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B.Com/BBA/BAJMC – I Year

Subject – Advertising & Sales Promotion

SYLLABUS

Class: - B.Com/BBA/BAJMC - I Year

Subject: - Advertising & Sales Promotion

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



B.Com/BBA/BAJMC – I Year

Subject – Advertising & Sales Promotion

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 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:



B.Com/BBA/BAJMC – I Year

Subject – Advertising & Sales Promotion

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.



B.Com/BBA/BAJMC – I Year

Subject – Advertising & Sales Promotion

- **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 boosts 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 educates 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.





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Subject – Advertising & Sales Promotion

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



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Subject – Advertising & Sales Promotion

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.



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Subject – Advertising & Sales Promotion



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 gat 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 in gavitam in brand.





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Subject – Advertising & Sales Promotion

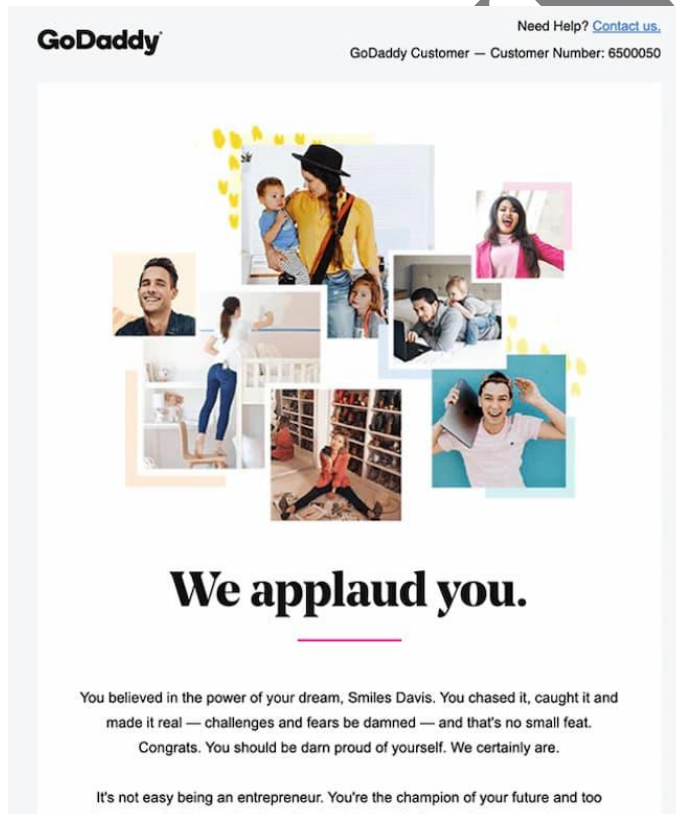
9. **Influencer Marketing-** Brands partner with influencers to promote products to their followers, leveraging the influencer's credibility and reach to connect with target audiences.

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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B.Com/BBA/BAJMC – I Year

Subject – Advertising & Sales Promotion

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



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Subject – Advertising & Sales Promotion



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



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Subject – Advertising & Sales Promotion

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.



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Subject – Advertising & Sales Promotion

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



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Subject – Advertising & Sales Promotion

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.



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Subject – Advertising & Sales Promotion



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.





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Subject – Advertising & Sales Promotion

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.



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Subject – Advertising & Sales Promotion

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.

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Subject – Advertising & Sales Promotion

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:

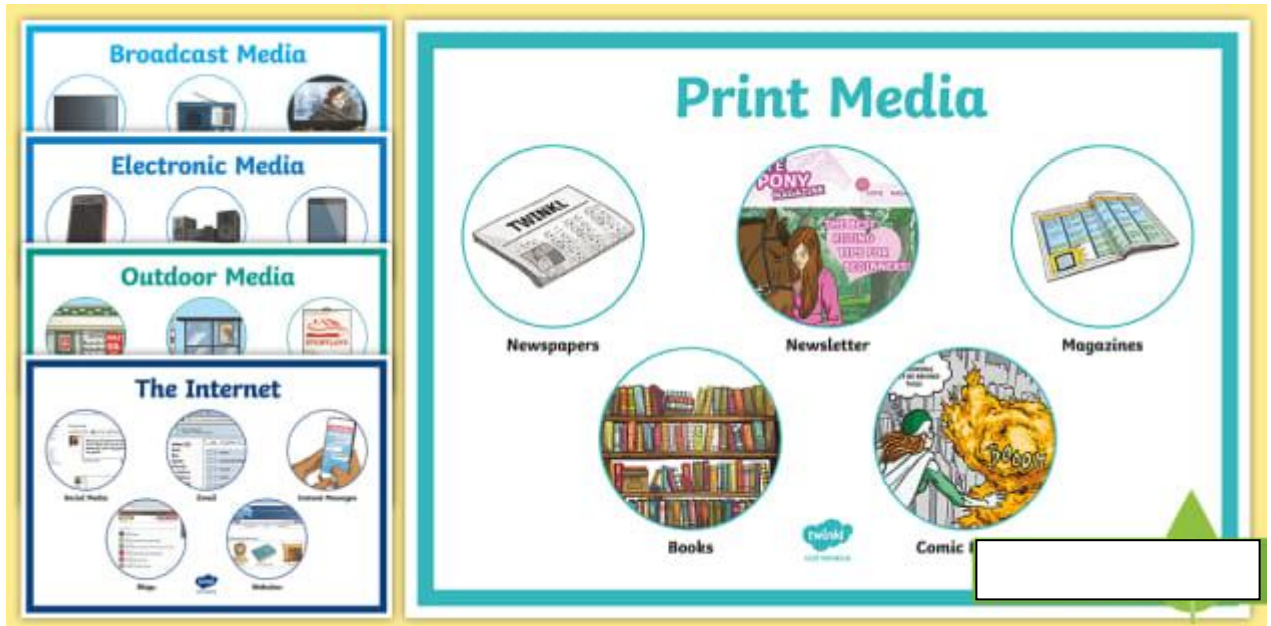


- Media is dynamic and constantly changing with the advancement of technology and society.
- Media is diverse and offers a variety of choices and options for the users and audiences.
- Media is interactive and allows the users and audiences to communicate and exchange feedback with the media and each 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.



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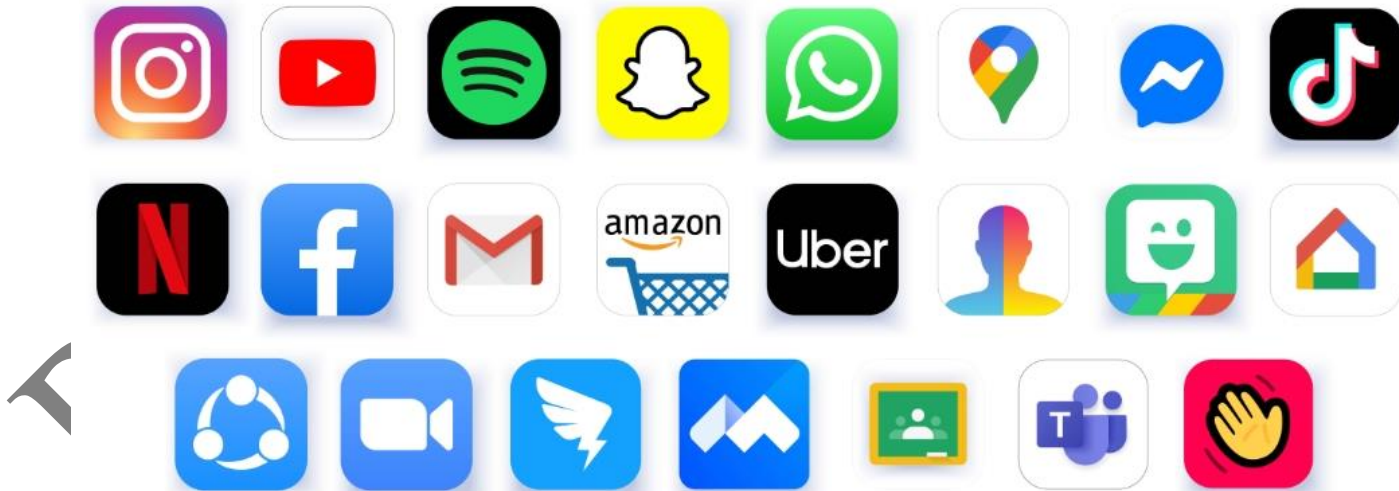
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2. Broadcast Media:



- **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.



