINITIONS OF MEDIA

Media is derived from the Latin word “medius”, which means “middle” or “intermediate”. Media can be defined as the channels or tools that are used to store, transmit, or deliver information or data. Media can also be defined as the institutions or organizations that produce and distribute information or entertainment to the public. Some examples of media are newspapers, magazines, books, radio, television, cinema, internet, social media, mobile phones, etc.

Media can be used for various purposes, such as education, entertainment, information, persuasion, advertising, marketing, public relations, etc.

EVOLUTION OF MEDIA

Media has evolved over time with the development of human civilization and technology. The earliest forms of media were oral and written communication, such as storytelling, poetry, letters, etc. These forms of media were limited by time, space, and audience. The invention of printing press in the 15th century enabled the mass production and distribution of printed media, such as books, newspapers, pamphlets, etc. These forms of media expanded the reach and influence of media and facilitated the spread of knowledge, culture, and ideas.

The 19th and 20th centuries witnessed the emergence of electronic media, such as telegraph, telephone, radio, television, cinema, etc. These forms of media enabled the transmission and reception of audio and visual signals over long distances and in real time. These forms of media enhanced the speed, diversity, and interactivity of media and created a global media culture.

The 21st century has seen the rise of digital media, such as internet, social media, mobile phones, etc. These forms of media enable the creation, storage, access, and sharing of digital information and content in various formats, such as text, images, audio, video, etc. These forms of media increase the connectivity, personalization, and participation of media and empower the users as producers and consumers of media.

NATURE AND FEATURES OF MEDIA

Media can be characterized by the following nature and features:

- Media is dynamic and constantly changing with the advancement of technology and society.
- Media is diverse and offers a variety of choices and options for the users and audiences.

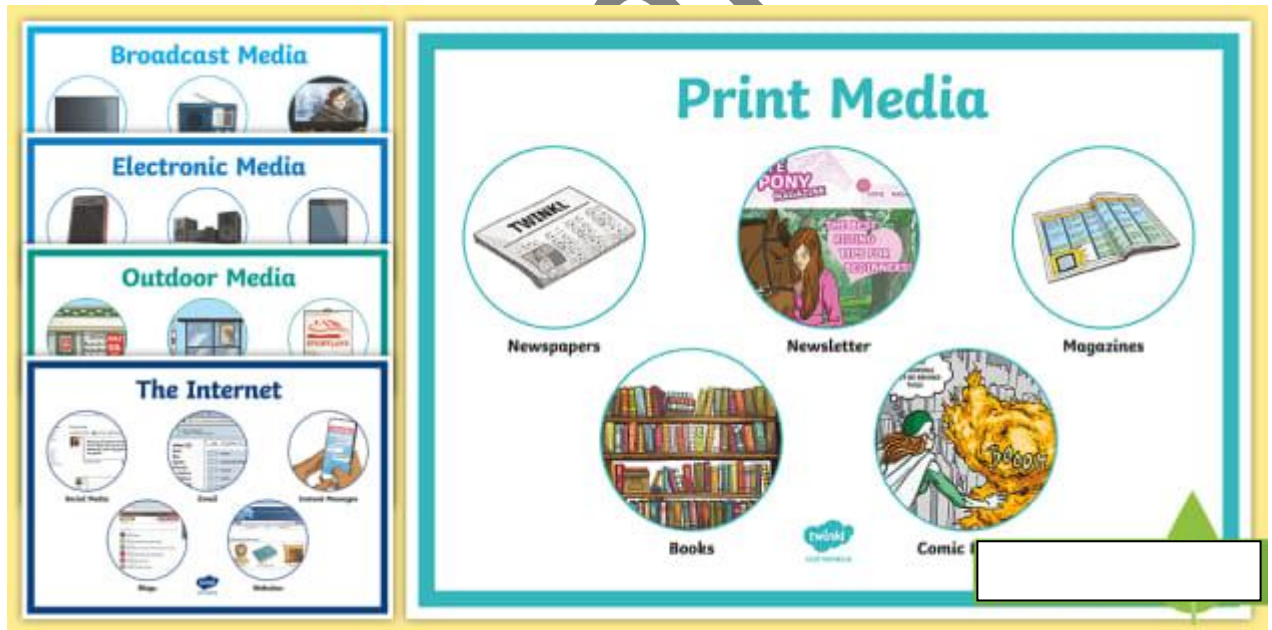


- Media is interactive and allows the users and audiences to communicate and exchange feedback with the media and each other.
- Media is influential and affects the opinions, attitudes, behaviors, and values of the users and audiences.
- Media is powerful and can shape the public agenda, set the norms and standards, and create the reality and perception of the world.
- Media is ubiquitous and pervasive and can reach and impact people anywhere and anytime.

