
SCOPE

The scope of advertising is to communicate a message to current customers or potentially target new customers. It helps a company get a message or a piece of information across to their customer base regarding a new product or special deal.

OBJECTIVE:

The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.

UNIT- I

Introduction: Advertising-meaning, Nature and Importance of Advertising, Types and Objectives. Audience Selection; Setting of Advertising Budget: Determinants and Major methods.

UNIT-II

Media Decisions : Major Media Types - their Merits and Demerits; Advertising through internet and interactive media-Issues and Considerations; Factors influencing Media Choice; Media Selection, Media Scheduling.

UNIT- III

Message Development: Advertising Creativity; Advertising Appeals; Advertising Copy and Elements of Print Advertisement Creativity; Tactics for Print Advertisement.

UNIT-IV

Measuring Advertising Effectiveness: Arguments for and against measuring effectiveness; Advertising Testing Process; Evaluating Communication and Sales Effects; Pre- and Post-testing techniques.

UNIT-V

a) **Advertising Agency:** Role, Types and Selection of Advertising Agency; Reasons for Evaluating Advertising Techniques. b) Social, Ethical and Legal Aspects of Advertising in India; Recent developments and Issues in Advertisement.

Suggested Readings :

Text Book:

1. Mahendra Mohan. (2008). *Advertising Management* . New Delhi, Tata Mcgraw Hill

Reference Book

1. Belch and Belch.(2003). *Advertising and Promotion* [7th Edition]. New Delhi, Tata McGraw Hill.
2. Sharma, Kavita. (2011). *Advertising: Planning and Decision Making*, New Delhi, Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki (2010). *Advertising and Brand Management*, New Delhi, Abe Books Pvt Ltd
4. Burnett, Wells, and Moriatty. (2007). *Advertising: Principles and Practice* [7th Edition]. New Delhi, Pearson Education.
5. Terence A. Shimp. (2013). *Advertising and Promotion: An IMC Approach* [9th Edition]. New Delhi, South Western, Cengage Learning.
6. O'Guinn. (2012). *Advertising and Promotion: An Integrated Brand Approach* [7th Edition] New Delhi, Cengage Learning.



KARPAGAM ACADEMY OF HIGHER EDUCATION

(Deemed to be University Established Under Section 3 of UGC Act 1956)

Coimbatore – 641 021.

LECTURE PLAN DEPARTMENT OF COMMERCE CA

STAFF NAME: Dr.Sudha Maheswari.T

SUBJECT NAME: ADVERTISING

SUB.CODE:17CCU503B

SEMESTER: V

CLASS: III B.COM CA

S.No	Lecture Duration Period	Topics to be Covered	Support Material/Page Nos
		UNIT-I	
1	1	Introduction to advertising	R1:5
2	1	Key concepts of advertising	R1-5
3	2	Nature and Importance of advertising	R1-6
4	2	Types of advertising	R1-10
5	1	Audience selection	R1-17-18
6	1	Setting of advertising budget	R1-127
7	1	Planning for budgeting	R2-224
8	2	Percentage of sale method, task method	R2-225
9	2	Competitive parity method Incremented method	R2-227-228
10	1	Recapitulation and Discussion of Important Questions	
	Total No of Hours Planned For Unit 1=14		
		UNIT-II	
1	2	Major media types	R2-265-236
2	1	Merits and demerits of media types	R2-237
3	1	Interactive media	R1-271
4	1	Internet advertising	R1-276
5	1	Advantages and disadvantages of internet advertising	R1-279

6	1	Trends in Internet advertising	R1-280
7	1	New internet practices	R1-283-284
8	1	Factors influencing media selection	R2-236
9	1	Media planning	R2-237
10	1	Media strategy and media cost	R2-243-245
11	1	Media scheduling	R2-248-249
12	1	Media selection	R2-246
13	1	Media mix	R2-247-248
14	1	Recapitulation and Discussion of Important Questions	
Total No of Hours Planned For Unit II=15			
UNIT-III			
1	1	Advertising creativity	R1-327
2	1	Creative thinking and creative process	R1-330-332
3	1	Creative strategy	R1-334-335
4	1	Advertising appeals	R2-395
5	1	Buying motives	R2-415
6	1	Types of appeals	R2-417
7	1	Visualization and layout	R2-437
8	1	Writing an ad copy	R2-438
9	1	Copy of ad in print	R2-439
10	1	Function and essentials of headlines	R2-444
11	1	Slogans	R2-446
12	1	Different types of copy	R2-447
13	1	Advertisement writing style	R1-358
14	1	Recapitulation and Discussion of Important Questions	
Total No of Hours Planned For Unit III=14			
UNIT-IV			

1	1	Types and stages of evaluation	R1-533
2	1	Factors to be evaluated	R1-534
3	1	Types of advertising evaluation	R2-867-868
4	2	Stages of copy testing	R1-535
5	1	Message development research	R1-536
6	1	Concurrent testing	R1-537
7	1	After execution testing	R1-540
8	1	Pretesting print media ads	R2-868
9	1	Pretesting broadcasting ads	R2-869
10	1	Post testing ads	R2-871
11	1	Measure sales response to advertising	R2-874
12	1	Net apps method	R2-875
13	1	Recapitulation and Discussion of Important Questions	
Total No of Hours Planned For Unit IV=14			
UNIT-V			
1	1	Introduction and history of advertising agency	R2-115
2	1	Role and unction of advertising agency	R2-158-159
3	2	Selection of an advertising agency	R2-169
4	1	Future of advertising agency	R2-176
5	1	Social aspects of advertising in India	W1
6	1	Ethical aspects of advertising in India	W1
7	1	Legal aspects of advertising in India	W2
8	1	Recent developments in advertising	R1-282
9	1	Issues in advertisement	R1-289
10	1	Evaluating advertising techniques	R1-497
11	1	Special advertising situations	R1-548
12	1	Recapitulation and Discussion of important Questions	

13	1	Discussion of Previous ESE Question Papers.	
14	1	Discussion of Previous ESE Question Papers.	
15	1	Discussion of Previous ESE Question Papers.	
	Total No of Hours Planned for unit V=15		
		Total Planned Hours	72

TEXT BOOK

1. Mahendra Mohan(2017)*Advertising Management*, [9th edition] Tata Mcgraw Hill publishing

REFERENCES

1. Blech and blech,(2012)*Advertising and promotion*, [9th editioin], Tata Mcgraw Hill publishing
2. Sharma, kavita, (2014) *advertising: planning and decision making*, Taxmann publications Pvt.Ltd.
- 3.Mahajan.J.P., and Ramki, *Advertising and Brand Management*, Ane Books Pvt Ltd, New Delhi.
- 4.Burnett, wells and Moriatty,(2005) *Advertising: Principle and Practice*, [7th edition] Prentice Hall of India.
5. Terence A. Shimp,(2013) *Advertising and Promotion: An IMC Approach* [9th edition] South Western, Cengage learning
6. O'Guinn(2012) *Advertising and Promotion*[6th edition] *An integrated Brand approach*,Cengage learning, Note: Latest edition of text

WEBSITES

W1:www.shodhganga.inflibnet.ac.in/bitstream/10603/205.pdf

W2:www.eduras.in/legalaspectofadvertisemenet/603ad_p

UNIT I
SYLLABUS

Introduction: Advertising-Meaning, Nature and Importance of Advertising - Types and Objectives
- Audience Selection - Setting of Advertising Budget - Determinants and Major Methods.

INTRODUCTION

Advertising is only one element of the promotion mix, but it is often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it as an important social and economic topic in Indian society.

Promotion may be defined as “the co-ordination of all seller initiated efforts to set up channels of information and persuasion to facilitate the sale of a good or service.”

Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinate with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion mix consists of four basic elements. They are:-

1. Advertising
2. Personal Selling
3. Sales Promotion, and
4. Publicity

Advertising is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization.

Personal selling is the dissemination of information by non-personal methods, like face-to-face, contacts between audience and employees of the sponsoring organization. The source of information is the sponsoring organization.

Sales promotion is the dissemination of information through a wide variety of activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness.

Publicity is the disseminating of information by personal or non-personal means and is not directly paid by the organization and the organization is not the source.

ORIGIN AND DEVELOPMENT OF ADVERTISING

It has been wrongly assumed that the advertising function is of recent origin. Evidences suggest that the Romans practiced advertising; but the earliest indication of its use in this country dates back to the Middle Ages, when the use of the surname indicated a man's occupation. The next stage in the evolution of advertising was the use of signs as a visual expression of the tradesman's function and a means of locating the source of goods. This method is still in common use.

The seller in primitive times relied upon his loud voice to attract attention and inform consumers of the availability of his services. If there were many competitors, he relied upon his own personal magnetism to attract attention to his merchandise. Often it became necessary for him to resort to persuasion to pinpoint the advantages of his products. Thus, the seller was doing the complete promotion job himself.

Development of retail stores, made the traders to be more concerned about attracting business. Informing customers of the availability of supplies was highly important. Some types of outside promotion were necessary. Signs on stores and in prominent places around the city and notices in printed matters were sometimes used. When customers were finally attracted to the store and satisfied with the service at least once, they were still subjected to competitive influences; therefore, the merchant's signs and advertisements reminded customers of the continuing availability of his services. Sometimes traders would talk to present and former customers in the streets, or join social organizations in order to have continuing contacts with present and potential customers.

As the markets grew larger and the number of customers increased, the importance of attracting them also grew. Increasing reliance was placed on advertising methods of informing about the availability of the products. These advertising methods were more economical in reaching large numbers of consumers. While these advertising methods were useful for informing and reminding and reminding, they could not do the whole promotional job. They were used only to reach each consumer personally. The merchant still used personal persuasion once the customers were attracted to his store.

The invention of hand press increased the potentialities of advertising. By Shakespeare's times, posters had made their appearance, and assumed the function of fostering demand for existing products. Another important event was the emergence of the pamphlet as an advertising medium. The early examples of these pamphlets disclose

their sponsorship by companies want to generate goodwill for their activities. The low cost of posters and handbills encouraged a number of publishers to experiment with other methods.

MEANING OF ADVERTISING

Advertising is basically a way of communication. Any business or company uses the advertising method to communicate with public regarding its brand, product or services.

Advertising can also be defined as the way of capturing public attention through paid messages or information which helps promote or sell a product, service or brand.

Advertising includes the public announcements to reveal new product launches, the commercial activities done to stimulate demand, to encourage people to attend a commercial event.

Advertising is also a process of mass promotion which involves audio or visual methods of marketing. A single advertisement has the capacity to reach numerous people.

Advertising in modern world is adopting new programmes such as,

1. Online Advertising takes various forms such as online directories, search advertising, mobile advertising, email marketing or contextual advertising, etc.
2. Newspaper advertising refers to the space taken up in newspapers by advertisements.
3. Cinema and multiplexes: in the process between two halves of a show the cinematographic machinery is used to advertise all sorts of things.
4. The buses have advertising placards pasted on them, and the inside walls of trams are also used for the same purpose.

NATURE OF ADVERTISING

Element of Marketing Mix:

Advertising is an important component of the promotion mix. Promotion mix in turn is a component of marketing mix. Price, product, promotion and physical distribution are the four main elements in a marketing mix. Unless the promotion mix is effective, the other elements of marketing, viz., price, product and physical distribution cannot achieve their respective objectives.

Promotion Mix:

Advertising is an essential element in the promotion mix. Personal selling, sales promotion, publicity and advertising are the four elements in the promotion mix. Advertising

has been considered as the most effective method of promotion. For, it creates demand, stimulates sales, and reaches customers quickly and effectively. An advertisement is mass communication, the other media of promotion are individual communication or face-to-face communication.

Mass Communication:

Mass communication is the basic purpose of advertising. Advertising not merely conveys information to only one person but to a very large group of persons who may be expected to purchase the article. The mass communication media such as radio, television, newspapers, billboards and magazines, etc., are used for advertising purposes, even though print media have been adopted in many countries for mass communication. Electronic media have now become more popular for advertising purposes. Television is one of the most effective media of advertising.

Message:

An advertisement carries a message which motivates and inspires customers to purchase a particular product. It gives information on the attributes of the goods and services advertised. The voice and sight combine together and make the message very effective. The visual effect plays an important role in carrying the messages, which is provided by advertising.

Price of Advertising:

Advertising activity is undertaken by advertising agencies which are professional organizations and charge a price for advertising Space, time, language, etc., are sold by advertising agencies.

Sponsor:

An advertisement is sponsored by some identified advertiser, disclosing ideas, messages and information.

Persuasive:

An advertising message is persuasive and informative enough to motivate potential customers. The advertiser provides information to the prospects who are willing to purchase his goods and services. Advertising is the most efficient means of reaching the people. It has been pointed out that success in business depends on persuasion. Advertising informs, entertains and ultimately persuades a group or society to purchase the advertised products.

Persuasion is an essential factor in advertising, for if an advertisement does not persuade, the message will be merely a piece of information.

Element of control:

The time, place, message and direction of advertising are controlled to make them effective and purposive. The selection of the medium, message and time is carefully done to achieve the most economical results.

Identifiable:

Advertising is identifiable from the sponsor's point of view as well as from the point of view of audience. The message and presentation should be recognized by customers.

Target Group:

Advertising aims at a target group. Although it does not distinguish between target and non-target group, it is basically designed to influence the target group. The factors such as the desire to buy, purchasing power, status, entertaining element and being attractive to suit the target group are considered carefully while preparing an advertisement.

ADVANTAGES OF ADVERTISING

1. It can reach large number of audience at low cost.
2. It helps in the pull strategy. The advertising message creates demand, and buyers regularly inquire for the product from the middlemen. The middlemen are forced to stock the product instead of organizations asking them to stock the products.
3. It enhances and creates awareness about the organizations brand, name, etc.
4. It is beneficial to both seller and buyer. The seller can highlight the product features as much as possible to educate buyers.
5. It helps organizations sales people by creating awareness.
6. Gives organizations options to utilize visual as well as audio tools.
7. It helps consumers in making right decisions.
8. It saves consumers time that is usually wasted comparing similar products in stores, websites, etc.

DISADVANTAGES OF ADVERTISING

1. The cost for advertising can go high in case of national as well as international media. For advertising on premium magazines and TV programs that have large audience, the advertising charges are generally high.

2. A single message is communicated for all buyers. It requires analysis of the entire market and an appropriate message. For example, there cannot be contents in advertisement that are not suitable for children, etc.
3. Difficult to analyze the feedback from the audience and the process for receiving feedback is also slow. The resellers can ask for feedback on forms, etc. and from people who visit the store but not from the people who don't visit the store or shops.
4. It is less effective than personal selling in persuading consumers.
5. Advertising in newspapers, etc. can be easily overlooked by buyers because of advertisement clutter.
6. From consumer's perspective, advertising creates needs and wants. It creates a desire for products that are not actually necessities of life.
7. Not every organization can afford advertising, hence it sometimes creates monopoly of large manufacturers. Consumers are at loss because a similar product of good quality may be available at a cheaper price from a small manufacturer.
8. Many times misleading claims from manufacturers are done to push sales.
9. Hoarding, neon lights, electronic displays at busy streets and cross roads often distract drivers that have proved hazardous.

IMPORTANCE OF ADVERTISING

Product Launch:

The foremost aim of advertising is promotion. Hence, advertising is essential, especially for a new product that has to be launched in the market. Advertising helps convey the information regarding launch of the new product.

Retain the existing customers:

It is essential that customers keep following, buying and using your brand. And this is where advertising helps companies again! It keeps on reminding the customers about the brand and so, helps in retaining the customers and increasing the sales.

Brand Promotion:

Promotion is quintessential if any brand wants to stay in the market. This goal is achieved with the help of advertising which promotes a product, company or service. When a brand gets established with the help of advertising, it becomes a promise of quality and the customers start expecting from a brand. Thereafter, the stage arises where advertising starts acting as a reminder. It reminds and convinces customers that their chosen brand is still there.

Educates people:

Advertising is not only about promotion! It also educates people and makes the society aware about various issues. Many social issues like female foeticide, child labor, child abuse, etc., are also raised through sensible advertisements. Thus, advertising also helps in educating people and spreading awareness.

Comparison:

Advertising also provides the opportunity of comparing various products to the customers. Based on features, qualities or specifications described through advertising, customers can take their pick on the available products.

OBJECTIVES OF ADVERTISING

The objectives of advertising are as follows.

Brand building:

Advertising helps in the establishment and promotion of a brand in the existing market. It also aids in the creation of new market for the brand. With the help of audio-visual advertisements, you can also reminding and reinforce the brand message into your target customers' mind.

Creation of demand:

One of the main objectives of advertising is that it persuades the customers to buy and use a particular product. Hence, advertising also contributes in creating brand awareness and demand. Also, advertising is the best option for promotion when it comes to launch of a new product or service. Effective and convincing advertisements do not only help establish a brand identity but also persuade competitor brand's customers to switch to a new brand.

Informing Customers about a Product, Company or Service:

Advertising is also a strong medium of communicating about product, company or service. Companies can tell about features, qualities or unique characteristics of their product or service in the advertisement.

Promoting a Particular Feature:

Specific objectives of companies can also be fulfilled with the help of advertising. Building up more positive customer attitudes, beating negative promotion, extending customer base, creating comparison in customer's mind and various other particular objectives can be attained by making a specific advertisement for the same.

Achieve sales and profit goals:

Advertisements create awareness about a brand and help in increasing the demand for a product or service. The increased demands results in increased sales and so, profit goals of a company are attained with the help of advertising.

AUDIENCE SELECTION

A target audience is the intended audience or readership of a publication, advertisement, or other message. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message.

Target Market

A target market is a select group of potential or current consumers, which a business decides to aim its marketing and advertising strategies at in order to sell a product or service. Defining a 'target market' is the first stage in the marketing strategy of a business, and is a process of market segmentation.

Market segmentation can be defined as the division of a market into its select groups, based on a variety of factors such as needs, characteristics and behaviors, so that the application of the marketing mix can be appropriate to the individual. Segmentation of the market gives a business the ability to define its target market for its product or service, and apply the marketing mix to achieve the desired results.

Once a business has determined their target market an offering can be designed to satisfy the particular needs and wants of the particular audience. The target audience is often segregated by factors such as demographic and psychographic differences. The audience within these target segments can have different regional, ethnic, lifestyle, and monetary and religious requirements. Tailoring the offering to a target market allows the marketer to satisfy the particular needs and wants of the consumers within this audience.

Determining the target audience

A business must identify and understand its target audience if their marketing campaign is to be successful. It allows the business to craft their products or services to the wants and needs of customers, in order to maximize sales and therefore revenue. A successful marketing campaign connects with consumers on a personal level, which will help the business to develop long-term relationships with customers.

Not all consumers are the same. Determining the target audience is key to reaching the loyal and high-profit customers, in order to ensure a return on investment. To effectively determine the brand's target audience, marketing managers should consider the three main general aspects of target audience grouping: demographics, psychographics and consumer lifestyle.

To determine the target audience, the business must first identify what problem their product or service solves, or what need or want it fulfils. The problem must be one that consumers are aware of and thus will be interested in solving. For example, a problem could be a lack of cheap air-conditioning units on the market. If a business enters the air-conditioning unit market selling their units at a low price, consumers who couldn't afford the other air-conditioning units will see this as a solution to the problem, and will purchase the new units. The problem that the business solves can be identified by searching for similar businesses or business ideas. If the search is unsuccessful, then there remains a problem that the business can solve.

The business must determine what kind of people are facing the problem they identified. This is based on consumer demographic, psychographic, geographic information and behavior.

Demographic information

Demographic information involves statistical aspects of consumers such as gender, ethnicity, income, qualification and marital status. Demographic information is important to the business because it gives a basic background of the customers the business is intending to aim its marketing campaign at. This helps them to judge on a basic level how to communicate effectively with who they have identified as the target audience.

Psychographic information

Psychographics is the use of sociological, psychological and anthropological factors, as well as consumer behaviour, style of living and self-concept to determine how different

market segment groups make decisions about a philosophy, person or product. Psychographic information can be utilized by the business to gain a deeper understanding of the consumer groups they intend to target, by analyzing the more intimate details of the consumer's lifestyle and thinking processes so as to gain understanding of their preferences. Things like financials, interests, hobbies and lifestyle will all be filtered by the business to create a target audience that will in theory be open to the product and will connect with the business through a marketing campaign aimed at them.