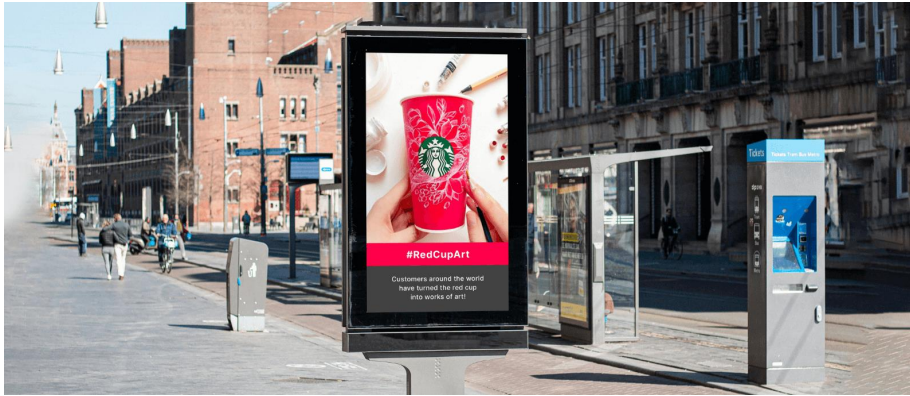
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B.Com/BBA/BAJMC – I Year

Subject – Advertising & Sales Promotion

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.



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Subject – Advertising & Sales Promotion

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



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Subject – Advertising & Sales Promotion

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.



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Subject – Advertising & Sales Promotion

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.



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Subject – Advertising & Sales Promotion

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



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- 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.



UNIT-3

Advertising budget

Factors affecting the advertising budget include the product's life cycle stage, market share, competition, advertising tasks, brand image, and the company's financial capacity. A new product or one with low market share requires more advertising to build awareness, while existing market leaders may need less. Highly competitive or commodity markets demand significant spending to create a unique image and break through clutter. The specific objectives, required tasks to achieve those objectives, and the desired advertising frequency also heavily influence budget allocation.

Factors Affecting Advertising Budget

Understanding the various factors that influence advertising budget allocation is essential for businesses aiming to maximize the impact of their marketing efforts. From market dynamics to consumer behaviour, a multitude of variables can shape the effectiveness and efficiency of your advertising spend.

Let's explore 11 key factors that every marketer should consider when planning their advertising budget:

1. Market Trends

Keeping abreast of market trends is crucial as they directly impact consumer behaviour and demand for your products or services. Changes in market dynamics can necessitate adjustments to your advertising budget to stay relevant and competitive.

2. Competitive Landscape

Analysing your competitors' advertising strategies and budgets provides valuable insights into market dynamics and helps you identify opportunities for differentiation and growth. Understanding where your competitors are investing can inform your own budget allocation decisions.

3. Business Goals and Objectives

Aligning your advertising budget with your business goals and objectives is fundamental. Whether you aim to increase brand awareness, **drive sales**, or expand into new markets, your budget should support these objectives to maximise ROI.



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4. Target Audience

Understanding your target audience's demographics, preferences, and behavior is essential for effective budget allocation. Tailoring your advertising budget to reach and resonate with your ideal customers increases the likelihood of campaign success.

5. Advertising Mediums

Choosing the right **advertising mediums** involves evaluating their effectiveness in reaching your target audience and achieving your campaign objectives. Whether digital, print, outdoor, or broadcast, each medium has its own cost structures and effectiveness metrics to consider.

6. Seasonality

Seasonal fluctuations in demand can impact advertising effectiveness and budget requirements. Adjusting your budget to account for seasonal trends ensures that you capture opportunities during peak periods while optimising spend during off-peak times.

7. Advertising Frequency and Reach

Balancing advertising frequency and reach is crucial for maximising campaign impact within budget constraints. Finding the optimal balance ensures sufficient exposure to your target audience without overspending on unnecessary impressions.

8. Creative Production Costs

Investing in **high-quality creative assets** is essential for engaging your audience and driving campaign performance. Budgeting for creative production costs ensures that your advertising materials are visually appealing and compelling.

9. Media Buying and Placement

Negotiating favourable media buying and placement deals can stretch your advertising budget further and increase campaign reach and effectiveness. Securing strategic placements at competitive rates maximises ROI and minimises wastage.

10. Return on Investment (ROI) Expectations

Setting realistic ROI expectations enables you to measure campaign performance accurately and adjust budget allocation accordingly. Tracking key performance indicators (KPIs) helps you assess the effectiveness of your advertising spend and optimise future campaigns.



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Subject – Advertising & Sales Promotion

11. Testing and Optimisation

Allocating a budget for testing and optimisation enables continuous improvement of your advertising strategies. Experimenting with different tactics, messaging, and targeting parameters helps you identify what works best for your audience and refine your approach over time.

By considering these 11 factors when planning your advertising budget, you can make informed decisions that maximise the effectiveness and efficiency of your marketing efforts. Tailoring your budget to align with market trends, business goals, target audience preferences, and campaign objectives ensures that you achieve optimal ROI and drive sustainable business growth.

How to Create an Advertising Budget Effectively

Creating an advertising budget that is both effective and efficient requires careful planning, analysis, and strategic decision-making. Follow these steps to develop a robust advertising budget that aligns with your business goals and maximizes return on investment (ROI):

1. Set Clear Objectives

Begin by defining clear and measurable objectives for your advertising campaigns. Whether you aim to increase brand awareness, generate leads, or drive sales, establishing specific goals provides clarity and direction for your budget allocation.

2. Know Your Audience

Conduct thorough research to understand your target audience's demographics, preferences, and behaviour. You can **tailor your advertising efforts to resonate with them** effectively by gaining insights into your audience's needs and interests.

3. Evaluate Past Performance

Review past advertising campaigns to identify what worked well and areas for improvement. Analyse key performance indicators (KPIs) such as conversion rates, click-through rates, and ROI to inform your budget allocation decisions.

4. Allocate Budget Wisely

Determine how much you can spend on advertising while ensuring it aligns with your marketing budget and business objectives. Consider factors such as competitive landscape, market trends, and seasonality when allocating budget across different advertising channels.



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5. Choose the Right Channels

Select advertising channels that offer the best reach and engagement with your target audience. Whether it's digital, print, outdoor, or broadcast, evaluate the effectiveness and cost-efficiency of each channel in achieving your campaign objectives.

6. Set Realistic ROI Expectations

Establish realistic expectations for return on investment (ROI) based on industry benchmarks and past performance data. Understanding the expected ROI allows you to assess the effectiveness of your advertising spend and adjust your budget allocation accordingly.

7. Monitor and Measure Performance

Implement tracking mechanisms to monitor the performance of your advertising campaigns in real-time. Track key metrics such as impressions, clicks, conversions, and cost per acquisition (CPA) to evaluate campaign effectiveness and identify areas for improvement.

8. Optimize Continuously

Continuously monitor campaign performance and make data-driven adjustments to optimise your advertising budget. Experiment with different messaging, creative formats, and targeting parameters to identify what resonates best with your audience and maximises ROI.

9. Stay Flexible

Remain agile and responsive to market dynamics, consumer behaviour, and competitive landscape changes. Be prepared to reallocate budget across channels or adjust campaign strategies based on emerging trends and insights.

10. Invest in Creativity

Allocate budget for creative development and production to ensure your advertising materials are engaging, memorable, and on-brand. Investing in high-quality creative assets enhances the effectiveness of your campaigns and drives better results.

11. Seek Professional Guidance

Consider partnering with experienced marketing professionals or agencies to help you develop and execute your advertising strategy effectively. Their expertise and industry insights can provide valuable guidance in optimizing your advertising budget for maximum impact.

The effectiveness of an advertising budget is influenced by various factors, ranging from business objectives and target audience to market trends and creative execution. By



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Subject – Advertising & Sales Promotion

understanding and carefully considering these factors, businesses can develop advertising budgets that are strategic, data-driven, and aligned with their goals.

Ethical Advertising

Ethics in advertising refers to the moral principles that guide truthful, fair, and responsible communication between advertisers and consumers, emphasizing honesty, transparency, and respect for consumers' rights and dignity. Key ethical principles include avoiding deception, ensuring truthfulness and accuracy, being socially responsible by considering societal and environmental impacts, practicing cultural sensitivity, protecting data privacy, and not targeting vulnerable audiences, such as children, with manipulative messages. The goal is to build trust, loyalty, and long-term relationships with customers while promoting societal well-being.