Different types of media can be broadly categorized into print, broadcast, internet, and out-of-home media. Print media includes newspapers, magazines, and books. Broadcast media encompasses television and radio. Internet media involves websites, social media, and streaming services. Out-of-home media includes billboards and other physical displays.

Types of media

1. Print Media:



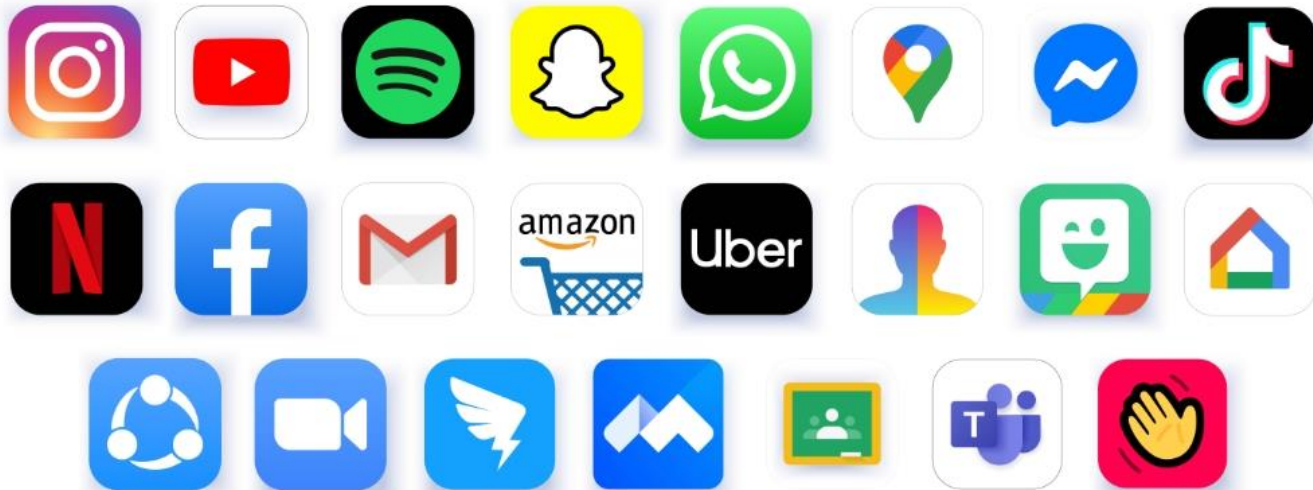
- **Definition:** Print media refers to physical publications like newspapers, magazines, and books.
- **Characteristics:** Offers a tangible and engaging reading experience, with a potentially longer shelf life and visual appeal through graphics and layouts.
- **Examples:** Newspapers, magazines, books, brochures, comics.

2. Broadcast Media:



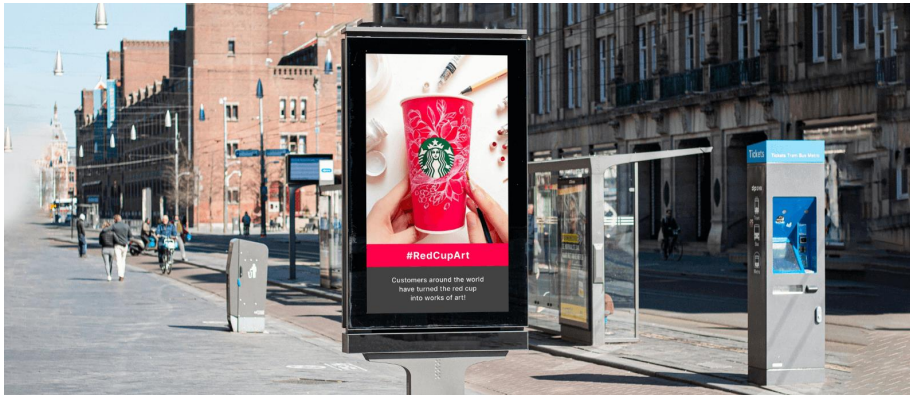
- **Definition:** Broadcast media transmits information through electronic signals, primarily over the airwaves.
- **Characteristics:** Relies on electronic transmission to reach a wide audience, offering a dynamic and immediate form of communication.
- **Examples:** Television, radio, podcasts, online streaming.