Behavioral information

Consumer behavior is the purchase decision process, what influences their purchase decision, what purposes they use the purchased good for, and their responses and attitudes to the product. It is evident that consumer's behavior is affected by messages sent by the business, which in turn affects their attitudes towards brands and products, and ultimately what products they choose to purchase. When determining their target audience, a business must examine consumer behavior trends. Behavioral trends could include online purchasing instead of in-store purchasing, or modern consumers purchasing a new smart phone annually. They should then select a segment of consumers whose behaviour aligns with the functionality and purpose of the product to be the intended audience for a marketing campaign.

Geographic information

Geographic information is essentially where the customer is located, and is vital to the business when they are determining their target audience. This is because customers located in different geographic areas are going to encounter different things that influence their purchase decisions. These can be any number of things, including resources, cultures and climates, which can cause their behaviour, psychographic information and influences to differ with those who are in same demographic but are geographically distant.

Lifestyle

A lifestyle is defined as „a person's pattern of behaviour“ which is closely related to consumer's personality and values. The lifestyle of a customer is often determined by the consumer's purchasing behaviour and product preference. This gives marketers an understanding of what type of lifestyle consumers live.

METHODS FOR SETTING ADVERTISING BUDGET

Several methods are used for setting advertising budget. Depending upon internal situations of the company, the suitable method is followed. Every method has its merits, demerits, and applicability.

Commonly practiced methods are as follows.

- Percentage of Sales Method
- Objectives and Task Method
- Competitive Parity Method
- Affordable or Fund Available Method:
- Expert Opinion Method
- Other Methods

Let us discuss each method in detail.

1. Percentage of Sales Method:

It is a commonly used method to set advertising budget. In this method, the amount for advertising is decided on the basis of sales. Advertising budget is specific per cent of sales. The sales may be current, or anticipated. Sometimes, the past sales are also used as the base for deciding on ad budget.

For example, the last year sales were Rs. 3 crore and the company spent Rs. 300000 for advertising. It is clear that the company has spent 1% of sales in the last year. Company has the tendency to maintain certain per cent (or percentage) of sales as ad budget. Based upon the past, the current and the expected sales, amount for advertising budget is determined. This method is based on the notion that sales follow advertising efforts and expenditure. It is assumed that there is positive correlation between sales and advertising expenditure. This is not the scientific method to decide on advertising budget.

Merits:

- (a) It is based on sales volume. Therefore, cost of advertising can be offset against profits earned from the sales. It satisfies financial management.
- (b) This method encourages marketing manager to think in terms of relationship between promotional costs, selling price, and profits per unit.
- (c) It maintains competitive parity. All firms in the industry spend approximately the same percentage of sales for advertising.

Demerits:

- (a) In absence of specific guidelines, it is not possible to decide the appropriate per cent of sales. It lacks a scientific base.
- (b) Long-term planning is not possible because a long-term sales forecasting seems difficult.
- (c) It neglects other objectives of advertising. Only sales are given priority. It doesn't consider the need of advertising.
- (d) It is, to some extent, inflexible.

2. Objectives and Task Method:

This is the most appropriate ad budget method for any company. It is a scientific method to set advertising budget. The method considers company's own environment and requirement. Objectives and task method guides the manager to develop his promotional budget by

- (1) Defining specific objectives,
- (2) Determining the task that must be performed to achieve them, and
- (3) Estimating the costs of performing the task.

The sum of these costs is the proposed amount for advertising budget.

The method is based on the relationship between the objectives and the task to achieve these objectives. The costs of various advertising activities to be performed to achieve marketing objectives constitute advertising budget.

Under this method, following steps are to be followed to set advertising budget:

- 1. Determine main objectives of marketing department.
- 2. Set advertising objectives in terms of sales, profits, brand loyalty, competitive stability, etc.
- 3. Determine advertising task in terms of various advertising activities required to be performed to achieve the advertising objectives.
- 4. Estimate cost of each advertising activity for the defined period.
- 5. Make sum of costs of all the activities. It is the estimated amount for advertising.

Thus, advertising budget is set on the basis of the objectives a company wants to achieve and in what way it wants the objectives to be achieved. This method is logically consistent and practically applicable for all the companies. The method emphasizes on actual needs of the company. It is considered as a scientific method to set ad budget.

3. Competitive Parity Method:

Competition is one of the powerful factors affecting marketing performance. This method considers the competitors' advertising activities and costs for setting advertising budget. The advertising budget is fixed on the basis of advertising strategy adopted by the competitors.

Thus, competitive factor is given more importance in deciding advertising budget. For example, if the close competitors spend 3% of net sales, the company will spend, more or less, the same per cent for advertising. Here it is assumed that "competitors or leaders are always right." If not followed carefully, this method may result into misleading.

It is obvious that a company differs significantly from the competitors in terms of product characteristics, objectives, sales, financial conditions, management philosophy, other promotional means and expenses, image and reputation, price, etc.

Therefore, it is not advisable to follow the competitors blindly. Marketing/advertising manager should take competitors' advertising strategy as the base, but should not follow as it is. The advertising budget must be adjusted to the company's internal and external situation.

Limitations:

- (a) In case of a new product, the method fails to guide for deciding on advertising budget.
- (b) It is difficult to know in which stage of life cycle the product of close competitor is passing through.
- (c) Company differs in terms of sales, profits, challenges, financial conditions, and so on. To follow competitors directly may be erroneous.
- (d) Advertising is not the sole factors that affect the sales; interplay of many factors determines sales.
- (e) In case, when there are many competitors, it is difficult to decide as to whom the company should follow.
- (f) The method is followed only when there are dominant competitors. In absence of competition, the method cannot be used.

4. Affordable or Fund Available Method:

The method is based on the company's capacity to spend. It is based on the notion that a company should spend on advertising as per its capacity. Company with a sound financial position spends more on advertising and vice versa.

Under this method, budgetary allocation is made only after meeting all the expenses. Advertising budget is treated as the residual decision. If fund is available, the company spends; otherwise the company has to manage without advertising. Thus, a company's capacity to afford is the main criterion.

Limitations:

- (a) The method completely ignores the role or need of advertising in the competitive market environment.
- (b) In long run, it leads to uncertain planning as there is no guarantee that the company will spend for advertising.
- (c) Except company financial position, other factors like company's need for advertising, consumer base, competition, and so forth are ignored.
- (d) This method only guides that a company should not spend beyond its capacity.
- (e) This is not a method in real sense.
- (f) There is possibility of bias in deciding advertising amount.

5. Expert Opinion Method:

Many marketing firms follow this method. Both internal and external experts are asked to estimate the amount to be spent for advertisement for a given period. Experts, on the basis of the rich experience on the area, can determine objectively the amount for advertising. Experts supply their estimate individually or jointly.

Along with the estimates, they also underline certain assumptions. Internal experts involve company's executives, such as general manager, marketing manager, advertising manager, sales manager, distribution manager, etc.

Whereas external experts involve marketing consultants, dealers, suppliers, distributors, trade associations, advertising agencies, and other professionals related to the field. Marketing consultants and advertising agencies provide such services on professional basis.

Advertising budget recommended by external experts is more neutral (bias-free) and, hence, is reliable. Experts consider overall situation and give their opinion on how much a company should spend. Mostly, the experts consider all the relevant factors related to advertising while deciding on advertising budget.

Merits:

- (a) The estimates tend to be more balanced as various executives and experts are involved.

(b) The budget is more accurate and realistic because the internal executives are well aware of company's strengths and weaknesses.

(c) It is the only option when a company is new, having no past experience.

(d) External experts tend to be more neutral as they are external to organization.

Demerits:

(a) It is not a scientific method. Personal value, experience, and attitudes play vital role.

(b) External experts are not fully aware of the company's marketing situations.

(c) When more internal experts are involved, it may deteriorate relation due to possible conflicts or lack of consensus.

(d) All opinions, right or wrong, are given equal importance

These are the various methods used for setting advertising budget.

CLASSIFICATION AND TYPES OF ADVERTISING:-

1. Product – Related Advertising

It is concerned with conveying information about and selling a product or service. Product advertising is of three types, such as,

- i.** Pioneering Advertising
- ii.** Competitive Advertising
- iii.** Retentive Advertising

i. Pioneering Advertising

This type of advertising is used in the introductory stages in the life cycle of a product. It is concerned with developing a "primary" demand. It conveys information about, and selling a product category rather than a specific brand.

For example, the initial advertisement for black – and – white television and color television. Such advertisements appeal to the consumer's emotions and rational motives.

ii. Competitive Advertising:

It is useful when the product has reached the market-growth and especially the market-maturity stage. It stimulates "selective" demand. It seeks to sell a specific brand rather than a general product category.

It is of two types:

Direct Type: It seeks to stimulate immediate buying action.

Indirect Type: It attempts to pinpoint the virtues of the product in the expectation that the consumer's action will be affected by it when he is ready to buy.

iii. Retentive Advertising:

This may be useful when the product has achieved a favourable status in the market – that is, maturity or declining stage. Generally in such times, the advertiser wants to keep his product's name before the public. A much softer selling approach is used, or only the name may be mentioned in "reminder" type advertising.

2. Public Service Advertising

This is directed at the social welfare of a community or a nation. The effectiveness of product service advertisements may be measured in terms of the goodwill they generate in favour of the sponsoring organization. Advertisements on not mixing drinking and driving are a good example of public service advertising. In this type of advertising, the objective is to put across a message intended to change attitudes or behaviour and benefit the public at large.

3. Functional Classification

Advertising may be classified according to the functions which it is intended to fulfill. Advertising may be used to stimulate either the primary demand or the selective demand.

- (i) It may promote either the brand or the firm selling that brand.
- (ii) It may try to cause indirect action or direct action.

i. Advertising Based on Demand Influence Level.

A. Primary Demand Stimulation

Primary demand is demand for the product or service rather than for a particular brand. It is intended to affect the demand for a type of product, and not the brand of that product. Some advertise to stimulate primary demand. When a product is new, primary demand stimulation is appropriate. At this time, the marketer must inform consumers of the existence of the new item and convince them of the benefits flowing from its use. When primary demand has

been stimulated and competitors have entered the market, the advertising strategy may be to stimulate the selective demand.

B. Selective Demand Stimulation

This demand is for a particular brand such as Charminar cigarettes, Surf detergent powder, etc. To establish a differential advantage and to acquire an acceptable sort of market, selective demand advertising is attempted. It is not to stimulate the demand for the product or service. The advertiser attempts to differentiate his brand and to increase the total amount of consumption of that product. Competitive advertising stimulates selective demand. It may be of either the direct or the indirect type.

ii. Institutional Advertising

Institutional Advertising may be formative, persuasive or reminder oriented in character. Institutional advertising is used extensively during periods of product shortages in order to keep the name of the company before the public. It aims at building for a firm a Positive public image in the eyes of shareholders, employees, suppliers, legislators, or the general public. This sells only the name and prestige of the company. This type of advertising is used frequently by large companies whose products are well known. HMT or DCM, for example, does considerable institutional advertising of its name, emphasizing the quality and research behind its products.

Institutional advertisements are at consumers or focus them upon other groups, such as voters, government officials, suppliers, financial institutions, etc. If it is effective, the target groups will respond with goodwill towards, and confidence in the sponsor. It is also a useful method of introducing sales persons and new product to consumers. It does not attempt to sell a particular product; it benefits the organization as a whole.

It notifies the consumers that the company is a responsible business entity and is patriotic; that its management takes ecologically responsible action, is an affair- motive-action employer, supports the socialistic pattern of society or provides employment opportunities in the community.

When Indian Oil advertisements describe the company's general activities, such as public service work, this may be referred to as institutional advertising because it is intended to build an overall favorable attitude towards

the company and its family of products. HMT once told the story of the small-scale industries supplying it with component parts, thus indicating how it aided the development of ancillary industries.

iii. Product Advertising

Most advertising is product advertising, designed to promote the sale or reputation of a particular product or service that the organization sells. Indane's Cooking Gas is a case in point. The marketer may use such promotion to generate exposure attention, comprehension, attitude change or action for an offering. It deals with the non-personal selling of a particular good or service. It is of three types as follows:-

- Informative Product Advertising
- Persuasive Product Advertising
- Reminder-Oriented Product Advertising.

Informative Product Advertising:

This form of advertising tends to characterize the promotion of any new type of product to develop an initial demand. It is usually done in the introductory stages of the product life cycle. It was the original approach to advertising.

Persuasive Product Advertising:

Persuasive product advertising is to develop demand for a particular product or brand. It is a type of promotion used in the growth period and, to some extent, in the maturity period of the product life cycle.

Reminder-Oriented Product Advertising:

The goal of this type of advertising is to reinforce previous promotional activity by keeping the brand name in front of the public. It is used in the maturity period as well as throughout the declining phase of the product life cycle.

4. Advertising based on Product Life Cycle

- Consumer Advertising
- Industrial Advertising

Consumer Advertising

Most of the consumer goods producers engage in consumer product advertising. Marketers of pharmaceuticals, cosmetics, scooters, detergents and soaps, cigarettes and alcoholic beverages are examples. Barring a few, all these products are all package goods that the consumer will often buy during the year. There is a heavy competition among the advertisers to establish an advantage for their particular brand.

Industrial Advertising

Industrial executives have little confidence in advertising. They rely on this form of promotion merely out of fear that their competitors may benefit if they stop their advertising efforts. The task of the industrial advertiser is complicated by the multiple buying influence characteristics like, the derived demand, etc.

5. Trade Advertising

Retail Advertising

Wholesale Advertising

A. Retail Advertising

This may be defined as “covering all advertising by the stores that sell goods directly to the consuming public. It includes, also advertising by establishments that sell services to the public, such as beauty shops, petrol pumps and banks.”

Advertising agencies are rarely used. The store personnel are usually given this responsibility as an added task to be performed, together with their normal functions. The result is that advertising is often relegated to a secondary position in a retail store. One aspect of retail advertising is co-operative advertising. It refers to advertising costs between retailers and manufacturers. From the retailer’s point of view, co-operative advertising permits a store to secure additional advertising that would not otherwise have been available.

B. Wholesale Advertising

Wholesalers are, generally, not advertising minded, either for themselves or for their suppliers. They would benefit from adopting some of the image-making techniques used by retailers – the need for developing an overall

promotional strategy. They also need to make a greater use of supplier promotion materials and programmes in a way advantageous to them.

6. Advertising based on Area of Operation

It is classified as follow:

- National Advertising
- Regional Advertising
- Local Advertising

A. National advertising

It is practiced by many firms in our country. It encourages the consumer to buy their product wherever they are sold. Most national advertisements concentrate on the overall image and desirability of the product. The famous national advertisers are Hindustan Levers, DCM, ITC, TISCO

B. Regional advertising

It is geographical alternative for organizations. For example, Amrit Vanaspati based in Rajpura claims to be the leading hydrogenated oil producer in the Punjab. But, until recently, it mainly confined itself to one of the vegetable oil brands distribution to Malihabad district (in U.P. near Lucknow).

C. Local advertising

It is generally done by retailers rather than manufacturers. These advertisements save the customer time and money by passing along specific information about products, prices, location, and so on. Retailer advertisements usually provide specific goods sales during weekends in various sectors.

7. Advertising According to Medium

The most common classification of advertising is by the medium used. For example: TV, radio, magazine, outdoor, business periodical, newspaper and direct mail advertising. This classification is so common in use that it is mentioned here only for the sake of completeness.

SEMESTER V

COMMERCE

ADVERTISING

POSSIBLE QUESTIONS

SECTION A (1X20=20Marks)

1 Mark Questions Online

SECTION B (5X2=10Marks)

1. Who are target audience?
2. What is Advertisement Budgeting?
3. What do you mean by advertising?
4. Write in brief about interactive advertising.
5. Write in brief how internet is used for advertising.
6. What do you mean by media choice?
7. What do you mean by media selection?
8. What do you mean by media buying
9. What do you mean by retail advertising?
10. What do you mean by national advertising?

SECTION C (5X6=30Marks)

1. Explain the importance of advertising. What are the different types of advertising?
2. What are the factors involved in deciding an advertising budget? Explain percentage of sale method of budgeting.
3. What do you mean by audience selection? What are the different types of target groups?
4. Explain how advertising budget is done. What are the factors involved and what are the types of budget?
5. Discuss: Advertising is a powerful tool for creating product demand
6. Explain how an advertiser and a consumer are benefited from advertising.
7. Explain the nature and importance of advertising
8. What is advertising? How is advertising done based on geographical spread?
9. What is a target group? How is it classified?
10. What is advertisement budgeting? What are its types?



KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.

(For the candidates admitted from 2017 onwards)

DEPARTMENT OF COMMERCE (CA)

SUBJECT : ADVERTISING

SEMESTER : V

SUBJECT CODE : 17CCU503 B

III B.COM CA

UNIT 1

S.No.	QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4	ANSWER
	Advertising is a concept	Macro	Micro	Mini	Hypothesis	Macro
	_is a Macro concept	Marketing	Advertising	Selling	Buying	Advertising
	Advertising is a mass process	Organization	Promotion	Selection	Communication	Communication
	_is a mass communication process	Marketing	Advertising	Selling	Buying	Advertising
	The pure advertising formula is	AIDA	4 P'S	4 C'S	4P'S & 4C'S	AIDA
	In AIDA - I denotes for	Intension	Initiative	Interest	Indent	Interest
	_will built the brandimage	Marketing	Advertising	Selling	Buying	Advertising
	Advertising will built the _image	Packing	Trading	Designing	Brand	Brand
	Advertising is the process	Impersonal	Personal	Binomial	Nominal	Impersonal
	_is the impersonal process	Marketing	Advertising	Selling	Buying	Advertising
	Advertising is purely	Dependent	Nominal	Independent	Denomination	Independent
	_is purely independent	Marketing	Advertising	Selling	Buying	Advertising
	In AIDA - D denotes for	Decision	Design	Delegation	Desire	Desire
	In AIDA - first A denotes for	Average	Atleast	Attention	Action	Attention
	In AIDA - last A denotes for	Average	Atmost	Attention	Action	Action
	The word advertising is means turning of to something.	Desire	Attraction	Attention	Interest	Attention
	Which tool of the promotional mix is defined as any paid form of non personal presentation and promotion of ideas, goods, or services by an	Advertising	Public relations	Direct marketing	Sales promotion	Advertising
	Advertising is one of the mix	Selling	Production	Promotion	Product	Promotion
	_is one of the promotional mix	Marketing	Advertising	Selling	Buying	Advertising
	_is the main aime of advertising	Production	Promotion	Product	Publicity	Publicity
	Advertising is a & business process	Social	Production	Promotion	Public	Social
	Advertising is a social & process	Production	Promotion	Public	Business	Business
	Newspaper is advertising	Indoor	Direct method	advertising	Indirect	Indoor
	Magazines are advertising	Direct method	Outdoor advertising	Direct	Indoor	Indoor
	Trade Journals are the kind of advertising	Direct method	Outdoor advertising	Indoor	Marketing	Indoor
	Posters are the kind of advertising	Direct method	Outdoor	Indoor	Marketing	Outdoor
	Banners are the kind of advertising	Indoor	Marketing	Direct method	Outdoor	Outdoor
	Cut outs are the kind of advertising	Indoor	Marketing	Outdoor	Direct method	Outdoor
	Window display is one of the kind of _advertising	Displays	Marketing	Outdoor	Direct method	Displays
	_is one of the Advertising process	Production	Advertisement copy	Promotion	Public	Advertisement copy
	Advertising aims at	Product selling	Marketing	Customer relation	Mass communication	Mass communication
	Display and demonstrations is a.....advertising	Film advertising	TV advertising	Radio advertising	Point of purchase	Point of purchase
is a free distribution of an item in an attempt to obtain consumer acceptance	Coupons	Contests	Premiums	A Sample	A Sample
 Offers a discount usually of 5 to 10 % on the next purchase.	Coupons	Contests	Premiums	A Sample	Coupons
	Weekly of India's is themagazines	magazines	magazines	Special issues	magazines	magazines
	Famine for women is the magazines	magazines	magazines	Special issues	magazines	magazines
	magazines	magazines	magazines	Special issues	magazines	Special issues
	The blitz is the magazines	General magazines	Specialized magazines	Special issues	Daily magazines	General magazines