Key Principles of Ethical Advertising

- **Truthfulness and Honesty:**
Advertisements must present accurate information and avoid false or misleading claims.
- **Transparency:**
Advertisers should be open about their products, services, and relationships, especially when using influencers or celebrities.
- **Respect for Consumers:**
Ads should treat consumers with dignity, respect their rights, and avoid exploiting or manipulating them.
- **Social Responsibility:**
Companies should consider the social and environmental impact of their campaigns and products.
- **Vulnerable Audiences:**
Special care must be taken when creating ads for vulnerable groups like children, ensuring they are not unduly influenced or harmed.
- **Cultural Sensitivity:**
Advertisements should respect cultural diversity and avoid offensive content or harmful stereotypes.
- **Privacy:**
Responsible data usage and protection of consumer privacy are crucial in the digital age.

Why Ethics in Advertising Matters

- **Builds Trust and Loyalty:**



Ethical practices foster stronger, more trustworthy relationships between businesses and consumers.

- **Protects Consumers:**

Ethical advertising prevents harm by ensuring consumers receive accurate information, allowing for informed decisions.

- **Promotes Market Efficiency:**

Honesty in advertising helps markets function effectively by properly matching products with consumer needs.

- **Maintains Social Well-being:**

By adhering to ethical standards, advertising contributes positively to society.

- **Upholds Brand Reputation:**

Companies that practice ethics build a positive image and avoid the negative consequences of unethical behavior.

A code of conduct in advertising provides ethical and legal guidelines for marketing, ensuring advertisements are honest, decent, and truthful, and do not promote harm, crime, or discrimination. Key principles include not misleading consumers with false claims or price comparisons, protecting vulnerable groups like children, respecting laws and cultural sensitivities, and ensuring fair competition. Organizations like the International Chamber of Commerce (ICC) and the Advertising Standards Council of India (ASCI) develop and maintain these codes to build consumer trust and self-regulate the industry.

Key Principles of Advertising Codes

- **Truthfulness and Honesty:**

Advertisements must not make false or misleading claims about products or services. Testimonials, if used, must be genuine and not deceptive.

- **Fairness in Competition:**

Advertisements should be fair to competitors and avoid disparaging or derogatory references to other products or services.

- **Consumer Protection:**

- **No Harm to Children:** Ads targeting children must not contain anything that could cause physical, mental, or moral harm or exploit their vulnerability.

- **Safety:** Ads should not show or encourage dangerous practices, disregard safety, or promote negligence.



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Subject – Advertising & Sales Promotion

Legality and Lawfulness:

Advertisements must comply with all relevant laws and regulations and should not omit anything required by law.

Social Responsibility:

- **No Incitement to Violence or Disorder:** Ads should not incite crime, disorder, violence, or intolerance.
- **Respect for Public Decency:** Advertisements should not be offensive and should adhere to generally accepted norms of public decency.
- **No Discrimination:** Advertisements must not deride any race, caste, color, creed, or nationality.

Specific Content Restrictions:

- **No Disguised News:** An advertisement should not be presented as news.
- **Restricted Content:** Political or religious advertisements may be prohibited or restricted, especially during election periods.
- **Evidence for Claims:** Advertisers must be prepared to provide evidence to support their claims.

Why Codes of Conduct are Important

- **Builds Consumer Trust:**
Ethical advertising practices foster consumer confidence and trust in brands and the advertising industry as a whole.
- **Self-Regulation:**
Industry bodies develop and enforce these codes to maintain standards and avoid excessive government regulation.
- **Harmonizes Global Standards:**
Codes like the ICC Advertising and Marketing Communications Code serve as a global benchmark, promoting consistent ethical practices worldwide.
- **Provides a Framework for Marketers:**
Codes offer practical guidance for advertisers and agencies to ensure their campaigns are legal, ethical, and responsible.



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UNIT-4

What is classified Advertising?

Classified advertising is when people or companies pay a media outlet to include an ad in their private section. These forms of advertisements are presented in online and print magazines and newspapers and allow nearly anything to be published. Classified advertising includes a wide range of categories, such as personal, announcements, property, memorial, matrimonial, and business advertisements. For example, landlords might use classified advertisements to attract possible tenants, while a housekeeping service would use them to discover potential clients. That said, they can also be utilized for product advertising.



Types of Classified Advertising

- 1. Recruitment:** Although recruiting ads are important in display advertising, they are equally common in classified ads. "Situations Vacant" ads are ideal for SMEs to recruit. Positions Candidates identify their skills in Situations Vacant's "Situations Wanted" advertising.
- 2. Property:** Agents, landlords, and homeowners use classified ads to sell, buy, or rent homes and other properties since they are one of the most efficient advertising tactics. We must remember that real estate development ads are not classified.
- 3. Memorial:** Funeral message classified ads, which incorporate photos of the departed, are very common. Advertisers distributed condolences, funeral invites, and Remembrances via classified ads.



4. Matrimonial: In India, this is one of the most common sorts of classified ads. Parents or close relatives may publish a text advertisement or classified display with an image of the intended bride or groom to discover a suitable match.

5. Business: Many small and medium-sized businesses promote with classified ads. Statistics show that 80% of business promotions use newspaper advertising. Business classified ads typically invite business partners, propose and offer, and promote sales.

6. Announcements: A large number of useful advertisements are also available in the classified ads section. It is primarily utilized by coaching centers that want to offer or market their coaching sessions on a budget.

7. Personal: This final kind of classified advertisement includes personal messages such as birthday greetings, congrats on personal achievements, and seasonal greetings. Individuals allocate them for their personal use only.

Advantages of Classified Advertisements

1. Cost-Effective: As compared to different advertising formats, classified ads appear to be more financially viable, leaving them accessible to small businesses and individuals operating on a limited budget.

2. Customized Reach: Classified advertisements have the ability to be placed in particular sections or categories that are essential to the target audience of the advertiser. This ensures that the advertisement is displayed to individuals who are more inclined to be intrigued by the offered product or service.

3. Local and Immediate: Classified advertisements are often used for the purchase or sale of locally sourced products and services, leaving them well-suited for transactions necessitating prompt action or pickup.

4. Quick and Simple to Place: Classified advertisements generally possess a straightforward structure and can be quickly and easily placed. Because of this, both advertisers and publishers find them convenient.

5. Broad Reach: Classified advertisements published in newspapers or on online platforms have the ability to engage a significant audience, including individuals who may not be actively seeking a specific product or service but encounter the advertisement while perusing.

6. Adaptability: Advertisers have the ability to change their advertisements according to their specific requirements and financial limitations. They have the ability to select the advertisement's duration, the publication or website in which it appears, and its length.



7. Tractable Results: Advertisers have the ability to track the effectiveness of their online classified advertisements by using metrics including views, clicks, and responses. This allows organizations to evaluate the success of their commercial efforts and make changes accordingly.

8. Personalization: By addressing specific demographics or geographic locations with classified advertisements, the message can be customized to resonate with the target group. In general, classified advertisements provide a targeted and economical means for advertisers to connect with prospective clients, while also assisting consumers in locating necessary products and services.

Disadvantages of Classified Advertisement

1. Space Limitations: Classified advertisements are generally brief and limited in length as a result of space limitations, which may present difficulties in communicating complex information or comprehensive product descriptions.

2. Restricted Visibility: Classified advertisements might not regularly differentiate themselves from other advertisements or content within the given publication or online platform. Readers may fail to notice them in the absence of noticeable placement or improvements.

3. Less Targeting Options: In comparison to digital advertising platforms, classified advertisements may provide a restricted variety of targeting options that limit the ability to reach specific age groups or audiences. This may cause advertisements to be viewed by individuals who are uninterested or untargeted.

4. Poor Visual Appeal: Classified advertisements frequently neglect visual elements including graphics and images, which could reduce their appeal and retention in comparison to display advertisements or different ad types.

5. Restricted Scope: Although classified advertisements can efficiently target a local audience, their impact may be limited to a specific geographic region. For enterprises or individuals seeking to reach a wider demographic, this may prove to be a disadvantage.

6. Limited Tracking and Analytics: The tracking and analytics features that are built into digital advertising may be absent in traditional classified advertisements featured in print publications. This makes it more challenging to evaluate the advertisement's efficacy and make decisions based on data.