3. Internet Media:



- **Definition:** Internet media encompasses content distributed and accessed through digital platforms and the internet.
- **Characteristics:** Provides a vast and diverse range of content, including websites, social media, video sharing, and online shopping.
- **Examples:** Websites, social media, blogs, online video games, streaming services.

4. Out-of-Home (OOH) Media:



- **Definition:** OOH media refers to advertising displays placed in public spaces.
- **Characteristics:** Captures attention in high-traffic areas and can be highly visible to a broad audience.
- **Examples:** Billboards, posters, transit advertising (e.g., buses, trains), and other public displays.

What is media selection?

Media selection refers to the process of choosing the right type of media to advertise your product. This includes traditional media such as television, radio, and print, as well as digital media such as social media, websites, and mobile apps. The goal of media selection is to reach your target audience in the most effective and efficient way possible.

Understanding media planning and its importance

Media planning is the process of identifying the best combination of media channels to promote a product or service. It involves selecting the right platforms and deciding when and how often to place ads to achieve the campaign's objectives while staying within budget. The primary goal of media planning is to ensure that advertisements reach the target audience effectively and efficiently.

In the Indian context, media planning becomes even more significant due to the country's diverse demographics and regional preferences. A successful campaign must carefully consider media options to deliver the right message to the right audience at the right time.

Criteria for media selection

Selecting the right media is a strategic decision that involves several key factors. Here's what advertisers need to consider:



- **Reach:** The number of people exposed to the advertisement.
- **Frequency:** The number of times an audience member is exposed to the ad within a specific period.
- **Cost-effectiveness:** Achieving the desired impact at the lowest possible cost per thousand impressions (CPM).
- **Target audience alignment:** Ensuring that the chosen media resonates with the demographic and psychographic profile of the audience.
- **Timing:** Aligning the ad schedule with consumer purchase patterns and seasonal trends.

What is Media Planning?

Strategic process of deciding where, when, and how to show customized ads is known as Media Planning. To create marketing strategies that work, a thorough examination of messaging, channels, audiences, and advertisement content is required. Media Planning is a crucial aspect of effective communication, as it maximizes the effectiveness of advertisements, builds brand recognition, and manages budget allocation. Goal-setting, media selection, budgeting, audience targeting, message development, scheduling, and ongoing campaign optimization are all part of the process. Media Planning is different from media purchasing in that it is about working strategically with media buyers to optimize return on investment.

Objectives of Media Planning

- 1. Strategic Alignment with Business Goals:** Media Planning objectives should be strategically aligned with broader business goals, emphasizing long-term growth and a heightened Return on Investment. Ensuring that media planning aligns with the overarching business strategy enhances the overall effectiveness and success of advertising efforts.
- 2. Efficiency Enhancement and Resource Optimization:** The primary focus of media planning is to enhance efficiency and optimize resources across the board by implementing well-structured plans and processes. Efficient resource utilization is crucial for achieving campaign objectives while limiting costs, ensuring a streamlined and effective approach.
- 3. Rigorous Budget Tracking and Allocation:** A well-crafted media plan meticulously tracks all costs and estimates ROI, empowering marketers to gain insights into their budgets and allocate resources with precision. Rigorous budget tracking ensures that financial resources are strategically distributed among various media channels, maximizing the impact of the campaign.
- 4. Audience Segmentation, Analysis, and Tailored Messaging:** An essential objective of media planning is to comprehend the audience, enabling marketers to tailor messages that resonate effectively with different segments. Through audience segmentation and in-depth



analysis, media planners can craft targeted messages, increasing the relevance and impact of advertising content.

5. Continuous Optimization, Testing, and Improved ROI: A robust media plan utilizes available data to assess past performance, identify inefficiencies, and explore new strategies based on existing data. Continuous optimization and testing for future campaigns ensure an adaptive approach, leading to improved ROI and sustained success in the dynamic landscape of advertising.