	The sarita is the magazines	General magazines	Specialized magazines	Special issues	Daily magazines	General magazines
is capable of gaining more attention of the public	Indoor advertising	Outdoor advertising	Marketing	Marketing research	Outdoor advertising
	Cartoons films fall under ...category	Film advertising	Promotional advertising	Specialty advertising	Radio advertising	Film advertising
	Advertising is anature of selling.	Personal	Impersonal	Direct	Intention	Impersonal
	Direct mail advertisement is an example of	advertising	advertising	advertising	Marketing	advertising
	Press publicity is an example of	Direct method of advertising	Indirect method of advertising	Indoor advertising	Marketing	Direct method of advertising
	TV is an example of	Direct method of advertising	Indirect method of advertising	Indoor advertising	Marketing	Indirect method of advertising
	Cinema is an example of	advertising	advertising	advertising	Marketing	advertising
	An is a device that carries the advertising message to the consumers	Advertising medium	Advertisement	Advertising copy	Marketing	Advertising medium
 Is also a book let containing a detailed history of the product.	Folders	Sales letters	Brochures	Post cards	Brochures
 are also simple sheets of papers folded in an attractive manner	Folders	Sales letters	Brochures	Post cards	Folders
 defines advertising as any paid form of non personal presentation	AMA	Stanton	Hall	AAA	AMA
	fill the communication gap between manufactures and consumers	Advertising media	Information	Message	Advertiser	Advertising media
	The series of action to attain media objectives is	Media planning	Media strategy	Media selection	Media buying	Media planning
	Evaluation of an ad before it is transmitted to the audience is known as	Pre testing	Post testing	Concurrent testing	Advertising research	Pre testing
	Building selective demand is the objective of which type of advertising	Informative advertising	Persuasive advertising	Reminder advertising	Demand-driven advertising	Demand-driven ad
	Keeping consumers to think about the product is the objective for which type of advertising?	Informative advertising	Psychological advertising	Reminder advertising	Persuasive advertising.	Reminder advertising
	After determining its advertising objectives, a company next sets its_ for each product.	Advertising strategy	Advertising budget	Advertising goals	Advertising format	Advertising budget
	Evaluation conducted after the transmission of an ad is known as _____	Post testing	Pre testing	Concurrent testing	Copy testing	Post testing
	If a company gives false message to the customers, it is known as _____	Deception	Subliminal ads	Obscene ads	Cheating	Deception
	Advertisement that uses the fame of popular person is known as _____	Celebrity Ad	Customer Ad	Publicity	Creativity	Celebrity Ad
	Advertising is subject to	Social norms	Group norms	Company norms	Dynamic norms	Social norms

UNIT II
SYLLABUS

Media Decisions: Major Media Types - Their Merits and Demerits - Advertising Through Internet and Interactive Media-Issues and Considerations - Factors Influencing Media Choice - Media Selection, Media Scheduling.

Advertising media, also referred as ad media, can be defined as: Advertising media are the means or vehicles through which advertiser communicates his message to prospective customers to influence their behavior

Brennam defines: “The term „media” consists of each and every method that the advertiser has at his command to carry his message to public.”

Finally, more clearly, we can say: Advertising media are the physical means whereby marketer tells the consumers about goods and services.

TYPES (OR CLASSIFICATION) OF ADVERTISING MEDIA:

Major advertising media, as shown in figure 2, include press media, direct advertising, outdoor media, audio-visual media, advertising specialties, and others.

Several advertising media, its relative advantage and disadvantages, and relevant details have been discussed here:

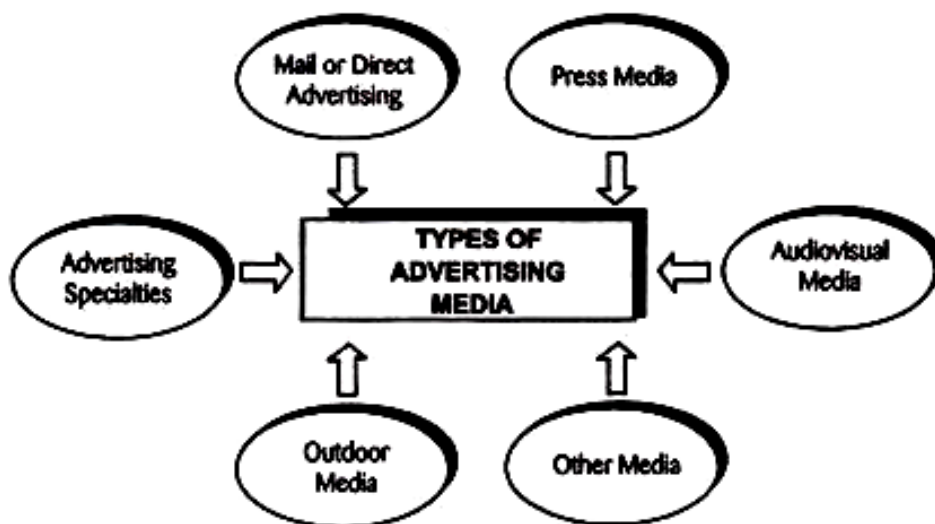


Figure 2: Types (or Classification) of Advertising Media

Press Media:

Press media are also called print media. Print media are popular and widely used for commercial advertising. A number of people can be addressed by print media. Attractive

slogans, statements, words, figures, pictures, drawings, comparative statements, charts, etc., can be used for advertising the products in colorful and artful manner. Press media mainly involves newspapers, magazines, and other publications.

1. Newspapers:

Newspapers are a popular medium to contact or inform a large number of customers. Newspapers may be morning or evening; may be in English, Hindi or in other regional languages; may be daily or weekly; may be local, regional or national; or may be routine or special edition.

The company should consider circulation, language, geographical coverage, price, credibility, costs of buying space, and quality of printing while selecting a suitable newspaper. Pictures, slogans, figures, charts, etc., can be used. Company can use multi-coloured advertisement, too.

Merits:

- (a) Newspaper is fit for mass communication. Thousands and lakhs of people can be addressed at a time.
- (b) Immediate or speedy message can be conveyed.
- (c) Necessary changes can be made easily in regularly published advertisement and at low costs.
- (d) Company can measure response immediately. Advertising effect can be assessed easily.
- (e) Advertisers can take benefits of the credibility of newspapers.
- (f) The medium is suitable for almost all types of products.
- (g) It reduces tasks of salesmen and dealers.
- (h) It is relatively a cheaper option. Per reader cost is very low.
- (i) It is a more flexible advertising vehicle. As per need a company can prefer effective timings, languages, regions, and colour combinations.

Demerits:

- (a) Newspapers have a shorter life, normally, a day. Long-term effect cannot be generated.
- (b) Message may not be read. Advertising message is more likely to be ignored or avoided.
- (c) Quality of paper and printing may reduce the value of advertisements published in newspapers.
- (d) It is treated as an ordinary advertising means. It is not as impressive (or prestigious) as magazines and periodicals.

- (e) This advertising medium is not fit for the live demonstration and the fine quality pictures.
- (f) It is costly when customers are limited in number. (g) In case of written advertisement, the illiterate customers cannot read it. In countries like India, percentage of illiterate population is quite high.
- (h) Normally, customers have to buy the newspapers. It is not cost-free medium like television or radio, etc.

2. Magazines:

Magazine is another popular and wisely used advertising medium. It is similar to newspapers with regard to many aspects. To consumers, magazines are treated as source of information and entertainment. A large variety of magazines or periodicals are published weekly, fortnightly, monthly, quarterly, half-yearly or annually.

Magazines are also published by religious and social organisations, schools, colleges, university or educational associations, professional and commercial associations, governments, companies, etc. Similarly, magazines are classified in forms of sex, age, profession, industry, entertainment, and so forth. Based on customer characteristics, a proper magazine should be selected for publishing advertising message.

Merits:

- (a) Magazines have a long life. They can be referred repeated by many users.
- (b) They are more effective as they are referred by educated and special class during leisure time. Advertising message in magazine is more likely to be read, considered, and reacted.
- (c) They are printed in better quality papers and effective or fault-free language.
- (d) Magazine can appeal to the special groups of customers. For example, children, women, or professionals.
- (e) It is a prestigious and credible vehicle to send advertising message.
- (f) It is a flexible, elastic, and multipurpose medium as readers may find page tag, receipt, guidebook, catalogue, and picture, calendar, which can be detached and kept for the future reference.

Demerits:

1. Many magazines have limited circulation and, hence, limited prospects are appealed.
2. Continuity or consistency is not possible as magazines are published weekly, monthly, or quarterly.
3. Most of the magazines are small in size; a large advertisement is not possible.

4. Compared to newspapers, magazine is expensive vehicle in terms of both space and per reader costs.

5. Advertising copy and money are to be sent in advance.

3. Other Print Media:

Print media also include telephone directories, books, notebooks, reports, community and professional directories, bus or railway tickets and timetables, and special publications on the special events by schools, colleges, universities, local bodies, cooperative societies, companies, or governments.

Local manufacturers, professionals, dealers, retailers, etc., mostly prefer these media to advertise their products. This set of media is relatively cheaper. Most of these print media are used by many people and have long life compared to magazines and newspapers. Further, more selective advertisement is possible. Such print media are more or less similar to newspapers and magazines.

Direct or Mail Advertising:

Direct advertising can be defined as: Any form of advertising in which the message is directed to specific individuals directly by the advertiser. This medium consists of written, printed, or processed message delivered directly to the selected buyers. This set of media is used to appeal the target market directly.

In practice, it is not suitable for a large number of customers. This type of advertisement is mostly sent personally, or by post and courier services. In the age of information technology, fax, e-mail, and cell phone SMS are also famous modes to send direct mail in a limited scale.

Most commonly used methods for direct advertising are sales letters, fax, e-mail, cards, greetings, Circulars and Leaflets, Catalogues, Folders, Booklets and Brochures, Pamphlets, etc.

Merits:

- (a) It involves a direct and personalized appeal to the customers, and, hence, it is more effective.
- (b) Advertiser has more flexibility to adjust with different types of customers and their needs.
- (c) Especially, catalogues, booklets, circulars, fliers, brochures, and house organs are effective and have educative value.

- (d) Advertiser has complete control on these media. They can be sent as and when it is desirable to be sent.
- (e) It can clearly explain the main features of products with statistical data.
- (f) More varieties are available. Advertiser can use different means of direct mail to attract customers' attention and to arouse interest.

Demerits:

- (a) This method is costlier as advertising message is conveyed personally. It involves both preparation costs and distribution costs.
- (b) It involves a lot of clerical work. Special wing/office should be maintained for the purpose for regular mailing.
- (c) It is applicable when the customers are limited.
- (d) Many times, this method results into waste of time, money, and efforts. People really do not have interest in such mails. They believe that direct mail is just to promote sales.
- (e) It is meaningful only if customers are able to read and understand.
- (f) Virtually, personalized appeal is difficult as the company doesn't have complete information of its buyers.

Outdoor or Rural Media:

Nowadays, outdoor advertising media are widely used for almost all types of goods and services. Outdoor media are excessively used by manufacturers and dealers, hotels, restaurants, academic institutions, airways, banks, insurance, etc.

Cold drinks, cements, cigarettes, petroleum products, and cosmetics products widely use these media for advertisement. They are also known as mural media. Those companies, which are not in position to spend huge amount on television, radio, newspapers or magazines, may opt for these media.

Most common outdoor advertising media are banners, Special Signboards, Billboards, Station Posters, Neon Sign, Posters and wall paintings, balloons, etc.

Merits:

- (a) Outdoor media do not require customers' special time and efforts to read or watch.
- (b) Outdoor media are capable to attract mass. Number of people can be attracted at a time.
- (c) They are cheaper than newspapers, radio, film, and television.
- (d) They are prepared in attractive and colourful manners. They are large in size to draw attention. They are eye-catching.

(e) They are placed at a place where people are more likely to view the advertisement, such as public places, like gardens, hospitals, bus stations, railway stations, aerodromes, traffic points, railway crossing, highway turns, road crossing, corners, etc.

(f) Some of them have long life (for example, hoardings, billboard, wall painting, etc.) They continue to advertise the same product for relatively a long time. They remain before the eyes of people for a long time.

(g) They can be highly selective. Words, slogan, description, symbols, picture, etc., can be easily used. Even, advertiser can place it anywhere he likes.

(h) They indirectly protect historical walls and buildings. They beautify different areas or localities. On highway, they are source of information and entertainment.

Demerits:

(a) People tend to overlook these media. People do not read or see such advertisements consciously and carefully.

(b) They may lead to accidents or mishaps. Interesting and exciting hoarding possibly leads to mishaps.

(c) Hoardings, wall posters, station posters are not movable. They cannot be moved to other places.

(d) Direct effect cannot be measured.

(e) Use of these media in a large scale is expensive.

(f) Voice and live movements (i.e., audio-visual effect) like television and film advertisements cannot be presented.

Audio-Visual Media:

The media that can be seen and/or heard are known as audio-visual advertising media. In contemporary marketing environment, these media are the most popular means to send advertising message. Marketers are using aggressively the audio-visual vehicles to prove superiority of their products over the competitors.

These media, though expensive, are considered as the modern and prestigious among all the advertising media. This set of media is excessively used for all types of goods and services. Audio-visual media mainly include television, radio, short films, Internet, moving slides, film slides, etc.

Radio:

Perhaps it is the cheapest (in terms of per listener cost) and most pervasive among all media used for mass communication. It crosses the literacy barriers. Countrywide or on particular

regions, the direct message is conveyed to the (desired group of) listeners.

Radio is used not only for advertising national programmes by the Government for Family Planning, vaccination, woman education, ecological conservation, erosion of superstitions, or any other programmes of social and national interest, but is also used by many companies for commercial advertising.

Insurance, banks, financial institutions, and manufacturers use radio to advertise their goods/services. Advertisements are broadcasted before, after, or during specific (regional or national) programmes.

Some companies broadcast their own programmes or events of the social interest and get their products or activities advertised directly. Local radio (FM radio) is excessively used by local marketers like tuition classes, private colleges, hotels and restaurants, dealers and distributors of distributors consumer durables, and so forth.

Merits:

- (a) Radio is more effective than spoken words.
- (b) Musical effects can be associated with message or slogan.
- (c) Wide coverage, it reaches to every corner of the country or at particular region.
- (d) Per contact cost is the lowest.
- (e) The programme can be sponsored or purchased as per advertiser's needs and objectives.
- (f) It is more credible. No advertisement is broadcasted against general interest of the public.
- (g) It suits the low-cost products like foods, drugs, cosmetics, etc.
- (h) It promotes goodwill and prestige of an advertiser.

Demerits:

- (a) Though per customer contact cost is the lowest, it is costly affair.
- (b) Company has to compromise in terms of message, events, or time schedule.
- (c) Only brief, sometimes not clear, message is conveyed.
- (d) It is not suitable with all types of products.
- (e) Mostly, advertisement appears during, before, or after the interesting programmes. People hear radio for programmes, and not for advertisement. So, message may not be properly attended. Advertising message is less significant than programme.
- (f) It has a temporary effect. Hardly the customer inquires the products based on radio advertising message.

(g) It is not the sole medium to advertise the products. It is used as supplementary to other advertising media.

Television – TV:

It is the newest, fastest growing, and most popular advertising medium. It is a powerful medium for entertainment and advertisement. Now, television set is available at affordable price. Most of TV channels and local cable operators carry commercial advertisements. It appeals the people through the eye and the ear, i.e., it creates audio-visual effect. Products can be demonstrated as well as explained.

Written words, description, and slogans can also be depicted with pictures, package, and brand names and/or products. Now, film stars, cricketers, artists, and modeling personalities are excessively used to advertise different types of products.

Shahrukh Khan for Santro car and Dishtv, Amitabh and Sachin for Pepsi, Sachin for TVS Motor bike, Mathuri Dixit and Amitabh Bachhan for Himani cosmetics, M. Dhoni for Milkshakti Biscuit, and such others are popular TV advertisements.

Camera and computer can create the highly impressive and effective combination of the events, words, slogan, and music. Advertisements appear in television during special events, like cricket match, film, thrilling news, or similar mega events, carry a heavy impression on customers. For example, TVS has earned the fame and sales in TVS Cup between India and West Indies in November, 2002.

Merits:

- (a) Millions of people can be exposed to the products.
- (b) Company can appeal to the customers by two faculties (the eye and the ear) at a time. A long-term effect can be created.
- (c) Live demonstration can be displayed. Customers are guided systematically.
- (d) Television advertisement is also a great source of entertainment for children. Children are found uttering the slogans of various advertisements. It is an effective medium to popularize product within short period of time.
- (e) Actual users can be demonstrated using the product. Users are shown using and enjoying the products.
- (f) It is fit for the illiterate as well as the literate audience.
- (g) Advertising during specific interesting events like films, cricket match, film fair, specific serials, or news carries a high degree of exposure.

(h) Television advertisement can be presented in the most effective and perfect way by using the latest animation technology or computer effect.

(i) Product can be attached to specific personality in the most effective way. For examples, Mathuri Dixit and Himani cosmetic products, Sachin Tendulkar and TVS Victor, Shahrukh and Santro car, Amitabh and Pepsi, etc. Personality of person becomes the identity of the product.

Demerits:

(a) Advertisement of the firm appears before, after, or in middle of the programmes along with various advertisements. In the same way, various companies jointly sponsor a programme. Each company tries to impress its viewers. Advertisement may not be effective to catch the attention and to create the identity. All advertisements are not carefully attended.

(b) It is the costliest medium to advertise the product. Only financially sound company can afford the medium.

(c) In case of film or serial, people avoid seeing commercial break. They relax during commercial break, shift to other channels or even switch off TV for three to five minutes.

(d) Television is a source of entertainment. Many advertisements are viewed for joy. Its commercial value may be undermined.

(e) Frequent commercial breaks for a few minutes during interesting programme affect adversely the interest of audience. They are disturbed or irritated; cannot tolerate the disturbance in an interesting story. They may develop prejudice or negative attitude towards the company whose advertisement disturbs during climax.

(f) Many viewers opine that advertisements create a nuisance on television. They are more company-centered and have nothing to do with consumer interest and welfare. They waste the valuable time of people.

(g) Television advertisement seems more artificial, superfluous, erotic, misleading, and full of exaggerations due to use of animation, virtual reality or special effects created by computer. People perceive vast difference between actual performance of products as against the claimed performance. It creates a big question against credibility of the TV advertisement.

Film or Cinema:

Film advertisement mainly involves cinema slides and short films. A large number of people can be exposed through this medium. Advertisements are shown at theatres or at different places by projectors.

Short Films:

They are presented before films or during interval. Many companies use short films to advertise its products through cinema houses. It is similar to television medium. Main difference between TV and short film is that film can expose only limited audience while TV is capable to contact millions of people at time.

For example, popular advertisements are Vico cream, toothpaste and powder, Niramia detergent cake and washing powder etc. Short films are shown along with non-commercial films during various events or functions such as seminars and similar events.

Slides:

The alternate way to advertise the product in the theatre consists of slides. This medium is also used for both commercial as well non-commercial ads. Alike TV, it is a slide-cum-sound medium. Only demonstration of products – but not live presentation – is possible.

Here, slides consisting name of producers, products, logo, etc., are shown in theatres and at the place of special events. Advertisements are presented in theatre before and after film or during interval.

Merits:

- (a) It is less costly. Especially, slides are very cheaper.
- (b) This medium is fit for literate as well illiterate people.
- (c) Audiovisual effect is possible.
- (d) It can be presented in different shows and in each show different people can be exposed to an advertising message. So, in case of the hit movies, a large number of people can be exposed.
- (e) In short films, the live demonstration can be presented. Compared to TV, more information can be provided.