Tips for Writing a Classified Advertising



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1. Clear and Simple Headline: Start with an attractive headline that attracts interest and unmistakably expresses the key benefit or offering of your product or service. Use assertive, action-oriented phrasing to generate interest.

2. Emphasize Advantages: Emphasize the advantages of the product or service in question instead of simply listing its features. Describe how it satisfies a need or resolves a problem for the observer.

3. Employ Keywords: Integrate relevant search terms that potential consumers could use while researching products or services similar to yours. Your advertisement will appear higher in search results and attract the intended audience.

4. Include Important Information: Include essential details such as pricing, location, contact information, and any distinctive selling factors. Be specific and omit extra information that might complicate the advertisement.

5. Promote a Sense of Urgency: Encourage immediate action through the use of time-constrained advertisements, reduced prices, or rewards. Utilizing phrases such as "act now" or "limited time only" can inspire readers to provide immediate responses.

How to Write a Classified Advertisement?

1. Write a Headline: Remember that the first few words of a classified ad must grab the reader's attention. Your headline should concisely explain what you're selling and why people should buy it. Consider the product's benefits and craft an engaging headline.

2. Write your Sales Message: The classified ad content can be written after the headline. The Advertisement's sales pitch convinces readers to buy and engage with the advertisement. It also includes offers and advantages.

3. Include a Call to action: Every classified advertisement needs a call to action (CTA) to tell consumers how to buy the advertised product or service. Your CTA may be "visit our website" or "call us." Include contact information or your website URL to make it easy for readers to act. Your classified ad's best CTA depends on your audience and goal. For instance, a used car seller may ask readers to call for further information. A corporation may ask readers to visit its website for more information, schedule an appointment, or buy.

4. Revise for Length: Depending on the announcement, letter or word limits may apply. To adhere to the word limit for your classified ad, adjust the headline, sales message, and call-to-action to remove extraneous elements. Obviously, while abbreviating, only use popular terminology that the majority of people, especially those you wish to reach, would understand.



What is display advertising?

Display advertising, sometimes known as display marketing, involves the promotion of products, services, or brands through visually appealing advertisements that are displayed on digital platforms. These ads are usually a combination of text and images, capturing the attention of users and encouraging them to take action.

Through eye-catching visuals, compelling messages, and strategic ad placements, display advertising aims to engage users and generate interest in advertisements.

Display advertising can sometimes be confused with search advertising. Display advertising involves outbound marketing by proactively showing ads to users, while search advertising is an inbound marketing approach that involves displaying ads in response to user-initiated searches.

Common examples of display ads include banner ads and pop-up ads. These formats allow advertisers to visually engage with users and deliver their messages effectively.

Types of display advertising

When considering display advertising, it's important to look at the various types of targeting and ad formats to effectively reach and engage the desired audience.

Targeting types include:



- **Traditional display ads.** Ads are placed on websites or apps based on demographics, interests, or location.
- **Responsive ads.** Responsive ads dynamically adjust their size, format, and appearance to fit different ad placements and screen sizes.
- **Retargeting ads.** Display ads that are shown to users who have previously interacted with a brand.
- **Native display ads.** Ads that blend in with the surrounding content, providing a non-disruptive user experience.
- **Social display ads.** Ads that are specifically designed for social media platforms, tailored to match the platform's visual style and user behavior.

Some types of ad formats include:

- **Banner ads.** Rectangular or square ads that are typically displayed at the top, bottom, or sides of a webpage.
- **Rich media.** Interactive ads that incorporate elements like animation, audio, video, or expandable features.



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Subject – Advertising & Sales Promotion

- **Video ads.** Ads in video format — often inserted before, during, or after online video content.
- **Pop-up ads.** Ads that appear in separate windows or overlays on top of the main content.
- **Rewarded ads.** Ads that offer users incentives, such as in-game rewards or access to premium content.
- **Interactive content.** Ads that allow quizzes, games, or product configurators.

With a variety of targeting types and ad formats comes flexibility and opportunities to tailor display advertising campaigns according to the needs of different businesses.

Benefits of display advertising

There are several advantages to using display advertising. Among other benefits, using display advertising helps businesses:

- **Increase brand awareness.** Display advertising allows you to reach a broad audience. Widespread exposure helps raise brand awareness and visibility among potential customers.
- **Target customers.** Display advertising allows advertisers to reach their desired audience with precision using demographics, geography, behavior, and other factors to curate content, ensuring their ads are seen by the most relevant users.
- **Design a full-funnel campaign.** With programmatic advertising and smart bidding, advertisers can design and optimize their campaigns to effectively target customers at different stages of the sales funnel.
- **Choose from multiple ad formats.** Display advertising offers banner ads, pop-ups, pop-unders, wallpaper ads, interstitial ads, map ads, video ads, and more. Advertisers can select the most suitable format to capture attention and engage users effectively.
- **Retarget customers.** Businesses can retarget customers by displaying ads to users who have previously interacted with their brand as they browse other websites or platforms, reinforcing their message and encouraging conversions.
- **Measure results.** Display advertising provides robust measurement and analytics capabilities, allowing advertisers to track key metrics like reach, click-through rate, bounce rate, conversion rate, and return on investment. These insights help advertisers evaluate the effectiveness of their campaigns and perform data-driven optimizations for better results.



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Subject – Advertising & Sales Promotion

Challenges of display advertising

Despite its benefits, display advertising can produce some obstacles that hinder its effectiveness. These challenges include ad blockers limiting ad visibility, banner blindness leading to low click-through rates (around 0.1%), and random clicks — especially on mobile devices.

Advertisers must be cautious about potential pitfalls within their control, such as ineffective creative approaches that fail to captivate audiences and poor targeting those results in inefficient ad placements. Addressing these challenges through strategic measures can enhance the impact and performance of display advertising campaigns.

Display advertising billing

When a business starts using display advertising, they need to understand the various billing agreements that determine how advertisers are charged for their ad campaigns. Here's an overview of the most common billing agreements:

- **Flat rate.** Advertisers pay a predetermined fixed amount for a specific duration or number of impressions, regardless of the performance or engagement of the ad.
- **Cost per mile (CPM).** Advertisers are charged based on the number of impressions their ads receive, typically per 1,000 impressions. CPM focuses on exposure and brand visibility.
- **Cost per click (CPC).** Advertisers pay for each click their ads receive. This billing model is performance-oriented, as advertisers only pay when users actively engage with the ad.
- **Cost per lead (CPL).** Advertisers pay based on the number of leads generated through the ad campaign. It's commonly used when the primary goal is lead generation.
- **Cost per sale (CPS).** Advertisers are charged based on the number of sales generated that were directly attributed to the ad campaign. This model is often used in affiliate marketing or ecommerce scenarios.



Comparative Advertising Regulatory agencies

In India, comparative advertising is primarily regulated by the Advertising Standards Council of India (ASCI), a self-regulatory body, and the Central Consumer Protection Authority (CCPA), a government body under the Consumer Protection Act, 2019. While ASCI enforces its voluntary code of conduct for fair advertising, the CCPA has the authority to act against misleading



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Subject – Advertising & Sales Promotion

advertisements and unfair trade practices, with the power to impose penalties. The Trademarks Act, 1999, also plays a role, particularly in cases of trademark disparagement.

Advertising Standards Council of India (ASCI)

- **Role:**

ASCI is a voluntary, non-government self-regulatory organization that promotes self-regulation in the Indian advertising industry.

- **Code for Self-Regulation:**

ASCI has a Code for Self-Regulation that addresses comparative advertising.

- **Guidelines for Comparative Ads:**

This code states that comparative ads are permissible for the sake of vigorous competition and information dissemination, provided they meet certain criteria. These include:

- Clear comparison of specific product aspects.
- No artificial advantage conferred on the advertiser.
- Comparisons are factual, accurate, and verifiable.
- No likelihood of consumer confusion.
- No unfair denigration of competitor products.

- **Enforcement:**

ASCI's decisions, while not legally binding, are taken seriously and referenced in the Cable Television Network Rules, 1994.

Central Consumer Protection Authority (CCPA)

- **Role:**

Established under the Consumer Protection Act, 2019, the CCPA is responsible for addressing issues related to misleading advertisements, unfair trade practices, and consumer rights violations.

- **Guidelines for Misleading Ads:**

The CCPA issues guidelines that define what constitutes a misleading advertisement and outlines expectations for advertisers and endorsers.

- **Enforcement:**

The CCPA can take action against misleading advertisements, including imposing penalties on manufacturers and endorsers.