6. Impact Maximization and Cost-Effective Resource Allocation: The overarching goal of media planning is to maximize the impact of advertising campaigns, elevate brand awareness, and ensure efficient and cost-effective resource allocation. By strategically aligning media plans with business goals and continuously optimizing campaigns, marketers can achieve a balance between impact and cost-effectiveness, enhancing overall campaign success.

Importance of Media Planning

1. Optimal Resource Employment: Through a smart selection of appropriate media and time slots, advertisers may reach a wider target population more effectively and at a lower cost. If media planning is not done precisely, costly media channels that reach a small portion of the target population may be chosen.

2. Accomplishment of Advertising Objectives: Media Planning is strategically structured to fit with a firm's marketing and advertising objectives, and it is integrated into a larger advertising strategy. Significant decisions like identifying the right medium, figuring out the media mix, and planning the timing of commercials all play a part in achieving advertising goals like effective message delivery and sales promotion.

3. Choosing the Suitable Media: Media Planning is a thorough examination of various media in light of variables including cost per reader, cost per viewer, media image, coverage, and rating. Marketers make sure the media they choose reflects the qualities of their intended audience. Requirements for messaging are also taken into account while designing media, such as choosing audio-visual platforms for demonstrations.

4. Optimal Media Mix Selection: Media Planning makes it easier to choose the most effective media mix, which guarantees a variety of media for in-depth coverage of the target population. Because a single medium might not be able to successfully reach all parts of the target audience, a carefully considered media mix increases the possibility of attaining advertising objectives.

5. Allocation of the Advertising Budget: Choices on the distribution of the advertising budget across various media platforms and media kinds are determined at the media planning stage.



Advertising managers may scientifically distribute the whole money across many media by identifying the ideal media mix.

6. Strategic Timing of Advertising: To guarantee the best outcomes, media planning involves scheduling commercials at the appropriate times. It's crucial to choose the right month, day, and hour for marketing. Ads are displayed more frequently during peak seasons and less frequently during off-seasons because of media planning. It also takes into account the best times to communicate with the intended audience, guaranteeing successful interaction.

7. Assistance of Control: Media Planning helps to evaluate media effectiveness by setting performance standards for coverage of target audiences. The advertising manager should look into alternate media outlets or take corrective action if the coverage is not up to par. This is indicative of media inefficiency. One way to exert influence over media strategy is through media planning.

Components of Media Planning

1. Target Audience Definition: Identifying the specific demographic or business segments that represent potential customers for the product or service. It is a critical step in media planning to ensure precise and effective communication.

2. Message Development: Crafting the key points and content that the business aims to convey to the identified target audience. The message is the core element that communicates the value proposition and influences audience perception.

3. Channel Selection: Choosing the appropriate touch points or channels through which the message will be disseminated to the target audience. Channels encompass various mediums like print, digital platforms, TV, radio, etc., and their selection is crucial for reaching the intended audience effectively.

4. Strategic Timing and Delivery: Determining the optimal timeframes for delivering the message, considering factors such as frequency, reach, and overall exposure. Timing is a critical aspect of ensuring that the message reaches the target audience when they are most receptive.

5. Budget Allocation and Resource Management: Establishing the financial resources allocated for the media plan and ensuring efficient management of the budget to achieve the desired impact. Budget considerations play a pivotal role in determining the scale and scope of the media strategy.

6. Media Objective Setting: Defining specific Key Performance Indicators (KPIs), audience engagement requirements, and optimal spending levels. Media objectives serve as



benchmarks for evaluating the success and effectiveness of the media plan, providing a strategic framework for the entire planning process.

Types of Media Planning

1. Traditional Media Strategies: Traditional media encompasses print, radio, and television, providing effective avenues for reaching target audiences. These mediums play a crucial role in building brand awareness, boosting sales, and influencing consumer behavior through established and trusted channels.

2. Digital Media Landscape: Digital media involves online platforms like social media, websites, email, and search engine marketing. Its popularity has surged due to its expansive reach and precise audience targeting capabilities, making it an influential component of modern marketing strategies. The ever-evolving nature of digital platforms allows for real-time adaptability, ensuring campaigns stay relevant in the rapidly changing online landscape.