Demerits:

- (a) Inattention is the basic problem. Audience is more interested in the movie than advertisement.
- (b) Advertising the products by short films is costly. Its preparation is more costly than presentation.
- (c) Only those who spend money to see movie in the theatre or participate in seminar, functions, etc., are exposed to the advertising message. So, compared to radio, television, or print media, it has extremely limited coverage.
- (d) Such medium cannot be used in the areas where theatres or projectors are not available.

- (e) Slides are less effective. People avoid attending adslides.
- (f) If not prepared carefully, slides, short films, or documentary result into irritation, boring, and misleading.

Other Media:

Apart from the media discussed in above part, there are various media frequently use for advertising the products.

Most widely used common advertising media are:

Window Display, Counter Display, Special Display and Shows, Showrooms, Trade Fair and Exhibition, etc.

Advertising through Internet and Interactive media**Internet advertising****Internet:**

Internet is the latest medium to advertise products. Some companies put their advertisements on their websites; some companies buy web page of the popular websites. Even, sometimes, they place their advertising message directly on different websites.

Viewers just clicking on the name, address, picture, product, logo, brand, or slogan and can get full detail of a product or a company. To develop their own websites on Internet is also very common due to rapid practice of e-commerce or online transactions.

Most of the established companies, banks, insurance, and educational institutes have put their information of Internet. In India, use of Internet for advertising purpose is on increase. More than 100 million Indian access the Internet regularly.

Merits:

- (a) It has high credibility and prestige.
- (b) Company can advertise its product globally.
- (c) Advertisement can be prepared with multiple effects. Use of virtual reality makes advertisement interesting.
- (d) It is highly suitable when the company wants to appeal to specific sophisticated groups of customers.
- (e) Demonstration is possible.

Demerits:

- (a) It has a limited utility. A few people can access the Internet. In developing and underdeveloped countries, it has limited use.
- (b) It is not automatic. One has to log on to access a particular website.
- (c) Only limited firms can use this sophisticated advertising vehicle.
- (d) Internet users are highly professional and distinguished class of people and they hardly care for advertisements.
- (e) It is costly to both company as well as Internet users (customers).
- (f) People access websites for detail information only after they are impressed or exposed by the message appears in other advertising media. Thus, the medium is complementary to the rest of media.

Effective internet advertising:

Affiliate Marketing - Affiliate marketing is an online marketing system that allows any online business to affiliate themselves with website owners (affiliates) using affiliate programs...

User-generated content - User-generated content (UGC) is the original content that is created by the audience of the brand...

Phishing - Phishing is network fraud...

Prospective customer - A prospective customer (a prospect) is a customer who can buy your product if they want, i.e.,

Outbound marketing - Outbound marketing is traditional marketing, which appeared long before the invention of the Internet and it is used up to this day...

Interactive advertising

Interactive advertising is a shift from the more traditional (and perhaps, boring) method of advertising, which relies on customers seeing and remembering a typical magazine ad or hearing about a product on the radio. Interactive advertising is about developing two-way communication between brand and customer, because the brand has developed advertising that requires the customers to react in some type of unusual way (not simply going to a store and buying the advertised item).

Interactive advertising, like any form, has both advantages and drawbacks that marketers should consider. Among them:

Advantages

- Gives viewers more control over their interpretation of your content
- Proves the importance of the consumer (by asking them to respond or react in some way)
- Opens lines of interaction and dialogue between a brand and its audience

Disadvantages

- Can be more costly in terms of finances and time
- Requires a clear understanding of the audience being targeted
- Can be overshadowed by other marketing messages

Examples of interactive advertising:

Interactive advertising is a form of media-based marketing that businesses and product manufacturers use to promote products, services and other announcements and information. A business targets consumers from the websites they visit as well as on smartphones and other hand-held media devices. Companies use interactive advertising to build brand recognition and connect with consumers where they spend the most time researching products and services.

Issues and considerations:

The use of ethical advertising is one sure way for companies to show they value the needs of their customers. Including a moral stance within their advertising gives consumers information about what companies they want to support and which ones from whom they'd rather withhold their money. People are eager to make a difference in the world, and using products from ethical companies is one simple way to show they care. While everyone has issues they want to support, it's essential for brands to follow some generally accepted guidelines when approving advertising campaigns.

Gender Equality

While high fashion brands may be the guiltiest of producing ads containing women as objects, the subject still comes up with maddening frequency. The idea that women are people, not props, is even the subject of an advertising campaign itself, #WomenNotObjects. The advertising industry has long been guilty of the objectification of

women, but more and more companies are changing their images by treating the women in their ads with an equal amount of representation.

The Truth

Truth in advertising can sometimes seem like an oxymoron. Companies want to convince consumers to buy their products, which naturally makes them reluctant to reveal any negative aspects of their brands. The Federal Trade Commission requires that all advertising be truthful and not misleading, yet companies have skirted around the truth in the past with many products such as tobacco products, alcohol and over-the-counter drugs. While companies follow the letter of the law in most cases, some brands skirt major issues by emphasizing certain facts about their products while downplaying others.

Social Equality

Social equality in advertising has come into play in recent years, notably in a cereal advertisement that featured a mixed-race couple. While the outcry in specific segments of the population was vocal, more companies are showing families out of the traditional advertising norm now. Mixed-race couples, gay couples with families and even lesbians looking for love on dating sites are treated as a regular part of society instead of as fringe groups, perhaps in an attempt to more closely mirror a company's customerbase.

Health

From vitamins to alcoholic beverages, a wide variety of advertised products affect consumers' health. Companies have a moral and legal obligation to have solid proof of any health claims they make for their product in any advertising campaign. From contact lenses to weight loss products, manufacturers must produce studies that prove any claims they make or risk severe penalties from the Federal Trade Commission.

FACTORS INFLUENCING MEDIA CHOICE

Strictly speaking, there is no one best medium/media for all similar units. What is "best" is decided by unique individual circumstances. However, in general, the following factors govern the choice of an advertising media.

1. The nature of product:

A product that is needed by all will encourage mass media like print, broadcast, telecast, outdoor and the like. A product needing demonstration warrants television and

screen advertising. Industrial products find favor of print media than broadcast media. Products like cigarettes, wines and alcohols are never advertised on radio, television and screen.

2. Potential market:

The aim of every advertising effort is to carry on the ad message to the prospects economically and effectively. This crucial task rests in identification of potential market for the product in terms of the number of customers, geographic spread, income pattern, age group, tastes, likes and dislikes and the like.

If the message is to reach the people with high income group, magazine is the best. If local area is to be covered, newspaper and outdoor advertising are of much help. If illiterate folk is to be approached, radio, television and cinema advertising are preferred.

3. The type of distribution strategy:

The advertising coverage and the distribution system that the company has developed have direct correlation. Thus, there is no point in advertising a product if it is not available in these outlets where he normally buys. Similarly, the advertiser need not use national media if not supported by nationwide distribution network.

4. The advertising objectives:

Though the major objective of every company is to influence the consumer behaviour favorably, the specific objectives may be to have local or regional or national coverage to popularize a product or a service or the company to create primary or secondary demand to achieve immediate or delayed action to maintain the secrets of the house.

If it wants immediate action, direct or specialty advertising fitting most. If national coverage is needed, use television and news-paper with nationwide coverage.

5. The type of selling message:

It is more of the advertising requirements that decide the appropriate choice. The advertisers may be interested in appealing the prospects by colour advertisements. In that case, magazine, film, television, bill- boards, bulletin boards serve the purpose.

If the timeliness is the greater concern, one should go in for news-paper, radio, posters. If demonstration is needed there is nothing like television and screen media. If new product is to be introduced, promotional advertising is most welcome.

6. The budget available:

A manufacturer may have a very colourful and bold plan of advertising. He may be dreaming of advertising on a national television network and films. If budget does not allow, then he is to be happy with a low budget media like his newspaper and outdoor advertising. Instead of colour print in magazine, he may be forced to go in for black and white. Thus, it is the resource constraints that decide the choice.

7. Competitive advertising:

A shrewd advertiser is one who studies carefully the moves of his competitor or competitors as to the media selected and the pattern of expenditure portrayed. Meticulous evaluation of media strategy and advertising budget paves way for better choice.

It is because, whenever a rival spends heavily on a particular medium or media and has been successful, it is the outcome of his experience and tactics. However, blind copying should be misleading and disastrous.

8. Media availability:

The problem of media availability is of much relevance because; all the required media may not be available at the opportune time. This is particularly true in case of media like radio and television; so is the case with screen medium. Thus, non-availability of a medium or a media poses a new challenge to the media planners and the people advertising industry. It is basically an external limit than the internal constraint.

9. Characteristics of media:

Media characteristics differ widely and these differences have deep bearing on the choice of media vehicle.

These characteristics are:

Coverage, reach, cost, consumer confidence and frequency. „Coverage“ refers to the circulation or the speed of the message provided by the media vehicle. Larger the coverage, greater the chances of message exposure to the audiences. Advertisers prefer the media vehicles with largest coverage for the amount spent.

The vehicles like radio, television, newspapers, magazines and cinema are of this kind; on the other hand, direct advertising and outdoor advertising are known for local coverage.

„Reach“ is the vehicle's access to different individuals or homes over a given period of time. It refers to readership, listenership and viewership. It is the actual number reading than the persons buying or owning these.

For instance, one need not own a television set to have advertising message so also a news-paper and a magazine. „Relative cost“ refers to the amount of money spent on using a particular vehicle. It is one that involves inter vehicle and medium cost analysis and comparison.

This consumer credibility of a vehicle is important because, credibility of advertising message is depending on it. Speaking from this point of view, news-papers and magazines enjoy high degree of credibility than radio and television commercials.

Outdoor medium is considered the least credible. „Frequency“ refers to the number of times an audience is reached in a given period of time.

Limited frequency makes little or no impression on the target audience. Thus, newspapers, television, radio and outdoor media are known for highest frequency while, magazine, screen, display and direct advertising the lowest.

In a nut-shell, the advertiser, to get the best results for the money spent and the efforts put in, should consider all the above nine factors that govern selection of a medium or media and media vehicle. Media selection is a matter of juggling, adjusting, tailoring, filling, revising and reworking to match to his individual situation.

Social Media

An effective interactive advertising method is Internet marketing via social media and networking websites. Social media marketing involves advertising to consumers through outlets such as social networking websites, online communities and blog operations. Advertising through social media outlets provides a direct marketing approach because it targets an audience based on its interests. For example, a health company may target an online group of fitness enthusiasts by marketing supplement products on websites dedicated to health and well-being.

Videos

Video ads are forms of interactive media advertisements that display short Advertisement messages to consumers who visit various websites. Videos may appear automatically when a consumer visits a particular site, or consumers may have the option to view videos at their disposal. Many product manufacturers utilize video advertisements to build brand recognition of the products consumers use every day, such as cleaning or food

products. Department store and home improvement store chains also utilize video ads to build brand recognition.

Pop-Ups

Many businesses and product manufacturers utilize pop-ups as a form of interactive advertising. Pop-up advertisements are new browser windows that appear on the computer screen with advertisement-rich content. Businesses utilize pop-up advertisements to make announcements, sell products, offer discounted services or get consumers to visit a new website.

Displays

Display ads use visually stimulating graphics to get the attention of website visitors. Display advertisements can appear anywhere on a web page and vary in size, shape and content. These ads have the same concept as traditional picture advertisements in the yellow pages. They draw the visitor's attention to the ad with colors, pictures and relevant content. Effective displays entice consumers to click on the ad to obtain additional information about the product or service advertised.

MEDIA PLANNING

The media planning process is not an easy one. There many options which include mass media such as television, newspaper, radio, and magazines as well as out of home media such as outdoor advertising, transit advertising, and electronic billboards. A variety of support media such as direct marketing, interactive media, promotional products advertising, and in-store point-of-purchase options must also be considered. The importance of media planning as a function has grown immensely with the coming of cable and satellite channels and the emergence of new media such as the Internet and mobilephones.

SOME BASIC TERMS AND CONCEPTS

Media planning is the series of decisions involved in delivering the promotional message to the prospective purchaser and/or users of the product or brand. Media planning is a process, which means a number of decisions are made, each of which may be altered or abandoned as the plan develops.

Medium is the general category of available delivery systems, which includes broadcast media (like TV and radio), print media (like newspapers and magazines), direct mail, outdoor advertising and other support media. Media Vehicle is the specific carrier within a medium category.

For example, Times of India and Indian Express is print vehicle. Reach is a measure of the number of different audience members exposed at least once to a media vehicle in a given period of time. Coverage refers to the potential audience that might receive the message through a vehicle.

Advertising selection:

Selection of a suitable medium for advertising is really a complex problem to the advertiser. There are a number of kinds and classes of media in the modern advertising. Hence, **the advertising media selection** means not only the choice of the right classes of media but also the individual medium within the class or classes. Besides there is no single medium that is best suited for all advertisers. In reality, a medium which is best suited for one may be almost useless for another. The medium once employed for advertising a particular product itself may be found unsuited subsequently. Therefore, the right choice of a medium calls for a careful analysis. If the medium is unsuited the whole amount of money spent on the advertising campaign shall turn to be a waste.

The advertiser, therefore, while selecting the media, should consider the following factors:

1. **Class of the audience:** Firstly, the advertiser must note the class of the audience to be influenced by the medium. The audience can be classified into different groups by their social status, age, income, educational standard, religion, cultural interests. They may also be divided into men and women.
2. **Extent of coverage:** Secondly, the advertiser must consider the number of audience to be covered by the medium. Every media has a general as well as an effective circulation. The general circulation is made up of the total number of people who read or subscribe to the media. The effective circulation is the number of prospective customers who read it and the number of those who influence sales, though they may not buy for themselves. Effective circulation must be considered while estimating the number of people to be covered. The extent to which the medium reaches the same audience as that covered by some other media i.e., the percentage of over-lapping must also be taken into account.

3. **Nature of the product:** Nature of the product itself is a principal factor governing the selection of the medium. Products can be classified into various kinds – consumer's products and manufacturer's products etc.
4. **Nature of the competition:** The nature of the competition exerts greater influence of the selection of the media. If the competition is stiff utmost care is needed in the selection of medium and a larger advertising budget is also required. In many cases where the advertising copy is similar or the choice of the media solely determines the effectiveness of the campaign as compared with that of the other competitors.
5. **Reputation of the medium:** Newspapers and magazines can offer a beautiful illustration for the reputation of the media. There are a few newspapers and magazines which have international reputation with a high readership. Advertisements in such magazines and newspapers are generally recognized and believed as true. Such advertisements also add prestige to the product.
6. **Cost of the media:** Cost of the medium in most cases, is an important factor in the selection of the medium. Advertisements in certain media are expensive. For instance, TV and Radio advertisements. Magazines and newspaper advertisements are generally considered as less expensive. Yet, certain magazines and newspapers, having larger circulation and high reputation charge higher rates. The rates also differ depending upon the space occupied and the preferential positions. The first page of a newspaper is rarely missed by the reader. Hence they have more attention value, than the advertisements presented anywhere inside the newspaper.
7. **Time and location of buying decisions:** The location of the audience and the time by which it should reach them must also be looked into. This consideration also enables the advertiser to keep his retail outlets in the proximity of the customers.

Media Scheduling

Media Scheduling refers to the pattern of timing of an advertising which is represented as plots on a flowchart on a yearly basis. The plots in the flowchart indicate the pattern of periods that matches with favorable selling periods. The classical scheduling models are commonly known as continuity, fighting, and pulsing.

Media scheduling depends upon a number of factors such as:

- The nature of product- whether it is consumer usable, durables or industrial
- The nature of sales- whether the sales is seasonal or regular

- The product lifecycle- whether the product introduction is in growth, maturity or decline
- The pattern of competitor's programs
- The entry of new competitors in the market
- The availability of funds for advertising and marketing campaigns

Continuity

This model is primarily valid for non-seasonal products and some kind of seasonal products.

Advertising usually runs steadily with little variation or change over the campaign period. There might be short gaps between advertising at regular intervals and also long gaps, for instance, one advertising every week for 12 months and then pause for a while. This pattern of media advertising prevalent in service and packaged goods requires continuous reinforcement on the customers for top of mind recollection at point of purchase.

The advantages are as follows -

- It works as a reminder.
- It covers the entire purchase cycle.
- It helps in achieving cost efficiencies in the form of large media discounts.
- It helps with positioning advantages within media.
- It incorporates a program or plan that helps identify the media channels used in advertising campaign, and specifies insertion or broadcast dates, positions, and duration of the messages.

Flighting

Flighting involves intermittent and irregular periods of advertising, alternating with shorter periods of no advertising at all in media scheduling for seasonal product categories. For example Halloween costumes are purchased mainly during the months of September and October and not the entire year round.

Advantages:

- For a relatively shorter period of time, the advertisers buy heavier weight than competitors.
- It results in little wastage, since this type of advertising concentrates on the best purchasing cycle period.
- The series of commercials as unified media campaigns appear on different media vehicles.

Pulsing

By using low advertising all the year round and heavy advertising during peak selling periods, Pulsing combines both flighting and continuous scheduling. The product categories

that experience a surge in sale at intermittent periods are good candidates for pulsing product categories that are sold year round. For instance, under-arm deodorants, sell all year, but more during the summer months

Advantages:

- It covers different market situations possible
- It combines advantages of both continuity and flighting possible

Types of Scheduling:

The advertiser has to consider two types of media scheduling problems:

Macro-scheduling

The macro-scheduling involves allocating advertising expenditure and frequency (repetition/reproduction of message) in relation to season or broad picture of business cycle. The macro-scheduling problem concerns with how to schedule advertising in relation to seasonal and business cycle trends.

Micro-scheduling:

The micro-scheduling problem concerns with allocating advertising expenditure and frequency within a short period to obtain the maximum response or impact. In other words, the problem deals with how to distribute advertising expenditure within the given time.

Alternative Scheduling Strategies:

A company has following alternative scheduling strategies to decide on micro-scheduling:

1. Continuous Advertising:

This scheduling involves advertising the message evenly throughout a given period. For example, if company wants 48 television/radio spots, it will advertise 4 times in a month or once in a week, or on every Monday.

2. Concentrated Advertising:

This scheduling involves giving all the advertisement in a single period. Thus, the concentrated advertising means to spend the entire advertising budget within one flight. It is applicable when product is sold in one season, event, festival or holiday. For example, the company advertises 48 spots within four days during Diwali festivals, 12 times a day.

3. Fighting Advertising:

This scheduling involves giving advertisement at specific intervals. Company advertises for some period, followed by break of no advertisement, followed by the second flight of

advertisement and likewise. Company with seasonal, cyclical, or infrequently purchase products follows such scheduling. Company with a limited fund prefers to advertise during a specific season or festival only.

4. Pulsing Advertising:

This scheduling is the combination of both continuous and fighting advertisements. It includes continuous advertising at low-weight level, reinforced periodically by waves of heavier activity. In other words, the company spends certain portion of advertising fund for continuous advertising, and the remaining fund for fighting advertisement.

Factors Affecting Advertising Scheduling:

The allocation of advertising expenditure/frequency over time depends on advertising objectives, nature of product, type of target customers, distribution channel, and other relevant marketing factors. But, mostly, following five factors are considered to decide on the timing pattern.

1. Buyer Turnover:

It shows the rate at which new buyers enter the market. The rule is, the higher the rate of buyer turnover, the more continuous the advertisement should be.

2. Purchase Frequency:

It shows the number of times during the specific period that the average buyer buys the product. The common rule is, the higher the purchase frequency, the more continuous the advertisement should be.

3. Forgetting Rate:

It shows the rate at which the buyer forgets the brand. The rule is, the higher the forgetting rate, the more continuous the advertisement should be.

4. Financial Condition of Company:

It shows an ability of a company to spend for advertisement. The rule is, the more is the ability to spend, the more continuous the advertisement will be.

5. Level of Competition:

Company facing a severe market competition will opt for more continuous advertisement through multiple media. The rule is, the more is the intensity of competition, the higher the frequency of advertisement will be.