Judiciary and Other Laws

- **Trademarks Act, 1999:**



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Subject – Advertising & Sales Promotion

This act provides a framework for comparative advertising, with Section 29(8) and Section 30(1) addressing disparagement of a registered trademark.

- **Judicial Precedents:**

Courts and tribunals in India have also played a crucial role in shaping the understanding and regulation of comparative advertising through various case laws.

Advertising agencies Association of India (AAAI)

The Advertising Agencies Association of India (AAAI) is a professional organization that represents the interests of advertising agencies in India. Established in 1945, the AAAI serves as a platform for advertising agencies to come together and discuss industry-related issues, share knowledge and expertise, and promote the growth and development of the advertising industry in India. The AAAI also works closely with other industry bodies, such as the Indian Broadcasting Foundation (IBF) and the Indian Society of Advertisers (ISA), to develop and implement industry-wide policies and standards. The AAAI is committed to promoting ethical practices in advertising and ensuring that its members adhere to the highest standards of professionalism and integrity.

The Advertising Agencies Association of India (AAAI) is a national organization of advertising agencies which has been formed to promote the interests of the ad agencies so that they continue to make an important and increasing contribution to the nation.

Objectives of AAAI

- 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 programme and to provide information of benefit to members. Non-members are also provided this service for a fee.



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Subject – Advertising & Sales Promotion

- 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 co-operation and liaison with Government officials and bodies for the purpose of broadening their understanding of the role of advertisers, advertising and advertising agencies.

Functions of AAI

- Government & Public Relations: Improving the image of the advertising industry and focusing on its role in economic development and employment through campaigns, seminars, press relations and direct contact with Government ministries.
- IBF/Doordarshan & AIR/Other FM Channels: Protection of members' interests on issues related to Guidelines and Rules of Commercial Broadcast, Sponsorship, Rates, Commission and Accreditation and working towards full service operations at all TV Channels/Doordarshan Kendras and Radio Channels along with setting up an independent monitoring body for commercials.
- Indian Newspaper Society (INS): Protection of members interest in matters relating to INS policies, credit periods, Rules for Accreditation and streamlined operations and promotion of better production values and effective advertising purchases.
- Professional Practices: Improving the quality of professional relationships between Agencies and Clients through seminars, the AAI Handbook and the evolution of uniform guidelines, codes and norms.
- Client Disputes: Helping settle disputes through evolution of guidelines, procedures and uniform practices; mediating between agency-client, agency-agency and agency-media to ensure quick resolution of disputes.
- Statutes and Laws: Constantly examining all relevant laws and statutes affecting the advertising industry including ESIS, Sales Tax, other taxes, Arbitration, MRTTP guidelines; seeking professional advice and presenting a common viewpoint at relevant forums to protect members' interests; pursuing new avenues like Credit Insurance cover, etc.
- Training & Development: Organizing seminars and workshops on effective advertising skills in creative, copy-writing, print and production, client servicing, television production, media operations, media planning, advertising as a career, etc; maintaining a fully-stocked reference library with a reprint service for members.
- Member Communications: Constantly communicating with members through circulars and correspondence; periodic publication of an updated membership directory, regular regional meetings for members and their employees.



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Subject – Advertising & Sales Promotion

- **Public Service:** Offering the services of the Association and members in significant projects, e.g. for Family Planning, the National Wastelands Development Board, Gujarat Earthquake relief, etc; encouraging the creation of such advertising by members. There are innumerable instances of successful AAI activities, with benefits to the entire advertising industry and all others associated with it.

Advertising has become an essential part of our daily lives. It influences one and all and persuades them to buy products and be informed all the time. It is advantageous to all if ethically done within the limits of legal framework.

Introduction

In an age dominated by digital and multimedia platforms, advertising has become an inseparable part of consumer engagement. However, the power of advertising must be tempered with responsibility and ethics. This is where the **Advertising Standards Council of India (ASCI)** steps in — a self-regulatory voluntary organization that ensures advertisements in India are **honest, decent, and not misleading**.

What is the Advertising Standards Council of India (ASCI)?

The [Advertising Standards Council of India \(ASCI\)](#) is a **non-governmental, self-regulatory organization** established in **1985**. It seeks to maintain and enhance public confidence in advertising by ensuring that all advertisements conform to its **Code for Self-Regulation in Advertising**.

ASCI is registered as a **not-for-profit company under Section 25** of the Companies Act, 1956 (now Section 8 under the Companies Act, 2013).

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ASCI

COMPLAINT PROCESS



FILING A COMPLAINT

Anyone can file a complaint online via ASCI's complaint portal.



INITIAL SCREENING

ASCI reviews the ad to ensure it falls under its purview.



EVALUATION BY CCC

The Consumer Complaints Council assesses the complaint and the advertiser's defense.



FINAL DECISION

If the ad is found in violation, ASCI asks the advertiser to modify or withdraw it.



MONITORING COMPLIANCE

Advertisers are expected to comply within a specified timeline.



Key Facts at a Glance

Feature	Details
Full Name	Advertising Standards Council of India
Established	1985
Type	Voluntary Self-Regulatory Organization
Legal Status	Not-for-Profit under Companies Act
Headquarters	Mumbai, Maharashtra
Area of Operation	All forms of advertising in India
Website	www.ascionline.in

Objectives of ASCI

- To promote **truthfulness, fairness, and honesty** in advertisements.
- To **safeguard consumer interests** by removing misleading or offensive ads.
- To **complement laws and regulations** without replacing statutory provisions.
- To **maintain public confidence** in advertisements and the advertising industry.
- To ensure **advertising practices are socially responsible**.

Structure of ASCI

ASCI operates through various arms and committees that ensure objective decision-making and effective execution of its code.

Board of Governors

ASCI's management is entrusted to a **Board of Governors** comprising members from:

- **Advertisers**
- **Advertising agencies**
- **Media houses**



B.Com/BBA/BAJMC – I Year

Subject – Advertising & Sales Promotion

- Other sectors such as civil society or academia

Consumer Complaints Council (CCC)

The CCC is a critical pillar that evaluates complaints received. It consists of:

- **Industry Members** (40%)
- **Independent Members** (60%) –
 - From sectors like medicine, law, education, consumer rights, etc.

The CCC reviews complaints and gives rulings based on ASCI's code.

ASCI Code of Self-Regulation in Advertising

ASCI follows a **Self-Regulatory Code**, which lays down **four key principles**:

1. Honest and Truthful

Ads must not mislead consumers through ambiguity, exaggeration, or deception.

2. Non-offensive to Public Decency

Ads must not contain content that is indecent, vulgar, or repulsive.

3. Fair to Competition

Advertisements should not unfairly discredit or attack competitors' products.

4. Safe for the Public

Ads must not promote practices or situations that could be harmful, especially to children.

Scope of ASCI's Jurisdiction

ASCI monitors advertisements across the following media:

- Television and radio
- Print newspapers and magazines
- Digital and social media platforms (including influencers)
- Outdoor and transit ads
- Packaging and labels
- Cinema advertisements

ASCI Complaint Process: How it Works

Step-by-Step Process:

1. Filing a Complaint

- Anyone can file a complaint online at [ASCI's Complaint Portal](#).
- Complaints can be anonymous.



2. **Initial Screening**
 - ASCI reviews the ad to ensure it falls under its purview.
3. **Evaluation by CCC**
 - The Consumer Complaints Council assesses the complaint and the advertiser's defense.
4. **Final Decision**
 - If the ad is found in violation, ASCI asks the advertiser to **modify or withdraw** the advertisement.
5. **Monitoring Compliance**
 - Advertisers are expected to comply within a specified timeline.

ASCI's Monitoring and Digital Tools

ASCI employs **AI-based technology** like **ASCI's NAMS (National Advertising Monitoring Service)** to monitor thousands of ads every month across media platforms.

Key initiatives:

- **Influencer Guidelines (2021):**
 - Mandates influencers to disclose paid partnerships.
- **Digital Surveillance:**
 - Especially for health, education, and financial services sectors.
- **ASCI Academy:**
 - Educational outreach to train advertisers and students on ethical advertising.