3. Social Media Planning: Focused on leveraging social media platforms, this plan outlines the content strategy for effective engagement. It addresses the specific requirements and nuances of platforms like Twitter, Facebook, Instagram, and others, aiming to harness their potential for brand communication. By aligning content with the unique characteristics of each platform, social media planning maximizes audience interaction and enhances brand visibility.

4. Paid Media Strategies: This approach involves budgeting, targeting, and content creation to maximize the impact of paid promotional efforts. **For instance,** planning for paid advertising across diverse channels encompasses display ads, search engine ads, and sponsored content. Implementing data-driven insights ensures optimal allocation of resources, enhancing the overall efficiency and effectiveness of paid media campaigns.

5. Public Relations (PR) Media Tactics: This plan outlines the use of press releases, media outreach efforts, and thought leadership content to enhance the brand's image, manage reputation, and foster positive relationships with the public. Integrating PR with overall media planning ensures a cohesive and impactful communication strategy, both online and offline.

6. Print Media Campaigns: This plan delves into content creation, publication selection, and distribution strategies to effectively reach the target audience through traditional print channels. Print media campaigns provide a tangible and lasting presence, complementing digital efforts for a well-rounded marketing approach.

7. Out-of-Home (OOH) Advertising Strategies: This approach maximizes visibility in the physical environment, offering strategic placement to capture the attention of a broader audience beyond digital and traditional media platforms. It involves planning for advertising on out-of-home channels, such as billboards, transit spaces, and street furniture. OOH



advertising capitalizes on the power of location; ensuring messages are conveyed in high-traffic areas for enhanced brand exposure and recall.

Advertising Agencies – Meaning, its Role and Types of Agencies

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

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

The first Advertising Agency was William Taylor in 1786 followed by James “Jem” White in 1800 in London and Reynell Son in 1812.

Role of Advertising Agencies

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

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

- The agencies are expert in this field. They have a team of different people for different functions like copywriters, art directors, planners, etc.
- The agencies make optimum use of these people, their experience and their knowledge.
- They work with an objective and are very professionals.
- Hiring them leads in saving the costs up to some extent.

There are basically **5 types of advertising agencies**.

1. Full service Agencies

- Large size agencies.
- Deals with all stages of advertisement.
- Different expert people for different departments.



- Starts work from gathering data and analyzing and ends on payment of bills to the media people.

2. Interactive Agencies

- Modernized modes of communication are used.
- Uses online advertisements, sending personal messages on mobile phones, etc.
- The ads produced are very interactive, having very new concepts, and very innovative.

3. Creative Boutiques

- Very creative and innovative ads.
- No other function is performed other than creating actual ads.
- Small sized agencies with their own copywriters, directors, and creative people.

4. Media Buying Agencies

- Buys place for advertise and sells it to the advertisers.
- Sells time in which advertisement will be placed.
- Schedules slots at different television channels and radio stations.
- Finally supervises or checks whether the ad has been telecasted at opted time and place or not.

5. In-House Agencies

- As good as the full service agencies.
- Big organization prefers these type of agencies which are in built and work only for them.
- These agencies work as per the requirements of the organizations.

There are some specialized agencies which work for some special advertisements. These types of agencies need people of special knowledge in that field. For example, advertisements showing social messages, finance advertisements, medicine related ads, etc.

A client relationship

A digital agency is creating a website for a new client. They proactively research the client's target market, share regular updates with detailed project progress reports and demo sessions, and listen to feedback to incorporate client ideas into the design. When a technical issue arises, the agency provides timely communication, sets clear expectations, and offers a solution-oriented approach, fostering trust and a strong partnership for future projects.

Key Elements in This Example:

- **Proactive Research & Needs Assessment:**



The agency researches the client's target audience to ensure the website aligns with their goals.

- **Clear and Consistent Communication:**

The agency provides regular updates on project progress via emails and scheduled calls, keeping the client informed.

- **Openness to Feedback:**

The agency actively solicits and considers client feedback, making them feel valued and involved in the process.

- **Problem-Solving:**

When a technical issue arises, the agency immediately informs the client, explains the situation transparently, and presents solutions, demonstrating accountability.

- **Exceeding Expectations:**

By providing detailed updates and offering solutions proactively, the agency goes the extra mile, showing genuine interest in the client's success.

- **Building Rapport:**

The combination of transparency, positive communication, and shared knowledge creates a positive personal rapport, solidifying the relationship.