SEMESTER V**COMMERCE****ADVERTISING****POSSIBLE QUESTIONS****SECTION A (1X20=20Marks)****1 Mark Questions Online****SECTION B (5X2=10Marks)**

1. What is pulsing?
2. What is flighting?
3. What are pop ups?
4. What are the advantages in advertising in Newspapers?
5. What are the advantages in advertising in Internet?
6. What is media scheduling?
7. What is a medium?
8. What do you mean by cost of media?
9. What are interactive advertisements?
10. Explain in brief about micro scheduling.

SECTION C (5X6=30Marks)

1. Explain in detail the various Medias available for advertising.
2. Discuss in detail how media planning plays a vital role in media selection.
3. What is media selection? How is media selection done?
4. What is media scheduling? What are the different types of scheduling available?
5. Describe the merits and demerits of broadcast media.
6. How is scheduling done for an ad? What is pulsing? What are its types?
7. Write in brief about media selection and media planning.
8. What is a specialty media? Explain the importance of internet in advertising. How is social media used as an advertising tool?
9. What is internet advertising? What are the types of internet advertising?
10. What are the advantages and disadvantages of advertising on Television?



KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.

(For the candidates admitted from 2017 onwards)

DEPARTMENT OF COMMERCE (CA)

SUBJECT : ADVERTISING

SEMESTER : V

SUBJECT CODE : 17CCU503 B

CLASS : III B.COM CA

UNIT 1					
QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4	ANSWER
The first step in developing an advertising program should be to	Set advertising objectives	Set the advertising budget	Evaluate advertising campaigns	Develop advertising strategy	Set advertising objectives
_____ is used heavily when introducing a new product category.	Persuasive advertising	Inferential advertising	Reminder advertising	Informative advertising	Informative advertising
The message delivery system in advertising is known as	Media	Advertisement	Television	News paper	Media
Advertising is an important source of revenue to	Advertisers	Advertising company	Media	Government	Media
Advertisement copy must have a	Impersonal	Binomial	Personal	Production	Personal
Advertisement should never be	Producing	Designing	Packing	Misleading	Misleading
The advertisement should contains facts	FALSE	TRUE	Incorrect	Misleading	TRUE
The central theme of media planning is	Message dissemination	Appeal	Media scheduling	Media selection	Message dissemination
The space and time for advertisement are bought from	Advertising agency	Media	Customer	Manufacturer	Media
The advertisement copy must be in for	Triple	Small	Dramatization	Large	Dramatization
Publicity simply defined as a _____ Advertisement	Free	Paid	Local	Perusative	Free
One of the objections levelled against advertising is based on its	Least cost	High cost	Low cost	Less cost	High cost
_____ is the methods for deciding advertising appropriation	Descriptive	Triple	percentage of sales	Announcement	Percentage of sales
A specialized institution which offers profession aisled advertising services to company is known as	Advertising	Message	Media	Ad agency	Ad agency
The sense of attraction created by an ad is known as _appeal relates to psychological need of a person.	Attraction	Appeal	Entertainment	Ad copy	Appeal
The inner urge that prompts a person to buy a product is known as	Emotional	Personal	Social	Relational	Emotional
The inner urge that prompts a person to buy a product is known as _____	Buying	Inspiration	Influence	Desire	Buying Motive
An appeal is the of an advertisement	Theme	Image	Colour	Information	Theme
Incremental Analysis is otherwise called	Rate on	Investment	Announcement Increment	Increment	Rate on investment
The message designed to motivate customers to Rate on purchase is known as	Advertisement	Appeal	Motivation ad	Publicity	Appeal
..... Approach considered the total funds available with the company	Availability of funds approach	Percentage on sales method	Return on investment method	Judgment method	Availability of funds approach
Business houses may be called.....	Advertising copy	Advertising agency	Advertising department	Advertising budge	Advertising agency
_____ Coordinates the work of copy-writing with the assistance of copy chief and copy writers.	Media department	Advertising agency	Production department	Finance department	Advertising agency
.....Department is responsible for maintaining accounting, billing and collecting the dues from its clients.	Media department	Copy department	Production department	Finance department	Finance department
..... of advertising agency is engaged in the study of effects of sales activities at the last point of distribution of a particular product.	Media department	Copy department	Production department	Research department	Research department
Establishes and maintain mutual understanding between organization and public.....	Media department	Copy department	Production department	Research department	Media department
Undersystem the agency received an amount equal to 15% of the cost.	Commission method of compensation	Fee method	Fee system	Incentive based system	Commission method of compensation

.....system to be computed on the basis of cost plus system	Commission method of compensation	Fee method	Fee system	Incentive based system	Fee system
Incentive based compensation system initiated on	1880	1990	1980	1970	1980
.....department to contract media and take media decisions	edia departme	Copy department	Production department	Research Department	Media department
..... service groups perform specialized services as advertising planning, media planning etc...	Special service groups	In-house agency	General agency	ut-house agenc	Special service groups
Printers, photo engravers are example of	Special service groups	In-house agency	General agency	ut-house agenc	Special service groups
.....agency performs all the activities relating to advertising	Special service groups	In-house agency	General agency	ut-house agenc	In-house agency
..... Exaggerates the real facts to the consumers	Advertising	Marketing	Communication	Coordination	Advertising
..... is based on memory	Real test	Enquiry test	Suggestive test	Informative test	Real test
The Relates to how the readers accept the Medium	Character	Atmosphere	Atmosphere	Atmosphere	Atmosphere
..... of the advertising is advertisement	The position	Character	Atmosphere	Coverage	The position
Advertising Layout is the drawing for an advertisement	Working	Designing	Packing	Colouring	Working
Layout has a definite place in improving the get up of an	Agency	Advertisement	Ordering	Advertiser	Advertisement
..... has a definite place in improving the get up of an advertisement	Agency	Advertisement	Layout	Working	Layout
Layout is drawing or for an advertisement	Working	Advertising	Ordering	Blue printing	Blue printing
Every advertisement is the outcome of the contribution of	Agency	Advertisement	Specialists	Advertiser	Specialists
What is the main objective of informative advertising	To create selective demand	To stimulate primary demand	To keep the brand in consumers' minds	Create Demand	To stimulate primary demand
Layout dicates the size, shape and	Work	Position	Designing	Packing	Position
Layout dicates the shape and position	Size	Work	Designing	Packing	Size
Layout dicates the size, and position	Work	Position	Shape	Packing	Shape
Layout brings copy writer and togethe	Art director	Director	Advertiser	Agency	Art director
Layout brings together with & art dir	Writer	Copy writer	Director	Artists	Copy writer
Layout does the fine job of assembling the different parts into a	Art	Copy	Pack	Unified pack	Unified pack
Layout serves as the basis of A	Administration	Decision	Discussion	Denomination	Discussion
is the one of the part of graphics	Typography	Administration	Decision	Discussion	Typography
Typography is that part of the A	Administration	Graphics	Advertiser	Agency	Graphics
faces vary in weight and design	Typography	Administration	Decision	Discussion	Typography
Typography faces vary in weight and	Size	Work	Design	Packing	Design
is an expensive method	Typography	Administration	Decision	Lithography	Lithography
Lithography is an method	Expensive	Low cost	High cost	Least cost	Expensive
Lithography is used extensively for Advertising	Indoor	Direct mail	Outdoor	Display	Direct mail

Unit III**SYLLABUS**

Message Development: Advertising Creativity - Advertising Appeals - Advertising Copy and Elements of Print Advertisement Creativity - Tactics for Print Advertisement.

MESSAGE DEVELOPMENT: MEANING AND TOOLS

Television, Radio, Print, Hoardings, Direct Mail, etc., are just a few channels, among countless others, through which a marketer communicates his or her ideas to the prospects, i.e. the consumers. And what is the result of proliferation of a variety of products and an ever growing number of marketers? A lot of communication. In all directions, from all directions, direct, indirect, zigzag and all over. This creates over communication and the problem is that your communication should be noticed, seen or heard in the crowd of communications. Not only this, but there is the difficult task of persuading the consumer to act favorably. Like any other mode of communication an effective advertisement too emerges from a powerful idea.

The idea need not be only strong, it should also be unique and capable of standing out in the crowd.

Translating the idea into a language to which the consumer is likely to respond best comes next and this requires a lot of creativity. The success of the idea depends on this translation creativity. Creativity is the quality of being able to produce original work or ideas by human i.e. intelligence and imagination in any field. A new creation can win praise of people only if it is completely new. Something that has never existed before. You can yourself judge this by analyzing the advertisements you see. How many catch your eye? How many you like to see and hear again and how many you detest? Both, originality and improvisation are to be touched upon while studying the methods of message design. For creating a good advertisement there are a few tools that are normally used. These are like chisel and mallet, for transforming ideas into meaningful shapes. These are the means towards achieving the goal. These tools or elements are used to design and develop the message in a way that the basic objective of communication is fulfilled. Be it informing the consumer, creating a sale, or persuading the consumer to buy the merchandise or simply creating awareness about the brand. Today, message design and development are not only linked to creativity but there are highly creative professionals who do the job.

Check Your Progress – 1

1) Explain how message and marketing objectives are linked.....

.....
.....
.....

2) How does central presentation differ from peripheral presentation?.....

.....
.....
.....

3) What do you understand by one-sided and two-sided messages?.....

.....
.....
.....

CREATING PRINT MEDIA ADVERTISEMENT

Advertisements nowadays are put forward via many channels. But the earliest form of communication of ideas is via the print media. The print advertising today is very different from its earlier forms. A lot of thought and creativity is put forward to make the advertisement i.e. a message of some consequence. As, element, which includes headlines, underlines, over lines, subheads, body copy, captions, slogans and taglines, and art, which refers to visual elements such as illustrations or photography, the type, logos and signature.

Appeals

In order to attract the attention and create interest of the target audience, marketers make use of several appeals – appeal to the basic needs, social needs and psychological needs of the audience. At the end the ads provoke the consumer to act- to buy the product. The discussion on different kinds of appeals has been postponed to a subsequent chapter.

The following points are to be kept in mind while communicating with the audience:

1. Instead of building a wall around the product, the message should create a bridge to the target audience by being persuasive.
2. Arouse the audience, and give it a reason for listening to you.
3. Make use of question to involve the audience.
4. Use familiar words and build up points of interest.
5. Use specific and concrete words.
6. Repeat key points.
7. Convince the audience by sticking to facts.
8. Empathize with your audience.
9. Use rhyme and rhythm, for instance when Waterbury's compound is advertised they say
‘when vitality is low, Waterbury's brings back the glow.’
10. Make use of Zeigarnik effect, i.e., leave the message incomplete, where the audience is provoked to complete and close it by pondering over it.
11. Ask the audience to draw conclusions.
12. Let them know the implications of these conclusions.

COPY OF ADS IN PRINT

COPY WRITING

Copy writing is a specialized form of communicating ideas that are meant to serve the requirements of modern marketing. It helps in establishing links between advertisers and their prospect. It utilizes words to convey messages having commercial, informative or persuasive value through various media and its success is indicated by the acceptance by the audience of the idea or claims made for goods or services. The results come from what words convey in terms of benefits and satisfaction.

e.g., advertisement for prestige pressure cooker highlights the gasket release system which makes the new prestige pressure cooker the only 100 percent safe pressure cooker made in

India. Copy writing, illustrating, and lay out are different activities associated with the creative stage of advertising development and are usually done by different people who specialize in one or the other.

Copy writing in print is the activity of actually putting words to paper, particularly those contained in the main body of the text, but also including attendant bylines and headlines. In broadcast, the copywriter is, in effect, a script writer who develops the scenario or script to be used in a radio or television medium; writing a jingle, or the lyrics for the music, may also be involved. Illustrating is usually the work of an artist in the case of television. Layout generally refers to the activity of bringing all the pieces together and, it differs in case of print and broadcast. John Caples in his book, he develops a checklist of important guidelines for copywriting:

1. Cash in on your personalexperience
2. Organize yourexperience
3. Write from theheart
4. Learn from the experience ofothers
5. Talk with themanufacturer
6. Study thereport
7. Review previous advertising for theproduct
8. Study competitors'ads.
9. Study testimonials from thecustomers
10. Solve the prospectproblem
11. Put your subconscious mind to work
12. -Ringthe changes||on a successful idea

STRATEGY IN COPY WRITING

A copy writer performs a highly responsible role of fully understanding the market strategy and integrating it, through creative strategy, in the copy. The job also involves coordination with visualizes for bringing in suitable illustrations which will highlight the effect of the copy and make it appealing and completely comprehensible. A copy writer must, therefore, be totally familiar with the marketing goals of the advertiser and specific advertising objectives.

CRITERIA FOR EFFECTIVE COPY

The importance of a good advertisement copy can hardly be overemphasized. All

the planning, research and expense would go waste if proper care is not taken in drafting an advertisement copy that will achieve the purpose of advertising.

The psychological aims of an advertisement are that the public must be made to (i) look, (ii) like, (iii) learn and (iv) buy. In other words a scientifically drafted copy should (a) attract primary initial attention, (b) hold attention in an interesting way, awaken and stimulate interest, (c) bring about an association of impression which will have permanence or memory value, (d) convince persuade, and induce to purchase the product, and (e) suggest and lead to specific response to encourage the decision to buy.

The person who drafts and prepares the copy, must be thoroughly acquainted with the mental process and be imaginative enough to think of words and patterns which may produce a desired effect on prospects i.e., it must create an urge in the minds of prospects to go for the product advertised.

A good copy of advertisement should possess the following characteristics or qualities value-

- (1) Attention Value,
- (2) Suggestive Value,
- (3) Memorizing Value,
- (4) Conviction Value,
- (5) Sentimental Appeal Value
- (6) Educational Value,
- (7) Instinctive Value

ATTENTION VALUE

An advertisement copy must attract the attention of potential consumers. If it fails in this mission, the whole money and efforts will go waste though it possess all other values because everything else follows this. So, it must have display value. The copy should be planned, drafted and displayed in such a way that it must compel even the most casual or involuntary reader to notice it and read it with interest. It should be designed in such a fashion that the attention of busiest person may be drawn immediately.

Various device can be used to make the copy attractive such as; use of pictures, use of display type or heading, boarder etc.

SUGGESTIVE VALUE

The next task would be to offer a suggestion about the use and the utility of the product that may remain inscribed on the mind of the reader even when he forget where he

really saw the advertisement. Slogans, Pictures, phrases and suggesting may be used for this purpose. They should be drafted and used as to drive home to the reader the utility of the product in everyday situation.

MEMORISING VALUE

The copy of the advertisement should be so drafted and laid out that the product will stick to the mind of the individual reader. Repetition of advertisement with slogan is an effective method of creating a memorizing value. Pictures and photographs confirming to the suggestions will have tremendous memorizing value.

CONVICTION VALUE

An advertisement copy can prove effective and achieve the desired end when the suggestions contained in it are backed by convincing arguments. The advertiser must be careful to include the statement in the advertisement copy which does not conform to the product.

SENTIMENTAL VALUE

Sentiment plays a very important role in advertising particularly in the case of food articles. Sentiment reflects the personal feelings and attitudes of an individual towards various things. They indicate reactions of a person in favor or against a particular product. The advertiser or manufacturer should make a sincere attempt to make an appeal to the sentiments of as many prospects as possible.

EDUCATIONAL VALUE

A good copy of advertisement must possess educational value because the object of modern advertising is not merely to satisfy existing demand but to create future demand. So a good copy of advertisement should educate the general public about the uses of the new product or the new uses of the same product. It will certainly increase the demand of the product and demand creation is one of the most important objectives of the advertisement.

INSTINCTIVE APPEAL VALUE

Human thoughts and actions are guided by instincts and inclination. All that one thinks or does has its roots in one instinct or other. Instincts are the underlying forces which compel the men to act in certain ways. The most important function of an advertisement copy is induce, persuade and motivate the prospect to think well of a product and to take to its use. Advertising essentially, is the motivation of potential consumer and for this purpose; the advertisers should attempt to make an appeal to some basic instincts to get success in

motivating the prospects. Generally speaking, the following are the basic instincts which an advertiser should keep in his mind)

a) **Self Preservation Instinct** – Many of our thoughts and actions are inspired by our anxiety to preserve our person our health, our family and our belongings. The sale of products like medicines, clothes etc., may be promoted by appeal to this anxiety.

b) **Hoarding Instinct** – Banking institutions, insurance companies or other government and nongovernment saving organizations serve to hoard instinct of the people. Slogans like ‘Up and Up go your Savings’ may be used for this purpose.

c) **Parental Instinct** – Parental instinct takes the form of love and affection for the children. Those advertisers who deal in children requirements like garments, toys baby food may promote this instinct in parents i.e., motherly feelings of women or parental sentiments of men through their advertisement copy.

d) **Self Display Instinct** – Instinct of self display is promoted by the advertisers of readymade clothing, women’s dresses. Jewellery etc. An advertisement copy drafted for these products must be directed towards the aesthetic sense of the people by showing happy and likeable people in dresses and jewellery that are being advertised.

e) **Something for Nothing Instinct** – Everybody has a vague desire to get something without paying anything for it. This desire is, more or less, present in everybody irrespective of the status or income. An advertisement copy that contains an offer of a prize or a gift is likely to tempt quite a many of the customers. This instinct is widely used by lottery ticket sellers by offering one free ticket with the purchase of 10 tickets or by dry cleaners by the offering ‘three for two’ bargain. On the basis of the above basic instincts, the following themes or central ideas may be laid down for advertisement copies meant for advertising different types of product-

(i) **Pride** – This theme can be used to popularize luxury articles among riches, the possession of which gives them a distinctive status and a feeling of pride.

(ii) **Beauty** – This theme is used in advertisements for cosmetics, perfumeries, toilet soaps etc., for men and women.

(iii) **Health** - In drugs and food products advertisement this theme is used.

(iv) **Economy** – It is central theme in advertisement of clearance sales or bargain purchases.

(v) **Comfort** – The advertisements for fans, electric appliance refrigerators etc. generally contain this feeling of comforts.

(vi) **Fear** – Themes stressing the fear of death, accident personal loss through burglary frenetic and other untoward happenings in life are generally used by insurance companies or banking companies. The traffic police uses this theme in their notes of caution i.e., life is short don't make it shorter

(vii) **Parental Affection** - All advertisement copies of products meant for children such as toys, body foods and dresses etc use this feeling.

(viii) **Patriotism** – This theme may be used in advertisement for those who use foreign products.

(ix) **Achievement** – This theme is used generally by large concerns engaged in the production of goods necessary for the development of country's economy.

(x) **Emulation and Imitation** – This theme is used where people buy more not to satisfy their genuine requirement, but as their neighbors happen to possess them. Thus, a good advertisement copy must possess the above qualities to make it an ideal advertisement.

CLASSIFICATION OF COPY

It is true that copywriting is an art and the copywriter has a very important role to play in advertising creativity. Copywriting does not admit any stereotyped rules and classification. There are various styles in which a copy can be prepared and presented. The following types of copy may be studied-

1. Descriptive Copy

This type of copy describes the pertinent and relevant characteristics features of the product. It is very simple and of non- technical nature. It does not have any specialty which can attract the attention of the target consumers or may compel them to read it. It is very much similar to a press account or news item simply giving relevant information to the public without any stylistic touch

2. Scientific Copy

Such types of copies are technical in nature and generally used by drugs and pharmaceutical firms elaborating the propositions of properties and constituents of the product. It provides full information about the product and the producer. This type of copy is usually meant for professional or for those who are really interested in such types of information.

3. Institutional Copy

Institutional advertisement copy aims at selling the name of the advertiser or the institution that is producing or selling the products or services. The main objective of such type of advertisements is to create, maintain or increase the goodwill of the product or of brand or of the department or of the selling house as a whole, Institutional copy invites the target consumers to the selling outlet. Such a copy seeks to build goodwill through publicizing the policies, customer services, Conveniences and general features of superiority of the store over therivals.

4. Topical Copy

Herein an attempts is made to appeal to the general public by linking the theme of the copy with some current event but it should not look absurd. It commands a good deal of interest because of that sensational event which lives in the minds of the public.