Key Achievements of ASCI

Year	Initiative / Milestone
2007	Recognized by the Ministry of Information & Broadcasting
2012	Partnered with the Department of Consumer Affairs
2017	Launched WhatsApp complaint facility
2021	Introduced guidelines for social media influencers
2022	Released detailed guidelines for crypto advertisements

Year	Initiative / Milestone
2023	Strengthened AI-driven ad surveillance

Legal Recognition of ASCI

Although ASCI is a voluntary body, its decisions hold **quasi-legal** weight due to endorsements by:

- **Ministry of Information and Broadcasting (MIB)**
- **Department of Consumer Affairs**
- **Supreme Court of India** in various cases has supported ASCI's role in ad regulation.
- **Cable Television Networks Rules, 1994**, mention ASCI's Code for TV ads.

Common Violations Detected by ASCI

Sector	Nature of Violation
Healthcare	Misleading cure claims
Education	False promises of guaranteed success
Food & Beverages	Exaggerated health benefits
Financial Products	Inadequate disclosure of risks
Real Estate	Misleading pricing or project details
Crypto/Virtual Assets	Lack of disclaimers and risk disclosures

Challenges Faced by ASCI

- **Voluntary Compliance:**
 - Cannot legally enforce penalties; relies on goodwill and industry support.
- **Digital Ad Explosion:**
 - Managing the massive volume of digital content, especially on social media.
- **Influencer Marketing:**



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Subject – Advertising & Sales Promotion

- Tracking non-compliant paid promotions by individuals.
- **Lack of Public Awareness:**
 - Many consumers are unaware of their rights to report misleading ads.

Way Forward and Recommendations

1. **Strengthen Legal Backing:**
 - Give ASCI more statutory authority or allow legal penalties for non-compliance.
2. **Public Awareness Campaigns:**
 - Educate consumers about their rights regarding advertising.
3. **Advanced AI Tools:**
 - Increase use of AI to monitor real-time digital ad content.
4. **Collaboration with Platforms:** Work closely with YouTube, Instagram, and others for takedown of non-compliant ads.
5. **Expand Regional Outreach:**
 - Monitor and address vernacular ads in regional languages.

Conclusion

The Advertising Standards Council of India (ASCI) plays a **crucial role in maintaining ethical standards** in India's vibrant advertising ecosystem. By promoting **self-regulation and responsible advertising**, it protects consumer interests and enhances the credibility of the industry. However, with the ever-evolving nature of digital media, ASCI must constantly innovate and adapt its mechanisms to ensure ethical compliance across platforms.

Unit-5

What is an Advertising Message?

An advertising message is defined as a carefully crafted communication designed to promote a product, service, or idea to influence the target audience's perceptions and behaviours. It serves as a key element in marketing campaigns, aiming to capture attention, create interest, and ultimately persuade consumers to take a desired action, such as making a purchase or engaging with a brand. Effective advertising messages often incorporate persuasive language, compelling visuals, and a clear call to action to motivate the audience. The message should align with the overall brand strategy and convey the unique selling propositions or benefits of the product or service, addressing the needs and desires of the target demographic. Crafting a successful advertising message requires a deep understanding of the target audience, market trends, and the competitive landscape, ensuring that the communication resonates with the intended consumers and leaves a lasting impression.



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Subject – Advertising & Sales Promotion

Importance of Advertising Messages

1. Communication and Awareness: Advertising messages serve as a means of communication between a brand and its target audience. They help to create awareness about products, services or ideas, ensuring that potential customers are informed about what are being offered.

2. Brand Building: Consistent and well-crafted advertising messages contribute to the building and reinforcement of a brand's identity. They convey the brand's personality, values, and unique selling propositions, fostering a positive perception among consumers.

3. Influence and Persuasion: The primary goal of advertising is to persuade and influence consumer behavior. Effective advertising messages are designed to appeal to the emotions, needs, and desires of the target audience, encouraging them to take specific actions such as making a purchase or engaging with the brand.

4. Competitive Edge: In a competitive market, advertising messages help distinguish a brand from its competitors. By highlighting unique features, benefits, or a compelling brand story, advertising messages can create a competitive edge that sets a brand apart in the minds of consumers.

5. Sales and Revenue: Ultimately, the purpose of advertising is often to drive sales and generate revenue. Well-crafted messages that resonate with the target audience can lead to increased customer interest, engagement, and, ultimately, conversions.

6. Customer Loyalty: Advertising messages contribute to building a relationship with consumers. When consistently delivering messages that align with customer expectations and values, brands can foster loyalty and long-term relationships with their audience.

7. Market Positioning: Through advertising messages, brands can strategically position themselves in the market. Whether it's focusing on quality, innovation, affordability, or other key attributes, effective messaging helps define how a brand wants to be perceived in the marketplace.

8. Adaptation to Market Changes: Advertising messages allow brands to adapt to changing market conditions, consumer trends, and competitive landscapes. They provide a platform for brands to stay relevant and responsive to the evolving needs and preferences of their audience.

Components of Advertising Message of an Ad Campaign

1. Headline: The headline is the first thing that grabs the audience's attention. It should be concise, engaging, and relevant to the main message of the ad. A powerful headline encourages the audience to continue reading or listening.

2. Sub-Headline or Tagline: Supporting the headline, a sub-headline or tagline provides additional context and reinforces the main message. It's often a memorable phrase or slogan that encapsulates the brand or product's key benefits.

3. Body Copy: This is the main text of the ad that provides detailed information about the product or service. It elaborates on the key features, advantages, and unique selling propositions. The body copy should be clear, concise, and persuasive.



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4. Visual Elements: Visual components, such as images, graphics, and videos, play a crucial role in conveying the message. These elements should be carefully chosen to complement the text and evoke emotions that resonate with the target audience.

5. Call-to-Action (CTA): A strong and clear call-to-action prompts the audience to take a specific step, such as making a purchase, visiting a website, or contacting the company. The CTA should be compelling and aligned with the overall campaign objectives.

6. Brand Logo and Identity: Including the brand logo and identity elements ensures that the audience associates the message with the correct brand. Consistent branding helps build brand recognition and trust.

7. Contact Information: In some cases, especially for local businesses or services, providing contact information such as a phone number, website, or physical address is essential for facilitating customer engagement.

8. Social Proof: Testimonials, reviews, or endorsements from satisfied customers can be incorporated to add credibility and build trust. Social proof helps validate the claims made in the advertising message.

9. Offer or Promotion: If applicable, highlighting special offers, discounts, or promotions can enhance the attractiveness of the ad. This encourages immediate action from potential customers.

10. Targeted Messaging: Tailoring the message to the specific needs, preferences, and demographics of the target audience increases relevance and resonance. A well-targeted message is more likely to capture the attention of the intended consumers.

11. Tone and Voice: The tone and voice of the message should align with the brand's personality and the emotions the campaign aims to evoke. Whether it's humor, excitement, or sincerity, the tone sets the overall mood of the ad.

Effective Messaging Strategies in Advertising

1. Understand Your Audience: Tailor your message to resonate with the needs, desires, and characteristics of your target audience. Conduct market research to gain insights into the demographics, psychographics, and behaviors of your potential customers.

2. Define Clear Objectives: Clearly articulate the goals of your advertising campaign. Whether it's increasing brand awareness, driving sales, or promoting a new product, having well-defined objectives helps shape your messaging.

3. Focus on Unique Selling Proposition (USP): Identify and highlight the unique features or benefits that set your product or service apart from competitors. Clearly communicate why consumers should choose your brand over others.

4. Create a Compelling Headline: Craft a headline that is attention-grabbing, concise, and communicates the main message of the ad. Use language that piques curiosity, sparks interest, or solves a problem for the audience.



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Subject – Advertising & Sales Promotion

- 5. Tell a Story:** Narratives and storytelling can be powerful tools in advertising. Create a story that connects emotionally with your audience, making your message more memorable and relatable.
- 6. Keep it Simple:** Avoid information overload. Keep the message clear, simple, and easy to understand. Focus on the most important points to prevent overwhelming the audience.
- 7. Use Persuasive Language:** Employ language that persuades and motivates action. Highlight benefits, address pain points, and use compelling words to encourage engagement. Consider psychological triggers like scarcity, exclusivity, or social proof to influence consumer behavior.
- 8. Visual Appeal:** Incorporate visually appealing elements such as high-quality images, graphics, or videos. Ensure that visuals support and enhance the overall message, creating a cohesive and engaging experience.
- 9. Consistent Branding:** Maintain consistency in branding elements, including logo, colors, and messaging, across various channels. Consistent branding builds recognition and reinforces the identity of the brand.
- 10. Include a Strong Call-to-Action (CTA):** Clearly state what action you want the audience to take. Whether it's making a purchase, visiting a website, or signing up for a newsletter, the CTA should be compelling and straightforward.
- 11. Adapt to the Platform:** Tailor your messaging to the specific characteristics of the advertising platform. What works on social media may differ from what works in print or television ads.
- 12. Test and Iterate:** Continuously test different messaging variations to see what resonates best with your audience. Analyze performance metrics and be willing to make adjustments based on the results.