5. Reason why Copy

This type of advertisement copy offers the readers reasons why they should buy the advertised goods. It narrates the positive points of difference from other brands of the same product category in an Endeavour to convince the reader from product's qualitative aspect. It directs its appeal to the intellect or judgment rather than to emotions or senses. It substantiates the superiority of the merchandise with the tests performance and records testimonials, guarantees or construction data.

6. Human Interest Copy

It makes its appeal to the emotions and the senses rather than to the intellect and judgment. Sympathy fear, bonus, curiosity and other emotional appeals like appeals to the senses of sight, hear, touch, taste, and smell are used in such type of copy. Human interest copy presents the product in relation to people instead of confirming to facts about product. As emotions are many and always knew it may be made more exciting an artful than reason why copy. It affords a refreshing change. Human interest copy can take various forms:-

(a) Humorous Copy - It exploits the sense of humor of the people. All examples and statements in such copy are fully to make the reader smile and laugh.

b) Fear Copy - It appeals to the sense of fear and arouses the interest of people to save their lives, properties and other belongings. Such copy of advertisement should be drawn carefully so that it may not carry an unpleasant association of readers' minds with the advertiser's product of business life Insurance Corporation General Insurance Companies and Bank generally use this type of copy.

(c) **Story Copy** - In such a copy a story is narrated in a very interesting manner to create an impression in the minds of the people about the product. Its ability to create interest depends upon dramatic impact it produces. Experience of customers can also be narrated in the story.

(d) **Predicament Copy** – It is often used to advantage when it shows an article of merchandise in a case that provides a dramatic explanation of its advantages. Predicament copy usually overlaps the other three kinds of human interest copies

7. Colloquial copy or Conversational Copy:

The colloquial copy presents the message in the way of conversation. It uses an informal language and conversation takes place in terms of ‘I’ and ‘You’ with personal reference to reader and the advertiser. In such copy the style is one of a personal talk or one of an eyewitness account.

8. Personality Copy

This copy attempts to encase the opinion of personality – real or imaginary – about the product.

Usually the personality is real. The photograph of the personality (a person specialized to concerned field) is given with the text of the copy with a view to convince the readers through the moral influence of his name. Invariably, such copy shows a certificate or a testimonial of such influential person.

9. Prestige Copy

This pattern is usually for institutional advertising which aims at creating an atmosphere about the product or the firm and may not directly advise the product for sale. Such a copy is occasionally used and is very much similar to the personality copy in impression which also strives to enhance the prestige of the advertising firm indirectly by visualizing the name of the eminent personality.

10. Educational Copy

The copy is designed to educate the general public about the attributes of the product. Usually introductory appeal is made in this style when the product is introduced in the market for the first time; it is the duty of every producer or advertiser to tell everything relevant about the product to the public in such a manner that it may get a warm welcome among customers. Such an advertisement copy depicts the specialties to the product category. The advertiser may insist only one or two attributes of the product which is more sensational such as introduction of a low priced item without the loss of quality or a product developed from a new technology indigenous or imported etc.

11. Suggestive Copy

A suggestive copy tries to suggest or convey the message to the readers directly or indirectly to pursue them to purchase the product. It is useful where the reader is confused about the quality of a product brand and is not in a position to take a decision about the purchase of the product.

12. Expository Copy

Just opposite of suggestive copy is expository copy. It does not conceal anything about the product but exposes. The message is quite clear and it needs no inference, no taxing on mind, no thinking. Even a cursory glance makes it quite easy to remember or to pick – up.

The most Important Copy Element is the Headline Idea

If the headline idea fails to attract the prospect to the message and the product, the remaining parts of the ad are wasted. The ad copy may be a word-message, or it may have pictures with a short message or a slogan. The words and pictures should be complementary to each other. However, since pictures get better attention than the words in the headline above or below the picture, we invariably have ads in print with picture, sketches, illustrations and visual symbols. Moreover, a dramatic or provocative picture or photograph can effectively create an emotional or tragic scene, and thus become a good grabber of the prospects' attention. Many copywriters use both pictures and words to put across their creative ideas. A perfectly worded headline can create the required excitement, a sensational scene most appealing to prospects. Headlines may be in many forms - they may be questions, news flashes, and statements from celebrities, warnings and appeals. There is no right or wrong length or form for an effective headline. Each headline must relate clearly and specifically to the intended audience and to the rest of the advertisement, highlighting the product features and its USP.

After the Headline Come the Sub-heads

If the headline has already rightly suggested the product's value to the consumers, the job of the sub-head is easier. Sub-heads should further carry the idea of theme and should help readers to have more knowledge of the product and services, for they (subheads) generally expand or amplify the headline idea. One of the ads of FAREX, a baby food item, has its headline: – Your baby is born with a 3-months' gift of iron. The supportive sub-heads say: – After 3 months, milk alone cannot give him the iron he needs. Give him Farex enriched with iron. ||

The headline has highlighted the problem of necessarily giving iron to the baby 3 months after its birth; and the sub-head suggests that the product, Farex, which is enriched with iron, is the right solution of the problem. Several such examples may be given of the headline and its supportive subheads.

After the Sub-head Comes the Body Copy

It stimulates liking and preference for a product; it systematically develops the benefits and promise offered by the product, explains, logically and rationally, product attributes, features and product values, and gives convincing arguments in favor of, and evidence in support of, the claims made about the superiority of the advertised product. In the body copy, both emotional and rational reasons are put forward to persuade consumers to buy a particular brand. Facts and figures about the product, its test results, testimonials, guarantees of satisfactory performance, and a reference list of customer patronizing the product all these are given in the body copy, depending upon the nature of the product, the market and competition. Emotional appeals are generally useful when advertising –convenience or style goods – rather than consumer durables. A rational appeal is appropriate for industrial goods. Due care should be exercised while handling emotional appeals; if over done, there is the possibility that the entire credibility of the ad message would be lost. Last, but not the least, it may be mentioned here that the closing idea in an ad copy is as important as closing the sale in personal selling. Since an ad is a one-way communication, it should be closed with enough information and motivation for the buyer to act. There are varying types of closing an idea –call to action, –buy now, –visit today our dealer/ stockist, –announcement of festival discount, –send enquiries immediately to, etc.

Long Copy versus Short Copy

A long copy looks impressive, and more details can be presented in it to the reader. But readers may not often like, or have the time to read, the lengthy body copy of an ad unless the headline is so attractive and persuasive that they automatically begin to read it. Abram Games advocates ‘_maximum meaning, minimum words.’ A short copy may not be fully communicative at times. Therefore, it is incorrect to say that either the short or the long copy enables us to make the right approach in advertising. It should come sentence by sentence to fulfill the promise made in the headline. The length of the body copy should be just enough for you to say all that has been promised in the headline. Nothing more and nothing less. Sometimes you communicate better by writing short copy instead of being

verbose. Our body copy should contain the required reasoning to convince the customers to spend their money on our product. The appeals may be both objective and emotional. We should always be able to make the right emotional appeal.

Copywriting for newspaper ads is different from copywriting for magazine ads because the newspaper has a different editorial environment. Moreover, it is mainly filled with news, facts, information and local gossip, and is hardly read for entertainment. It is primarily a source of news and information. It is not read the way your favorite magazine is read. The copy of a newspaper ad is generally short; it has a high impact headline, which mostly concentrates on one strong selling idea. Newspaper ads are generally placed in a particular place in the classified columns, on the sports page, the investment page, etc. The copy of such ads has to be different from that of magazine ads even for the same product; you have to tie up your copy with the current news event. For example, when Asiad '82 was held, first newspaper ads had copy based on this great sports event. Again, when the first satellite was launched, many companies released newspaper ads mentioning their association with such a great national event by way of supplying their products and services to make it a success. When a national or international exhibition is held, companies do participate by exhibiting their products, and to synchronize with the inauguration of this great event, companies release newspaper ads saying: -Meet us at CHEMTECH '82, Pavilion No.4, Hall- 2. Many examples can be given to drive home the point that the copy of a newspaper ad has to be different from that of the magazine ad even for the same product, the same unique selling proposition (USP) and even the same appeal - objective or emotional.

Lessons in Copy

Crafting

Anything that is relevant and readable is read - whether short or long. Body-copy needs as much attention as the headline.

Targeting

Words in the copy need crafting like a diamond so that they sparkle. Perhaps this means writing and re-writing a number of times. While doing so, we must remember that spontaneity is at stake. The litmus test is to sleep over the copy overnight, and see whether the same copy is worth retaining.

Long Vs. Short Copy

Copies are addressed to a right target audience. Most good copies are designed as if they were meant for a single prospect.

Write to the Point

Who likes a lingering copy? It is not advisable to beat around the bush. We have to get to the point.

Copy Style

Copywriting is a versatile art. A copy can be written in the style of a personal talk, a story or a novel. In fact, asking an aspiring copywriter to convert a photograph using different copy styles is a good test.

Ego to be sidelined

A great campaign, which is not our creation, should not be killed for that reason. A campaign should be consistent with the brand personality.

Personal Presentation

A copywriter has to go and sell his work to the client rather than relying on anyone else. Be Proud of the Ad Any creation of yours deserves your best. Red Smith expects a copywriter to sit at the typewriter till little drops of blood appear on his forehead.

Tactics for print advertisement:

Today, careful attention should be made to getting the most out of new forms of communication such as online interaction and email blasts and takes advantage of how they relate to the reliable printed document. Are you wondering how to improve your complete advertising plan? Through experience, we uphold that cookie-cutter marketing is not the key. We must take a broad view of your business, your budget, your consumer, your potential customer. Contact us to talk about the print and digital challenge. Our clients testify that we are skilled in taking advantage of this rapidly changing landscape.

Unless you are seasoned in the communication arts field, you may not have heard of David Ogilvy. The following snippets include six –opinions from his book titled *Ogilvy on Advertising*. Decades later, many of Ogilvy's opinions still carry validity, although there are exceptions to the rules.

1. Headlines

- On the average, five times as many people read the headlines as read the body copy.

The headlines that work best are those that promise the reader a benefit.

- On the average, ads with news are recalled by 22% more people than ads without news.
- One study reports that headlines with more than ten words get less readership than short headlines. On the other hand, another study of retail ads found that headlines of ten words sell more merchandise than short headlines. Conclusion: If you need a long headline, go ahead and write one, and if you want a short headline, that's all right, too.
- Some headlines are blind. They don't say what the product is, or what it will do for them. They are about 20% below average in recall.

2. Illustrations and Photography

- The subject of your illustration is all important. If you don't have a remarkable idea for it, not even a great photographer can save you.
- Photographs that work hardest are those that arouse the reader's curiosity.
- When you don't have a story to tell, it is often a good thing to make your package the subject of your illustration.
- It pays to illustrate the end-result of using your product. -Before and -after photographs seem to fascinate readers.
- Photographs attract more readers than drawings, are more believable and better remembered.
- Keep your illustrations as simple as possible with the focus of attention on one person [or product]. Crowd scenes don't pull.
- Don't show human faces enlarged bigger than life size. They seem to repel readers.
- Historical subjects bore the majority of readers.
- Do not assume that subjects which interest you will necessarily interest consumers.
- When you use a photograph of a woman, men ignore your ad. [Arrow's note—we're not too sure about that one, Mr. Ogilvy.]
- Color ads cost more than black and white, but on the average, they are 100% more memorable resulting in a good bargain.
- When the client moans and sighs, make his logo twice the size. If he still should prove refractory, show a picture of his factory. Only in the gravest cases should you show the clients' faces. [ha!]

3. Body Copy

- Pretend you are writing each of your readers a letter on behalf of your client—one human being to another, second person singular.
- It pays to write short sentences and short paragraphs and to avoid difficult words.
- Copy should be written in the language people use in everyday conversation.
- Tell your reader what your product will do for him or her and tell it with specifics.
- Avoid analogies... that they are widely misunderstood.
- Stay away from superlatives like—Our product is the best in the world, || Gallup calls this—Brag and Boast. || It convinces nobody.
- If you include a testimonial in your copy, you make it more credible.
- For a great many products, long copy sells more than short. I believe, without any research to support me, that ads with long copy convey the impression that you have something important to say, whether people read the copy or not.

4. Layout

- KISS—an acronym for Keep It Simple, Stupid. Readers look first at the illustration, then at the headline, then at the copy. So, put these elements in that order—illustration at the top, headline under the illustration, copy under the headline. This follows the normal order of scanning from top to bottom. If you put the headline above the illustration, you are asking people to scan in an order which does not fit their habit.
- On the average, headlines below the illustration are read by 10% more people than headlines above the illustration. But, please do not put the headline at the bottom, under the copy.
- More people read the captions under an illustration than read the body copy, so never use an illustration without putting a caption under it. Your caption should include the brand name and the promise.

5. Posters

- Your poster should deliver your selling promise not only in words, but also pictorially.
- Use the largest possible type.
- Make your brand name visible at a long distance.
- Use strong, pure colors.
- Never use more than three elements in your design.

6. Typography

- [Some] advertising agencies usually set their headlines in capital letters. This is a mistake. ...capitals retard reading. They have no ascenders (b, d, h, k, l, t) or descenders (g, j, p, q, y) to help you recognize words and tend to be read letter by letter.
- Another way to make headlines hard to read is to superimpose them on your illustration.
- Another mistake is to put a period at the end of headlines. Periods are also called full stops, because they stop the reader dead in his tracks. You will find no full stops at the end of headlines in newspapers.
- Yet another common mistake is to set copy in a measure too wide or too narrow to be legible. People are accustomed to reading newspapers which are set about 40 characters wide.
- What typefaces are easy to read? Those that people are accustomed to reading, like the Century family, Caslon, Baskerville, and Jenson. The more outlandish the typeface, the harder it is to read.
- San serif faces like this are particularly difficult to read. Serifs help the eye pick up the shape of the letter. [Note: when designing for websites, the opposite is true. Usually san serif faces are easier to read on a computer screen.]
- If you have to set long copy, there are some typographical devices that increase readership.
 1. A subhead of two lines, between your headline and your body copy, heightens your reader's appetite for the feast to come.
 2. If you start your body copy with a drop initial, you increase readership by an average of 13%.
 3. Limit your opening paragraph to a maximum of 11 words.
 4. After two or three inches of copy, insert a cross-head, and thereafter, throughout. Make some of them interrogative to excite curiosity.
 5. Copy set flush left, ragged right, increases readership.
 6. Set key paragraphs in bold face or italic.
 7. Help the reader into your paragraphs with arrow heads, bullets or numbers.
- What size type should you use?

SEMESTER V
COMMERCE
ADVERTISING
POSSIBLE QUESTIONS
SECTION A (1X20=20Marks)
1 Mark Questions Online
SECTION B (5X2=10Marks)

1. What is layout?
2. What is typography?
3. What are posters?
4. What do you mean by body copy?
5. What is a headline?
6. What is a slogan?
7. Explain about prestige copy.
8. What is an appeal?
9. What do you mean by eye candy?
10. What do you mean by suggestive value?

SECTION C (5X6=30Marks)

1. What is the need for an appeal in advertisement? What is the difference between direct and indirect appeals?
2. Discuss: Creative strategy is important for an effective advertising.
3. Explain how advertising appeals help in creating interest among target audience. What are the different types of appeals?
4. Describe the merits and demerits of advertising in a newspaper.
5. What is a copy? What are its types?
6. What is advertising writing? What are the factors to be considered while writing an Ad?
7. What are headlines and slogans? What are the essentials of a good headline?
8. What is Print Media? What are the factors to be considered while advertising in Newspapers?
9. What is a copy? Explain the role of a copywriter.
10. What do you mean by appeal? What are its types?



KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed University Established Under Section 3 of UGC Act 1956)
Coimbatore - 641021.
(For the candidates admitted from 2017 onwards)
DEPARTMENT OF COMMERCE (CA)
SUBJECT : ADVERTISING
SEMESTER : V
SUBJECT CODE : 17CCU503 B
CLASS : III B.COM CA

UNIT 3

QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4	ANSWER
Lithography is also known as	Typography	Administration	Decision	Phonography	Phonography
_____ is used advertising	Typography	Administration	Lithography	Phonography	Lithography
Typography series runs from point to 72 point size	5	2	3	4	5
Typography series runs from 5 point to _____ point size	70	58	62	72	72
Every advertisement is the outcome of the contribution of	Contributors	Specialists	Advertiser	Artists	Specialists
Every advertisement is the of the contribution of specialists	Profit	Overcome	Outcome	Loss	Outcome
The role of slogan cannot be	Over- estimated	Estimated	Under-estimated	Estimated	Over- estimated
A good appeal made by the good	Artists	Advertiser	Contributors	Specialists	Advertiser
Advertising appeals are related to motives motives as	Producing	Designing	Buying	Motivating	Buying
A good appeal evinces of the readers	Interest	Idea	Intention	Less Interest	Interest
A layout plan indicates the shape, the size and the of the illustration	Interest	Idea	Intention	Location	Location
Campaign planning means.....	Deciding in advance	Deciding after accomplishment	Planning	Directing	Deciding in advance
"Planning is deciding in advance what is to be done" defined by.....	M.E.Herely	Phillipkotler	Stanton	Hall	M.E.Herely
"Planning is deciding in the present what to do in future" defined by....	M.E.Herely	Phillipkotler	Stanton	Hall	Phillipkotler
.....Is the visual plan for arranging the element of an advertising	Advertising planning	Advertising copy	Advertising layout	Advertising budget	Advertising layout
.....Is called title of the advertisement.	Slogans	Sub headlines	Illustrations	Head lines	Head lines
..... Is called subordinates the main headlines.	Slogans	Sub headlines	Illustrations	Head lines	Sub headlines
..... to use the pictures, cartoons etc ... to be understood even by the illiterate.	Slogans	Sub headlines	Illustrations	Head lines	Illustrations
..... Short ,simple and colorful world which is used to attract and hold the attraction of the readers.	Slogans	Sub headlines	Illustrations	Head lines	Slogans
BPL means.....	Business process layout	Buyer's procurement leader	Believe in the best	Business people leader	Believe in the best
LG means.....	Life's good	Live good	Live green	Like good	Life's good
..... world's finest fabrics since 1925.	LG	BPL	Raymond's	ARC	Raymond's
HCL means.....	Hindustan Company limited	Honda Company limited	Host Corporation limited	Hindustan Corporation limited	Hindustan Company limited
Adidas means.....	All day 1 dream about sports	All day 1 decision about success	All day 1 decisions about sports	All day dream about sports	All day 1 dream about sports
ITC means.....	Industrial Training	Indian tobacco Corporation	Industrial training centre	Industrial training company	Indian tobacco Corporation
..... is a process concerned with the physical arrangements of all the elements of advertising message for faster& better.	Advertising layout	Advertising copy	Advertising budget	Advertising planning	Advertising layout
..... may be defined as the title of the advertisement.	Headline	Subhead line	Slogans	Illustrations	Headline
..... is to used to attract and make the attention to the readers	Headline	Subhead line	Slogans	Illustrations	Slogans

..... is a word or a design by which a commodity is identified	Trade marks	Brand name	Subhead line	Slogans	Trade marks
..... are the identification of the product produced by the producer.	Brand name	Trade marks	Good will	Images	Brand name
The world's famous producer HAIER'S slogan is.....		Achieve success			Inspire the next
Sales force management is a specialized type of ____ Management	Impersonal	Advertising	Personal	Agency	Personal
The personnel turnover rate is ____ analysed to determine the causes	Periodically	Annually	Weekly	Yearly	Periodically
The turnover rate is analysed periodically to determine the causes	Impersonal	Advertising	Personal	Agency	Personal
Sales force management is a concern of sales ____ at all organizational levels	Periodically	Annually	Weekly	Executives	Executives
executives at all organizational levels	Advertising	Sales force	Personal	Agency	Sales force
Sales force management is a concern of sales executives at all levels	Organizational	Institution	Company	Manager	Organizational
Recruitment source evaluation is analyzed Quantitatively and	Forcely	Friendly	Qualitatively	Value	Qualitatively
Recruitment source evaluation is analyzed Qualitatively and	Forcely	Friendly	Harshly	Quantitatively	Quantitatively
Sources within the firm is	Internal	Estimated	External	Personal	Internal
Sources outside the firm is	Internal	Estimated	External	Personal	External
Many companies provide specialized _____ for interviewing	Meeting	Training	Exercise	Experiment	Training
informal interview is one of the kind of _____	internal	estimated	external	patterned	patterned
The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following?	Advertising	Personal selling	Public relations	Sales promotion	Sales promotion
_____ is well suited to highly targeted marketing efforts and to building one- to-one customer relationships.	Advertising	Public relations	Sales promotion	Direct marketing	Direct marketing
A _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.	Push strategy	Pull strategy	Blocking strategy	Integrated strategy	Push strategy
Modern sales manager practice the principles of _____ management	Internal	Estimated	Scientific	Patterned	Scientific
The sales manager must ensure the _____ of the plan	Execution	Termination	Exercise	Nominal	Execution
The sales manager must set up appropriate _____	Internal	Estimated	External	Objectives	Objectives
Sales management is both _____ and profession	Science	Job	Analysis	Object	Science
It is the salesman's duty to _____ daily tasks	Divert	Allocate	Change	Avoid	Allocate
The salesman must provide _____ to the staff under him	Meeting	Training		Harshly	
The control of salesman may be effected through _____	Impersonal	Advertising	Personal		Correspondence
The most logical budget setting method is found in	Affordable method	Percentage-of- sales method	Competitive- parity method	Objective-and- task method	Objective-and- task method
All of the following are commonly recognized promotion budget formats except	The affordable method	The LIFO method	The percentage-of- sales method	The objective- and-task method.	The LIFO method
A _____ is a promotion strategy that calls for spending a lot on advertising and consumer promotion to build up consumer demand. If the strategy is successful, consumer demand will move the product through the channel.	Push strategy	Pull strategy	Blocking strategy	Integrated strategy	Pull strategy
Which of the following strategies is usually followed by B2C companies with respect to promotion strategy?	Push strategy	Pull strategy	Blocking strategy	Integrated strategy	Pull strategy
Communication activities which provide incentives to customer is known as	Sales promotion	Advertising	Personal selling	Publicity	Sales promotion
Selection involves the number of _____ required	Sales man	Purchaser	Buyer	Consumer	Sales man

Unit IV**SYLLABUS**

Measuring Advertising Effectiveness: Arguments for and Against Measuring Effectiveness- Advertising Testing Process - Evaluating Communication and Sales Effects - Pre- and Post- Testing Techniques.

Measuring Advertising effectiveness:

Advertising can be defined as any paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor. Most of the managers believe that the advertisement directly affects the sales volume and hence they evaluate the effectiveness of the advertising campaign by the increase in the sales volume.

There are two types of measures:

1. Direct measures and,
2. Indirect measures.

1. Direct Measures of Advertising Effectiveness.

These measures establish a relationship between advertising and sales. A comparison of sales of two periods of time or two markets may be done and the comparative changes may be noted. The following are some of the methods that are generally used in the measurements.

1. Historical Sales Method.

Effectiveness of past advertising may be obtained by measuring the relationship between the advertising expenditure and the total sales of the product. A multiple regression analysis of advertising expenditure and sales over several time periods may be calculated.

2. Experimental Control.

A causal relationship between advertising and sales is established in this method. One experimental approach to measuring the sales effectiveness of advertising is test marketing.

Before-after with Control Group Design: Before the advertisement is shown, sales figures are measured and after the exposure to the advertisements, sales figures are measured. The effect of advertising campaign, can then, be measured by subtracting the amount of post campaign figure of sale from the pre campaign sale figures in test cities. The control group is also present here to neutralize the effects of extraneous factors.

Multivariable Experimental Designs: Multivariable designs Produce explanations to the success and failures of the campaign and are, therefore used by some very large firm because of their diagnostic value. For any single medium, eight possible geographic areas have been exposed and eight have not been exposed. Thus, in this experimental model it is possible to evaluate how each individual medium behaves alone and in all possible combinations with other media.

2. Indirect Measures of Advertising Effectiveness

Factors such as customer awareness or attitude or customer recall of advertising message affect the sales or profits or goals of the business indirectly. They are measured in indirect ways here.

Exposure to Advertisement: The advertiser is concerned about the number of target audiences who see or hear the organization message set in the advertisement. Without exposure, advertisement is bound to failure. It is also known as reach and frequency factors.

Attention or Recall of Advertising Message Content: Under this measure, a recall of the message content among a specified group or groups or prospective customers is measured within 24 hours of the exposure of the advertisement. Attention value is the chief quality of the advertising copy the advertisements cannot be said to be effective unless they attract the attention of the target consumers. There are two methods for evaluating the attention getting value of the advertisements. One is pre-test and the other is post-test.

Brand Awareness: The marketers who rely heavily on advertising often appraise its effectiveness by measuring the customer's awareness about the particular product or brand. The assumption of this type of measure is that there is a direct relationship between the advertisements and the awareness.

Comprehension: Consumers here are asked to comprehend the message of advertisements. Various tests like recall tests, asking questions etc. are used to measure comprehension.

Attitude Change: The results of attitude changes are important because of advertisements are measured in terms of attitudes among groups exposed to advertising communication.

Action: The action of purchasing or behavior towards purchasing is measured because of the advertisements here. Thus, these above measures (direct or indirect) are used to evaluate the effectiveness of advertisements. It seems from the analysis of the above methods of

measuring effectiveness that directly or indirectly changes in sales or profits are taken as the measuring rod of the effectiveness of the advertising. There are several reasons for measuring or not measuring advertising effectiveness as given below.

Reasons to measure advertisement effectiveness.

- Increase efficiency of advertising in general.
- Determining if objectives are achieved.
- Avoid costly mistakes.
- Evaluate alternative strategies.

Reasons not to measure effectiveness.

- Cost of measurement.
- Problems with research.
- Lack of time.
- Disagreement about what to test.
- Objections of creative personnel.

Advertising test process:

Ad tests work best when you have a clear expectation of the purpose of the advertising. Some advertisements are designed to promote awareness, while others look to build a brand or drive behavior. Regardless of the intent, it's important to define the goal of the advertisement before running tests.

The following are eight commonly performed ad tests:

- **RECALL** Companies need to be memorable if customers are going to consider their products or services. In a recall test, participants see an ad and then wait a specified amount of time before being asked whether they are able to recall a particular ad or product.
- **PERSUASION** A test for persuasion determines the effectiveness of an ad in changing attitudes and intentions. This test assesses brand attitudes before and after ad exposure. Participants answer a series of questions before seeing the proposed advertisement. Then they take a second test to assess how the advertisement changed their attitudes and intentions.

- **RESPONSE** Many ads are designed to drive an action or a conversion. This is especially true of online businesses that rely on click-through and conversion to drive revenue. In a response test, participants receive an ad with a unique identifier (URL string, promo code, phone number, etc.) to track how well the advertisement performs in converting interest to action.
- **SERVICE ATTRIBUTES** This type of ad test determines which attributes and features the ad communicates. For instance, a services attribute test might ask whether the ad communicates that a certain computer is reliable or whether it communicates the right features.
- **COMMUNICATING BENEFIT** Effective ads communicate the right product or feature benefits to the target market. Benefits might include aspects like comfort, quality, or luxury.
- **PERSONAL VALUES** Personal values are a large factor in driving consumer purchase decisions. If a customer is purchasing a car, they may value customer service, vehicle reliability, or the affordability of dealership services. When testing ads it's important to determine how well an advertisement communicates the personal values of the target market.
- **HIGHER ORDER VALUES** Advertisements often communicate higher order values, such as accomplishment, peace of mind, or personal satisfaction. These higher order values can have great influence on purchase decisions, brand awareness, and market positioning.
- **ADJECTIVENESS** This type of ad testing measures how effective an ad is, based on behavioral and attitudinal goals. These goals will vary by ad and include such factors as whether the ad is entertaining to watch, whether the ad is informative, and whether the ad drives consumers to purchase a product or service.

EVALUATING COMMUNICATION AND SALES EFFECTS :

The management should attempt to evaluate the effectiveness of the advertising campaign if the firm's advertising goals are to be achieved and the ad effectiveness is to be increased. By regular evaluation of the advertising effectiveness, the shortcomings and the plus points would be revealed and the management would be able to improve the campaign by negating the shortcomings and retaining the favorable point. For this purpose, it is very

necessary to know how advertising affects the buyer's behaviors. But this is very difficult task because measurements are imperfect and imprecise.

The effectiveness of advertising can be measured by the extent, to which it achieves the objectives set for it. If it succeeds in attaining the objectives. Advertising can be said to be effective otherwise it will be a waste of money and time. In this sense, advertising can be recognized as a business activity like other activities.

In a very real sense the integrity of promotional activities rests on how well those activities work. An advertising budget that is spent on some poorly defined task or on undefined tasks may be regarded as an economic waste as compared to that spent to achieve the well-defined objectives for which the results can be measured. Any social institution upon which a significant portion of our total productive efforts is expended should be able to point to its specific accomplishment. Indeed, it is a source of discomfort that specific results of advertising activities have not always been subject to precise measurement. Both practitioners and critics feel that promotional activities should enjoy the accepted status of socio-economic institution with full right and privileges "when the means exist to prove that advertising super are productive rupees" It is undoubtedly a source of embarrassment that we cannot exactly measure the effectiveness of advertising in definite terms.

The exact result of advertisement expenditure is very difficult to predict because;

- The reaction of consumer; buyers of the advertising efforts cannot be known in advance.
- The reaction of competitors in the field cannot be guessed in anticipation and
- The unexpected events (such as change in social and economic environment and the government policy) cannot be accurately anticipated. Such events may influence the results of the advertising efforts. If we take a hypothetical case of a retailer who contract to spent Rs.5000 on an advertisement with a local newspaper for a special sales even. The advertisement is seen and the response is much greater than it is anticipated. What caused the success of sale? The message theme colors etc., of the advertisement or the low prices quoted during the sale or the superior quality of the product or absence of competition in the market on the day or the favorable. Weather conditions or the goodwill of the firm etc. The overwhelming success of the sale is the joint result of all the above variables and it is quite impossible to isolate the role of any one variable. It is so because the cause and effect – relationship cannot be established in advance when a multitude of variable impinge upon

a particular event. It is entirely possible that a poor advertising support may push up the sale because everything else falls into its proper place or the reverse may be possible. But it does not mean that that we cannot measure the effects of particular advertising effort. The advertising executives are much concerned about the assessment of the effectiveness of the advertising efforts. For this purpose, the management needs answers to such questions as: was the advertising campaign really successful in attaining the advertising goals? Were our T.V. commercials as good as those of our competitors? Will the print advertisement, which we have designed, make consumers aware of our new product? To get answers of these questions, various tests of effectiveness (Pre- tests and post-tests) are decided to determine whether proposed advertisement could be useful and if they are not satisfactory how they might be improved, and whether ongoing campaign should be stopped continued or changed. Pre- tests are conducted before exposing target consumers to the advertisements and posttests after consumers have been exposed to them.

As indicated earlier, the advertisers are interested in knowing what they are getting for their advertising rupees, So they test the proposed advertisement with pretest and measure the actual results with a post test. In the past, pretesting was done by the advertising agencies but now the advertisers have been taking an increasingly active role in pretesting process. Pretest may be done either before an advertisement has been designed or executed after it is ready for public distribution or at both points.

During pretesting there is often research on three vital questions;

1. Do consumers feel that the advertisement communicates something desirable about the product?
2. Does the message have an exclusive appeal that differentiates the product from that of the competitors?
3. Is the advertisement believable?

Although a lot of money is spent on pretesting yet the advertisers like to confirm the results by post testing of their promotional campaigns due to the following reasons;

- There is a need produce more effective advertising by retaining the good and removing the bad.
- The advertising executives can prove to the satisfaction of the management that a higher advertising budget will benefit the firm.

- There is a need for measuring the results to determine the level of expenditure that is most promising.

Communication Effects of Advertising

Most research focuses on the **communication effects of advertising** rather than sales effect because it is a long run process. In the short run, however sales may be slight and important but in the long run its effects on brands and companies may be of great importance. Indirectly it will affect the sales in the long run, by changing the consumer awareness and attitude. The advertisers are therefore, concerned with their impact on consumer awareness and attitude.

The **communication effects of advertising** on sales may be presented in the following sequenced diagram;

Awareness → Attitude → Trial → Satisfaction → Repurchases or Purchase

Awareness builds a favorable or at least a curious attitude towards the product which leads to experimentation. If consumer is satisfied with the trial, they may decide to purchase the product. There are many critical and unresolved issues in determining how to test the communication effects of advertising. Among these are:-

- Exposure Conditions – Should advertising be tested under realistic conditions or under more controlled laboratory conditions?
- Execution – Prototyping a finished advertisement is an expensive and time consuming. Does prototyping a preliminary execution produce accurate and useful data?
- Quality vs. Quantity Data- Quantitative data are the easiest and the almost precise measurement. Qualitative data collected through interviews may provide information that short answer questions never can.

Many types of advertising tests are conducted (different methods of pre-tests and post-test are given in question number) In T.V. commercials are tested by inviting a group of people to the studio to view a program. The audience is then surveyed about the commercials. Print advertisements are tested through dummy magazine portfolio tests.

Communication Effectiveness Vs Sales Effectiveness

It is easier to assess the communication effect of advertising than the sales effect. Many firms try to measure the effectiveness of advertising in terms of sales results but this practice is always misleading. Since, the effect is the result of so many variables, a distinct

effect of advertising on sales cannot be correctly measured, Although there may be some exceptions. For example direct mail advertising can effectively be measured by the inquiries received. But in many situations the exact relationship between advertising activity and sales cannot be established satisfactorily.

We can correctly assume that some sales will occur even though there is no advertising or little advertising or conversely there will be no increase in sales after the point of saturation is reached or it may be that sales will show a decreasing trend at this point in spite of large amount of expenditure on advertising is done. It is so because advertising is not the only variable that effect the sales.

Thus, we may conclude that sales effect of advertising is difficult to measure because a number of variables affect the quantum of sales and the contribution of advertisement cannot be measured separately unless all other variables are presumed to be constant. This situation is quite hypothetical and almost nonexistent. Added to this is the fact that advertisement itself is made of a variety of variables such as media, messages, colours, page or time of the day, locations, the size of the headline and the appeals used. Thus even if the advertising variable is separated this would still not answer the question about the effectiveness of the individual components of the advertising campaign. So advertisers try to measure the communication effect of the advertising.

PRE-TESTING, CONCURRENT TESTING, AND POST TESTING TECHNIQUES :

In today's advertising world, every firm invests heavily on advertisement for making their products or services known to the target audience and to arouse the interest of target audience in firm's products or services. Advertising is done with some predefined objectives- to generate awareness about product, to arouse interest in product, to change the attitude of audience towards product, to stimulate desire for product, or to make them buy the product.

Advertising is of no use if the defined objectives of communication is not achieved. So, it is necessary to evaluate the effectiveness of advertisement at different level, starting from creation of ad-copy to running of ad on media, and also after execution of ad to know to what extent the objectives are achieved.

Types of Test

Following are the types of test applied in advertisement evaluation:

- Pre-Testing
- Concurrent Testing
- Post Testing

1. Pre-Testing

Pre-Testing follows the universal law "Prevention is better than cure". Advertising can be pretested at several points in the creative development process. Pre-Testing helps the advertiser to make a final go or no go decision about finished or nearly finished advertisement. Pre-Testing method refers to testing the potentiality of a communication message or ad-copy before printing, broadcasting, or telecasting. Following are the types of pre-testing methods:

A. Qualitative Methods of Pre-Testing

- **Focus Group:** Focus group involves exposing the product to a group of 8 to 12 respondents. Focus groups are used with surveys frequently for making final go or no go decisions. Moderator facilitates discussion and walks the group through a series of issues that are outlined in discussion guide.
- **In-depth Interview:** In-depth interview involves one on one discussion with respondents. Interview is very effective when a researcher has a good idea of critical issues. Does not have a sense of the kind of responses one will get. This method can be effectively used to generate new ad concepts and ideas.
- **Projective Techniques:** In this technique the respondent is instructed to project himself into the situation and verbalize the thoughts. Projective technique can be very effective for evaluating ad concepts and for generating new ad concepts. But, it cannot be used for making final decisions.

B. Quantitative Methods of Pre-Testing

- **Checklist Method:** Checklist method is used to test the effectiveness of ad-copy. The purpose of this method is to ensure that all elements of the ad-copy are included with due importance in the advertisement. As it is a pre-test method any omitted element of ad can be included in the copy before release of the advertisement.
- **Consumer Jury Method:** This method involves the exposure of alternative advertisements to a sample of jury or prospects. This test is designed to learn from a typical group of prospective customers. Advertisements which are unpublished are presented before the consumer jury either in personal interviews or group interviews and their reactions are observed and responses are recorded.
- **Sales Area Test:** Under this method advertising campaign is run in the markets selected for testing purposes. The impact of the campaign is evaluated by actual sales in the selected markets. The market with high sales is considered the best market for effective sales campaign. In other markets suitable changes are made in the advertising campaign.
- **Questionnaire Method:** It is a list of questions related to an experiment. The draft of an advertisement along with some relevant questions is to be sent to a group of target consumers or advertising experts. Their opinions are collected and analyzed to find out whether the proposed advertisement is satisfactory or not.
- **Recall Test:** Under this method, advertising copies are shown to a group of prospects. After few minutes they are asked to recall and reproduce them. This method is used to find out how far the advertisements are impressive.
- **Reaction Test:** The potential effect of an advertisement is judged with the help of certain instruments, which measure heartbeats, blood pressure, pupil dilation etc. Their reactions reveal the psychological or nervous effects of advertising.
- **Readability Test:** All the listeners of advertisements cannot read it equally. So respondents are drawn from different socio economic and geographical backgrounds. This method is used to find out the level of effectiveness when an advertisement is read.

- **Eye Movement Test:** The movements of eyes of the respondents are recorded by using eye observation camera when advertisements are shown to them in a screen. This helps to find out the attention value of advertisement.

2. Concurrent Testing

Concurrent testing is evaluated throughout the whole advertisement execution process. Tests are conducted while audience is exposed to different type of media. Following are the types of concurrent testing methods:

- **Consumer Diaries:** Diaries are provided to a selected customers. They are also informed to record the details of advertisements they watch, listen or read. The diaries are collected periodically. The result obtained from such a survey reveals the effectiveness of advertisement.
- **Co-incidental Surveys:** This method is also called as co-incidental telephone method. Under this method, samples of customers are selected and calls are made at the time of broadcast of the advertisement programme. The data obtained and analyzed will give a picture about the effectiveness of an advertisement.
- **Electronic Devices:** Now day's electronic devices are widely used to measure the effectiveness of an advertisement. They are mainly used in broadcast media. These are auto meters, track electronic unit etc.

3. Post Testing

Post testing is done to know- to what extent the advertising objectives are achieved. Following are the types of post testing methods:

- **Recognition Test:** Recognition test involves the ability of viewers to correctly identify ad, brand, or message they previously exposed to. The types of recognition test are:
 - **Starch Test** - The Starch test is applied only to print ads that have already run. The interviewer shows each respondent a magazine or newspaper containing

the ads being tested. For each ad the interviewer asks the respondents to reply to ad related questions.

- **Bruzzone Test** - The Bruzzone test is conducted through mail surveys. Questionnaires containing frames and audio scripts from television commercials are sent to respondents and respondents are asked whether they recognize the ad and brand.
- **Recall or Impact Test:** The recall test is designed to measure the impression of readers or viewers of the advertisement. If a reader has a favorable impression of the advertisement, he will certainly retain something of the advertisement. The measures of interest would be obtained by interviewing the readers or viewers or listeners, days after the advertisement or commercial is appeared in the newspaper, or on T.V. Interviewer asks the readers or viewers to answer some ad related questions, and in response to the question asked, the reader reveals the accuracy and depth of his impression.

**SEMESTER V
COMMERCE
ADVERTISING
POSSIBLE QUESTIONS**

**SECTION A (1X20=20Marks)
1 Mark Questions Online**

SECTION B (5X2=10Marks)

1. Define starchtest.
2. What do you mean by posttesting?
3. What is a consumer diary? How is it used?
4. What is a coincidental survey?
5. What do you mean by recall test?
6. What do you mean by recall of ad?
7. What is brand awareness?
8. What is an Impact test? Why is it done?
9. What do you mean by reaction test?
10. How is test conducted using questioner method?