How to Create an Advertising Message?

Creating an effective advertising message involves a thoughtful and strategic approach. Begin by clearly defining your campaign objectives, whether it's to increase brand awareness, drive sales, or promote a specific product. Understand your target audience, conducting research to identify their needs, preferences, and pain points. Craft a compelling headline that grabs attention, succinctly conveying the main message. Develop a clear and concise body copy that highlights the unique selling propositions of your product or service, addressing the key benefits for the audience. Utilize persuasive language to evoke emotions and encourage action, keeping the message simple and easily understandable. Integrate visually appealing elements, such as images or videos, that support and enhance the overall narrative. Consistency in branding is crucial, including the use of a memorable tagline or slogan. Incorporate a strong call-to-action that guides the audience on the desired next steps. Test different variations of your message to optimize effectiveness, and be prepared to iterate based on feedback and performance metrics. By combining these elements strategically, you can create an advertising message that resonates with your target audience and drives the desired results for your campaign.



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Subject – Advertising & Sales Promotion

Examples of Advertising Message

<p>Apple's 'Think Different' Campaign</p>	<p>Objective: To position Apple as an innovative and unconventional brand.</p> <p>Headline: "Think Different"</p> <p>Body Copy: "Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes."</p> <p>Visual Elements: Iconic images of influential figures like Albert Einstein and Martin Luther King Jr.</p> <p>Unique Selling Proposition (USP): Apple products are for those who challenge the status quo.</p> <p>Call-to-Action (CTA): Implicit, encouraging individuals to embrace innovation.</p>
<p>Nike's 'Just Do It' Campaign</p>	<p>Objective: To inspire and motivate consumers, associating Nike with athleticism and determination.</p> <p>Headline: "Just Do It"</p> <p>Body Copy: "Don't wait for tomorrow. Don't wait for permission. Don't wait for anyone else. Just do it."</p> <p>Visual Elements: Energetic images of athletes pushing their limits.</p> <p>USP: Nike is not just a sportswear brand; it's a mindset of determination and action.</p> <p>CTA: Implicit, urging individuals to take action and pursue their goals.</p>
<p>Coca-Cola's 'Share a Coke' Campaign</p>	<p>Objective: To strengthen the emotional connection with consumers by personalizing the brand experience.</p> <p>Headline: "Share a Coke"</p> <p>Body Copy: "Share a Coke with [Name]."</p> <p>Visual Elements: Customized Coca-Cola bottles with popular names.</p> <p>USP: Coca-Cola is more than a beverage; it's a way to connect with others.</p> <p>CTA: Implicit, encouraging consumers to buy personalized Coke bottles for themselves and loved ones.</p>



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Print Copy

Print copy examples in India include taglines from iconic brands like Surf Excel's "Daag Achhe Hain" (Dirt is Good) and Coca-Cola's "Thanda Matlab Coca-Cola" (Cold means Coca-Cola). Other examples include the advertising copy for brands such as Amul ("The Taste of India"), Nirma ("Washing Powder Nirma"), and Cadbury's Dairy Milk ("Kuch Meetha Ho Jaye" - Let's have something sweet), which showcase effective communication in various print and broadcast media.

Examples of Print Copy from Indian Brands

- **Surf Excel:**

The well-known tagline "**Daag Achhe Hain**" (Dirt is Good) from their print ads emphasizes the positive aspect of dirt, associating the brand with active and playful childhood.

- **Coca-Cola:**

The simple and direct slogan "**Thanda Matlab Coca-Cola**" (Cold means Coca-Cola) effectively links the brand with the concept of a cold, refreshing drink, making it highly memorable.

- **Amul:**

The tagline "The Taste of India" and the associated phrase "Amul Doodh Pita Hai India" (India drinks Amul milk) are widely recognized print copy that positions the brand as a fundamental part of the Indian diet.

- **Cadbury's Dairy Milk:**

The popular "Kuch Meetha Ho Jaye" (Let's have something sweet) line uses emotion to connect the chocolate with moments of celebration and indulgence.

- **Nirma:**

The consistent and catchy "Washing Powder Nirma" tagline is a classic example of direct, memorable print copy that made the brand a household name.

- **Happydent:**

The memorable print and television campaign "Palace – 'Tera Din Roshan'" (Your day is bright) for Happydent toothpaste created a strong visual and textual association with dental health.

Key Elements in Indian Print Copy

- **Emotional Connection:**

Many successful Indian print campaigns, like Cadbury's "Kuch Meetha Ho Jaye," use emotion to resonate with the audience.

- **Cultural Relevance:**



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Subject – Advertising & Sales Promotion

Taglines are often crafted to reflect and integrate into the cultural nuances of India, making them relatable and impactful.

• **Simplicity and Memorability:**

Concise and catchy slogans, such as Coca-Cola's "Thanda Matlab Coca-Cola," are easy to recall and repeat.

• **Benefit-Oriented Messaging:**

Ads highlight the direct benefits for the consumer, like how Surf Excel allows for "playful" dirt experiences, or how Happydent makes your day "bright".

THE TIMES OF INDIA

India's Sahawadeo Bandooday and Ching Shetty clash over's doublets' site at the Keren Open after a 19 game win over world No. 1 Roger Federer and Muhammad Rian Andrianto

School torched, one injured in fresh violence in Manipur

ASI survey at Gyanvapi today before hearing

School dropouts in Karnataka dip 67%; lowest in five years

Year-end launch for Jayadeva Metro stn

BJP member killed in Bengal

Adani to sell services biz to Bain

Freedom fighter's son: Want justice

GCCs expand workforce as IT firms downsize

RS panel: Casting doubt on presiding officers will be a breach of privilege

Maha landslide: Rescue ops called off; ban orders imposed near trek route

Rain lashes DK dist and Malnad region

Raf's son held up, MNS men target toll booth

INDEX IN 2021-22	2021-22	2020-21	2019-20
SENSEX	7,465	12,742	11,613
NIFTY 50	1,671	2,522	2,522
BSE SENSEX	546	1,163	1,163

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Broadcast copy

Broadcast copy is text written for spoken delivery in radio, television, and internet broadcasts, requiring a conversational, informal, and simple style with short sentences and active voice to be heard clearly by the audience. Key principles include using clear, simple words, avoiding complex sentences and jargon, telling stories, providing context, and ensuring easy pronunciation for the presenter and understanding for the listener.

Key Characteristics of Broadcast Copy

- **For the Ear, Not the Eye:**

The most crucial aspect is that the copy is meant to be heard, not read. This guides the entire writing process.

- **Conversational Language:**

Use simple, informal language that mimics natural speech to connect with the audience.

- **Simple Structure:**

Employ short, clear sentences and a simple subject-verb-object structure for better comprehension and to make them easier for a presenter to read.

- **Active Voice:**

Use active voice and strong action verbs to create a dynamic and engaging message, rather than passive voice.

- **Clarity and Precision:**

Avoid ambiguity and ensure that numbers and terms are easy to understand and pronounce correctly.

- **Concise and Focused:**

Get to the point quickly and provide only necessary information, as listeners often have limited time and attention.

- **Storytelling:**

Use vivid language, metaphors, and anecdotes to make the information memorable and engaging.

Tips for Writing Broadcast Copy

- **Write Like People Speak:** Train yourself to adopt a conversational tone.
- **Use Simple Words:** Avoid complex or technical vocabulary that could confuse the audience.
- **Keep Sentences Short:** Aim for sentences of 20 words or fewer to improve readability and comprehension.



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- **Round Off Numbers:** Use phrases like "10 years ago" instead of "in 1999" to make dates easier to grasp.
- **Include Audio Cues:** For TV or video, add notes about background sounds or music to enhance the audience experience.
- **Maintain Credibility:** Avoid slang, offensive language, and factual errors to build trust with the audience.
- **Use Present Tense:** The present tense is generally the most engaging tense for broadcast news.

Why Broadcast Copy is Different

- **Audience Engagement:**
A conversational style helps the audience feel more connected and involved with the content.
- **No Dictionary:**
Unlike print, listeners don't have the option to look up unfamiliar words, so the language must be immediately accessible.
- **Pacing and Timing:**
The copy must be written with broadcast timing in mind, ensuring the message is delivered smoothly and effectively without rushing or being too slow.
- **On-Air Readability:**
The format and language make it easier for on-air talent to read from a teleprompter without confusion.

Core principles of writing broadcast copy

- **Keep it short and simple:** Use concise sentences, typically under 20 words, with only one main idea per sentence. Broadcast copy should be easy for a presenter to read aloud and for an audience to follow in one hearing.
- **Write for the ear:** Read the script aloud while writing to ensure it has a conversational, natural rhythm. Avoid complex words, stilted phrases, or complex sentences that are common in print.
- **Use active voice and present tense:** Writing in the active voice makes sentences more direct. Using the present tense adds a sense of immediacy, making the story feel current and relevant.
- **Place attribution first:** Always state the source of information at the beginning of the sentence. This allows the listener to know who is speaking before they hear the information.



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- Simplify numbers: Spell out numbers one through nine, but use numerals for 10 and above. For large figures, round them off and use words like "million" instead of writing out long numbers.
- Repeat important words: Important names or facts can be repeated to ensure listeners, who may tune in late or be distracted, catch the key information.
- Avoid jargon and abbreviations: Use simple, accessible language. Abbreviations should be written out completely, unless they are extremely well-known.

Radio broadcast copy

Radio scripts are an auditory experience, so writers must use words, sound effects, music, and pauses to paint a picture in the listener's mind.

- Format: The copy is typically triple-spaced and typed on one side of the paper to avoid shuffling and to give the announcer space for notes. Some writers use all capital letters to make the script easier to read on a teleprompter or quickly during a live read.
- Key elements:
 - Human voice: The primary way to transmit the message.
 - Music: Creates atmosphere and sets an emotional tone.
 - Sound effects: Helps listeners imagine the scene and add realism.
 - Silence: Used strategically to add tension or emphasize a point.

Television broadcast copy

Television relies on both audio and visual elements, and the script must account for both.

- Two-column format: A standard TV script uses a two-column layout.
 - Left column (Video): Contains cues for visual elements such as video footage (VO), sound on tape (SOT, or sound bites), graphics, and shots of the anchor on camera (OC).
 - Right column (Audio): Contains the written text that the anchor or reporter will read.
- Voiceovers (VO): Narration read over silent video footage.
- Sound on Tape (SOT): Pre-recorded sound from an interview or event.
- Visual-verbal match: The written text must complement the images without simply stating the obvious. The words provide context and meaning for the visuals that the audience is seeing.



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- On-screen text (CG): Brief text, such as a person's name and title, that appears on the screen, so the information does not have to be spoken

. Direct mail copy

High-impact direct mail copy focuses on benefits over features, leverages emotional appeals, and includes a clear, irresistible offer with a strong call-to-action (CTA). When writing your copy, remember to know your audience and their pain points, create powerful headlines, and make the content easy to scan. Direct mail copy is persuasive text written to encourage a person to take a specific action, such as making a purchase or visiting a website. To write effective direct mail copy, understand your target audience, create a strong and clear headline, emphasize benefits over features, include a compelling offer and call to action, and ensure the message is simple, concise, and readable

Key Principles

- **Know Your Audience:**
Write in a clear, easy-to-understand language that resonates with your target market and addresses their interests and needs.
- **Be Clear and Concise:**
Use short, simple sentences and paragraphs to avoid overwhelming the reader.
- **Focus on Benefits:**
Explain how your product or service solves the reader's problem or provides a solution.
- **Strong Headline:**
The headline is the most important part of your copy and should immediately grab the reader's attention.
- **Clear Call to Action (CTA):**
Tell the recipient exactly what you want them to do and make it easy for them to respond.
- **Incentivize:**
Include a special offer, discount, or promotion to give the reader a reason to act now.
- **Personalize:**
Personalizing the copy helps connect with the recipient on a deeper level.
- **Trust and Authority:**
Build trust by featuring testimonials or showing your expertise in solving a problem.



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Tips for Success

Read it Aloud:

Reading your copy out loud helps you catch awkward phrasing and ensures it flows well.

Keep it Simple:

Avoid jargon or overly complex words that your audience may not understand.

Test and Track:

Experiment with different headlines, offers, and calls to action to see what resonates best with your audience.

Consider the Format:

The format of the mailer (postcard, brochure, letter) should be designed to complement the copy and make it easy to read.

Know your audience

Effective copy starts with understanding your target customer's needs and desires.

Identify pain points: Address a problem your product or service can solve. If marketing personal loans, for example, your copy should focus on how the loan will improve a person's life, not just the interest rate.

Use appropriate tone: Tailor your tone and language to your audience. A personalized, conversational style is often more effective than formal business language, especially for a personal letter.

Create a captivating headline and opener

The headline is often the first and most-read part of your mailer. A strong opening is crucial for grabbing the recipient's attention before they throw the mail away.

Focus on the benefit: Your headline should clearly communicate the main benefit to the reader.

Ask a question: Engage the reader by asking a question that relates to their problems or aspirations.



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Personalize: Including the recipient's name can make the mail feel more relevant and personal.

Use a cliffhanger: In letter formats, a compelling opening line can act as a "cliffhanger" to entice them to read on.

Structure the body copy for readability

Since many people skim, make your copy easy to read and digest with a clear narrative structure.

Use subheadings and bullet points: Break up large blocks of text to draw the eye to key takeaways and make content scannable.

Keep paragraphs short: Aim for 3 to 4 sentences per paragraph at most. This helps maintain a sense of movement and keeps the reader engaged.

Emphasize benefits, not features: Instead of listing what your product does, explain how those features will improve the customer's life. For instance, a coffee maker's feature is a timer, but the benefit is waking up to a fresh pot of coffee.

Tell a story: Use a short, relatable narrative that evokes emotion. Customer testimonials can be very effective for this.

Add "hot spots": Use bolding, different fonts, or images to create "hot spots" that catch the reader's attention.

Add an irresistible offer and compelling CTA

Your offer is what drives the conversion, and the call-to-action (CTA) tells the recipient exactly what to do next.

Make your offer valuable: The offer should be so enticing that the recipient feels they can't refuse. Examples include a free product, an exclusive discount, or a "buy one, get one free" deal.



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Create a sense of urgency: Use phrases like "Limited Time Offer" or "Valid until [date]" to prompt an immediate response. This prevents people from setting your mailer aside and forgetting about it.

Make the CTA prominent: Your CTA must be clear, actionable, and easy to find. It could be a unique QR code, a special URL, or a phone number. In letter formats, repeating the CTA at different points can be effective.

Examples of direct mail copy

Postcard for a local cafe opening

Headline: Free coffee on us?

Body: We're officially open! Come visit [Cafe Name] and enjoy a fresh-brewed coffee on us. We're excited to serve our community with the finest coffee and pastries.

Offer: Enjoy one FREE small coffee!

CTA: Just show this card at [Cafe Address].

Sales letter for a home security system

Headline: For your family's safety: a free home security consultation.

Body: Every day, you work hard to protect your family. But when you're not there, is your home protected? We understand your concerns. Our new [Your Company] system offers complete peace of mind, with 24/7 monitoring and smart-home integration.

Testimonial: "After installing [Your Company]'s system, I sleep better at night knowing my home is secure." — M. Patel, satisfied customer.

Offer: We're offering a FREE, no-obligation home security consultation and a \$100 equipment credit when you book before [Date].

CTA: Scan the QR code below or visit [Your Website URL] to schedule your appointment today.

P.S.: Don't wait until it's too late. Claim your free consultation and equipment credit now.

B2B mailer for a marketing agency

Headline: Tired of your marketing falling flat?



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- Body: Your business deserves to be seen, but standing out in a crowded market is tough. Our targeted direct mail campaigns cut through the digital noise to reach your ideal customers directly, with response rates up to 40% when combined with digital ads.
- Bullet points:
 - Stand out: Reach customers directly without competing with online clutter.
 - Highly effective: Drive higher conversions by targeting the right audience.
 - Easy to track: Measure campaign performance with unique tracking methods.
- Offer: Schedule your free 15-minute strategy call now and receive a detailed, personalized campaign plan.
- CTA: Call us at [Phone Number] or book online at [Website URL].

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