SECTION C (5X6=30Marks)

1. What are the stages involved in advertisement evaluation? Discuss in detail.
2. Explain in brief about sales promotion progress. How the sales promotion efficiency is determined?
3. What do you mean by post testing of ads? How is the post testing done using different techniques?
4. Write a short note on
 - a. Developmental research
 - b. Diagnostic research
 - c. Concept testing
5. What are the factors involved in evaluation of Advertisement?
6. What is post testing of an ad? What are the different techniques used for post testing?
7. Discuss how pre testing is done for a broadcast media.
8. What is a copy test service? Explain in detail about concurrent testing
9. Explain why we need to evaluate an ad. Give types of advertising evaluation
10. Explain how marketing communication through broadcast media is evaluated



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(For the candidates admitted from 2017 onwards)

DEPARTMENT OF COMMERCE (CA)

SUBJECT : ADVERTISING

SEMESTER : V

SUBJECT CODE : 17CCU503 B

CLASS : III B.COM CA

UNIT 4						
S.No.	QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4	ANSWER
1 perform an informative &	Advertising	Production	Financing	Controlling	Advertising
2is a return part of purchase	Rebate	Coupons	Samples	Premiums	Rebate
3 is a free product given to customers to encourage trials.	Rebate	Coupons	Samples	Premiums	Samples
4is an industry wide exhibits at	Trade Shows	POP	Buying Allowance	Samples	Trade Shows
5is a temporary price reduction to	Trade Shows	POP	Buying Allowance	Samples	Buying Allowance
6	A... strategy involves convincing trade intermediary channels members to push the product to the ultimate consumers.	Push	Pull	Mixed	Price	Push
7	A..... strategy attempts to get consumers to “pull” the product from the manufacturer through the marketing channels.	Push	Pull	Mixed	Rate	Pull
8	Good salespersons are problems solvers”	P.Batra	William.J.Sta nton	Govoni	Cundiff	P.Batra
9 Writes “Nothing is important to the salesman than knowing his product”	P.Batra	William.J.Sta nton	Govoni	Ernest and Davas	Ernest and Davas
10	The process of looking up and checking	Prospecting	Pre-approach	Approch	Objections	Prospecting
11	Prospecting means “if you adding new clients ,you start bleeding to death”	David ogily	Robert.c	Beach	Russle	David ogily
12 is the estimation of the	Sales planning	Sales budget	Sales forecasting	Sales quota	Sales forecasting
13 are device for directing and	Quotas	Planning	Sales territories	Total sales	Quotas
14	Advertising is an important tool of	Promotion Mix	Marketing Mix	Product Mix	Place Mix	Marketing Mix
15	Personal selling is an important tools	Promotion Mix	Marketing Mix	Product Mix	Place Mix	Promotion Mix
16 depends on the important of earn class of buyers and the relative bary arising power of each class of buyer.	Trade Discounts	Quantity discounts	Quality discounts	Cash discounts	Trade Discounts
17are price reduction granted for purchase of larger quantities.	Trade Discounts	Quantity discounts	Quality discounts	Cash discounts	Quantity discounts
18is an important tools of	Personal selling	Advertising	Sales promotion	Public relation	Personal selling
19 is an important tool of	Personal selling	Advertising	Sales promotion	Public relation	Advertising
20	The control ofis known as Sales Control	Sales operation	Production operation	Finace operation	Personal operation	Sales operation
21 perform an informative & educative task that makes extremely important in the functioning of the modern Indian society.	Advertising	Production	Financing	Controlling	Advertising
22	Telling showing and----- are the	Execution	Termination	Exercise	Conferring	Conferring
23	The control ofis known as Sales	Sales operation	Production operation	Finance operation	Personal	Sales operation
24	A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This is also called _____.	integrated marketing	direct marketing	the promotion mix	competitive marketing	the promotion mix

25	Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____.	personal selling	advertising	direct marketing	sales promotion	advertising
26	Which of the following is not an aspect	direct marketing	advertising	Strategic	public relations	strategic positioning
27	Companies are doing less _____ and	media; sales	broadcasting;	narrowcasting;	marketing;	broadcasting;
28	All of the following are reasons that marketers are losing confidence in television advertising except _____.	television offers a high cost per exposure	audience size is on the decline	mass media costs continue to increase	consumers are using different media	television offers a high cost per exposure
29	Advertising, sales promotion, personal	promotional tools	communications	communications	promotional	communications
30	With the use of integrated marketing communications, a company's mass-market advertisements, Web site, email, and personal selling communications all have _____.	the same message, look, and feel	separate marketing objectives	equal portions of the advertising budget	independent communications directors	the same message, look, and feel
31	Which promotional tool is most effective in building up buyers' preferences, convictions, and, most importantly, actions?	personal selling	mass-market advertising	sales promotion	Market promotion	personal selling
32	Which of the following is NOT an	Increase store	Gain more shelf	Increase frequency	All of these	Gain more shelf space
33	On-pack coupons are an example of:	Self-liquidating.	Money-based	Invitation sales promotions.	None of these	Money-based sales promotion
34	What does BOGOFF stand for?	Buy One Get One	Bought on Good	Beginning of Great	All of these	Buy One Get One For
35	On-pack samples are an example of:	Trade promotions.	Retailer promotions.	Manufacturer's promotions	None of these	Manufacturer's promotions.
36	A free gift attached to the outside of a	On-pack	Gift pack promotion.	In-pack promotion.	All of these	On-pack promotion
37	The concept of a product platform is	A family of	A family of products	A family of	A family of	A family of products
38	Which of the following is not a recognised IPA approach to integration?	Action-led	Participation-led	Advertising-led integration	Brand idea-led orchestration	Action-led
39	Which of the following researchers offered this definition of integrated marketing communications?	Duncan, and Moriarty (1997)	Kotler (1999)	Kliatchko (2008)	Keller, (2001)	Kliatchko (2008)
40	One weakness in using out-of-home media is	Demographic Flexibility	Difficult to Measure and Control	Relatively Low Cost	Delivers Excellent Reach	Difficult to Measure and Control
41	The area of liability where a public relations professional can be held liable for offering advice in support of an illegal activity is called	perjury.	crisis management.	theft	conspiracy	conspiracy.
42	Media critics (movie, music, television)	fair use	fair comment	shield laws	Media Sunshine	fair comment
43	Regarding employees, public relations staff must adhere to privacy guidelines in	Photo releases.	Media inquiries.	Product publicity and advertising.	all of the above	all of the above
44	The protection of a creative work from unauthorized use is known as	fair use	libel	slander	copyright	Copyright.
45	The part of a copyrighted article which may be quoted directly, where the quoted material used must be brief in relation to the length of the original work (often associated with "educational" use) refers to which principle?	Fair comment	Fair use	Trademark	Consent order	Fair use
46	A trademark is represented by several key characteristics. Which of the following is one of them?	A trademark identifies a product's origin.	"shorthand" for retailers to use in determining pricing	Slogans are not covered under trademark law.	may not be used in copyrighting course packets.	A trademark identifies a product's origin.
47	Which of the following organizations has jurisdiction to determine if advertisements are deceptive or misleading?	Federal Trade Commission	Truth in Advertising Council	Food and Drug Administration	Better Business Bureau	Federal Trade Commission

48	The Securities and Exchange Commission is in charge of what basic functions?	Overseeing Social Security, Medicare, and other methods of "currency exchanges" for the elderly	Monitoring the financial affairs of publicly traded companies and protecting the interests of stockholders	Determining if advertisements are deceptive or misleading	Setting advertising rates within reasonable boundaries in relation to the value of the products to consumers	Monitoring the financial affairs of publicly traded companies and protecting the interests of stockholders
49	According to Morgenstern, which	Radio.	Cinema.	TV.	Magazines	Radio.
50	In selecting media vehicles, advertisers try to:	Obtain a continuous schedule.	maximise total reach.	maximise CPM (Cost per Thousand).	None of the above are correct.	None of the above are correct.
51	The weight of a campaign is typically	CPM.	GRPs.	OTS.	ERPs	GRPs.
52	Which of the following statements is correct?	Double-spotting is an effective scheduling technique to solve the zapping problem.	A flighting schedule indicates that the weight of the campaign gradually increases till a certain moment in time	CPM refers to the cost of reaching 1,000 people.	None of the statements is correct.	CPM refers to the cost of reaching 1,000 people
53	Which medium has both short lead times	TV	Newspapers	Bus shelters	Magazines	Newspapers
54	Which of the following is not a limitation of pre-tests?	Consumer jury effect.	Limited time between exposure and measurement.	Target group of campaign is not involved in measurement.	Artificial setting.	Target group of campaign is not involved in measurement
55	Which of the following is not a characteristic of the Starch test?	It measures how many people have been convinced by the message.	It is a recognition test.	It is a print advertisement post-test.	percentage of readers of a magazine that claim to have seen the ad	It measures how many people have been convinced by the message
56	Which of the following statements is correct?	The masked identification test is a recall test.	The Day After Recall test is a post-test of television ads.	The Gallup-Robinson Impact Test is a recognition test.	The Day After Recall test measures how many people have noticed at least half the ad.	The Day After Recall test is a post-test of television ads
57	Which of the following is not a limitation of post-testing?	Measuring things such as recognition and correct brand attribution is useless.	The results of a post-test depend on the time between exposure to the ad and measurement.	It is difficult to isolate the effect of one single ad.	Post-tests are often biased as a result of differences in product involvement.	Measuring things such as recognition and correct brand attribution is useless.
58	Which of the following statements with	Measuring trial	It is difficult to	Attitude change	In a tracking	In a tracking study a
59	A shift towards a more integrative approach to marketing communications was assisted by;	The development of sales promotion methodologies	The development of agency collaboration strategies	The development of database technologies	The development of Web 2.0 technologies	The development of database technologies
60	Early ideas about integrated marketing communications were based on;	Orchestras	Airports	Farming	Manufacturing	Orchestras
61	It has been suggested that organisations practice one of two forms of integration. These are;	Contingency and Application	Process and System	Content and Provision	Content and Process	Content and Process

Unit V**SYLLABUS**

Advertising Agency: Role, Types and Selection of Advertising Agency; Reasons for Evaluating Advertising Techniques. Social, Ethical and Legal Aspects of Advertising in India; Recent Developments and Issues in Advertisement.

Advertising Agency**Meaning and Definition**

An advertising agency is an independent organization set up to render specialized services in advertising in particular and in marketing in general. Advertising agencies started as space brokers for the handling of the advertisements placed in newspapers.

Over the years, the function of the agencies has changed. Their main job today is not to aid media but to serve advertisers.

FUNCTIONS OF AN ADVERTISING AGENCY

The broad functions of an advertising agency are planning, preparing, and placing advertisements. Planning begins with the advertiser, also known as client in advertising parlance. The broad objectives of the advertising campaign are decided after talks with the client team during which the agency tries to find out about the various characteristics of the product and its strengths and weaknesses in relation to competitive brands. The people from the advertising agency should know about the client's sale volume, distribution channels, competitive edge, and consumer insights. After gathering insight about the brand, the agency is expected to be objective in its recommendation.

Agencies are expected to verify the insights gathered from the client to be certain about various aspects of the product and related issues. It is here that the account planning team of the agency steps in to gather consumer insights, find out about the distribution chain, packaging and point of purchase, and to study the advertising agencies of competing brands. All the information and insights put together give the advertising agency an idea about the job ahead.

This is followed by work on the „big idea“, visual inputs, and media strategy and options in the proposed campaign. The account executive is the facilitator among various specialist departments and the client. The media planning department within the agency or a media buying agency that works for the agency has to work closely with other specialist departments while deciding the media strategy and choice of media. Its recommendations

must provide justification for the choice of certain media and should satisfy the client when they represent the agency in the presentation team.

PURPOSE OF ADVERTISING AGENCY

Most of the advertisers use the services of advertising agencies. Advertisers can have more than one advertising agency for different services at any given time. They use advertising agencies for various purposes such as to:

- Advertise and counsel on marketing strategy.
- Advice and counsel on advertising and media strategy and tactics
- Prepare and develop print, outdoor and electronic advertisements.
- Carry out collateral design of various items such as display material, POP material and other promotional material.
- Help and counsel on sales promotion and other communication task

TYPES OF ADVERTISING AGENCIES

Advertising agencies are of various types which are as follows

Full-Service Agencies A full service agency provides whole range of services to clients, both advertising and non-advertising. Advertising services encompass planning, creating, and producing advertising campaigns, which broadly include account planning, research, creative services, media planning, and production of advertising material for print, broadcast, and out-door media. Non-advertising functions may include public relations, making corporate identity plans, packaging, organizing fairs, exhibitions and training material, etc. Some agencies are even involved in their client's marketing processes, which may include distribution and suggesting marketing strategies for their products.

A La Carte Agencies

An a la carte agency is such type of agency where one can order according to their choice, can be had from a full service agency or small special outfits. Such outfits specialize in creative concepts, strategy development, media planning etc. Their services are used by small and medium-size agencies which may not be in a position to afford highly paid creative writers or media planners. At times advertisers commission such outfits for their specialized services.

House Agencies

A house agency is an advertising agency established by a company to look after its advertising requirements. Keeping in view the accreditation, such agencies get media recognition, and are hence entitled to 15% commission on media billing, which becomes a sort of saving for the advertiser. With time, the agencies may start doing outside work also.

In fact, in the Indian context, two top agencies, viz, Lintas and Mudra communications, started as the house agencies of Hindustan Lever Ltd. and Reliance respectively. **Working with Advertising Agency** Some organization does not employ advertising agencies because they may be eligible for the media discount. Others feel that they can accomplish the advertising objectives more effectively than the agencies themselves. These marketers often employ their own advertising specialists. Various organizations use captive agencies that work primarily or solely for the organization.

Those organizations which do employ agencies are well-advised to establish a strong working relationship with them. It is especially important that the marketer fully inform the agency personnel of his marketing strategy and advertising objectives.

ADVANTAGE OF USING AGENCIES

1. The marketer gains a number of benefits by employing agencies. An agency generally has an invaluable experience in dealing with various advertising and marketing issues.
2. The lessons which agency learned in working with other clients are useful inputs for the marketer.
3. An agency may employ specialists in the various areas of preparation and implementation of advertising plans and strategies.
4. The personnel are not members of the marketer's management team. They bring objective and unbiased viewpoints to the solution of advertising and other marketing problems.
5. The discounts that the media offer to agencies are also available to advertisers. This is a strong stimulus to them to use an agency, for the media cost is not much affected thereby.
6. The company normally does not have as many types of specialists as a large or medium-sized advertising agency has because an agency can spread the costs or its staff over many clients. It can do more for the same amount of money.
7. The company can also get an objective, outside viewpoint from an agency, assuming that the agency representatives are not acting as "Yes man" in order to keep the advertiser's account.
8. A related point is that the company can benefit from the agency's experience with many other products and clients.

9. Another advantage is that agency feels a greater pressure than the company's own department to produce effective results. The relations between an agency and a client are very easy to terminate; but it is difficult to get rid of an ineffective advertising department.

10. The manner in which agencies are compensated, the use of an agency may not cost the advertiser a single paisa. **Selecting an Agency**

While selecting an advertising agency, the importance of compatibility should be borne in mind. An agency takes a long time to grasp the problems and accumulate the facts that are necessary for the smooth functioning of a client. Though this investment period is long, it pays rich dividends. Therefore, an agency should not be frequently changed. Here are some points that can help the advertiser to:

- (i) Choose an agency; and
- (ii) Get the best out of an agency.

CHOOSING AN AGENCY

The agency should be able to think independently on various problems, and not solve them by preconceived notions which it is unwilling to change. The agency should have experience in selling goods and ideas. It should be able to bring in more results than anticipated. The company should be financially sound and should be able to cover both local and national advertising campaigns. The size of the agency should not be seriously taken into account. A big agency is not necessarily better than a small agency.

The agency should not be one that hesitates to correct the advertiser if it feels that he is wrong.

The agency should be able to use both research and brains to solve problems. An agency that plans to make profit on an account should be chosen, rather than one that maintains that it will work on a no-profit-no-loss basis.

Getting the Best Out of an Agency

- The agency should be given all possible information if good service is expected from it.
- The advertiser should go as far as possible to keep the agency on its toes.
- The agency should be challenged to produce results. Criticism, when it is handed out, should not be only unfavorable. It should also be favorable.
- Unnecessary details should not be fussed over.

- The advertiser should appoint a special person for liaison work between his company and the agency, and not expect the agency to contact the junior staff.
- The advertiser should allow the agency, where necessary, to break away from convention in its presentations.
- The agency should be paid extra, if it does any extra work.

SOCIAL EFFECTS OF ADVERTISING

- Ethics: These are moral principle & values that govern the actions & decisions of an individual or group Advertisement.
- Objections to Advertising Use of Sexual .Of Certain Products Appeals And/or Use of Shock Ads Nudity
- The Advertisement & Promotion Proponents Argue:• Provides Information• Encourages a higher standard of Living• Creates Jobs and Helps New Firms Enter a Market• Promotes competition in the Market place Critics Argue:• Creates Needs and Wants Among Consumers• Is More Propaganda Than Information• Promotes Materialism, Insecurity and Greed
- Some Ad of the bad taste Calvin Keller promotes their product with the base of sex ad Benetton Ad AIDS patient & Family member before his death Perist Kissing nun Ad of Death Row
- Children's TV Watching Behavior: Children between ages 2-11 watch on average 21.5 hours of TV per week and may see 22,000 commercials per year Television is an important source of information for children about products
- Does Advertising Make People Buy Things they Don't Need? Does Advertising Encourage Materialism? Is Advertising Just A Reflection of Society?
- Portrayal of Women to Reflect their Changing Role in Society• Portrayal of Women As Sex Objects.
- Ethnic Stereotyping• Gender Stereotyping
- Ethnic Stereotyping/Representation of Minorities

ADVERTISING- ITS IMPACT ON SOCIETY

- Every time you switch on the TV and you will see some products being pushed on you with some assurance. This is advertising. Your mind is being sold to these advertisers. Advertising is the promotion of product or services. This gives companies

a way to expose their products to people and hence maximize their sales. Without advertisement not a single firm or company can grow in this world of competition.

- Advertising is the mostly debated topic now. Like every other thing it has also some positive as well some negative points. If it has some positive aspect of social and economical impact on society then it do have some negative impact also. Advertising a public welfare program has positive social impact whereas exposing woman in an advertisement has negative impact on society.
- Advertising is a mass marketing technique. Assorted techniques are used for advertising which persuades the consumers that why they need the product which is being advertised. They focus more on the benefits, which consumer will get from that product, rather than the product itself. Through advertising, products can be known to public easily. They can decide which product they need and why. Thus increasing the consumption and as a result also increasing the demand of the product.
- Advertising can also be used to generate awareness among public that which product they use and to which product they can say no. It can also be used to educate people about certain diseases or danger (example: - AIDS, TB, viral diseases, etc.). Even the backward people are now aware of many diseases and their problems. And all these credits goes to proper advertising. Diseases like Polio could never been controlled if the timings for polio drops aren't advertised regularly.
- Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGOs can use the mean of advertisement for promoting their campaigns. Seeking help through advertisement during epidemics or natural calamities can help alot.

There are also various blames that advertising is causing negative social impact on lives.

Even if advertising has a vast good impacts on society, it can be ruled out that is has bad impact also. It plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life. Advertising posters of modern films, where sexuality is shown much than the actual theme of the movie, can divert the society a lot.

Materialism is being much glorified through advertisements, which can again have dangerous consequences. Society is becoming ignorant towards social or world issues because we are too obsessed to satisfy our newly created needs. We want to earn more and more money so that we can buy happiness in forms of products, being advertised as they can bring all the happiness in our lives. We are starving for material goals, because we always just want to have more. So, we can say that advertising has positive as well as negative impact on society. The balance, of what is necessary and what really not needed should be focused more. Advertisement can create contentment but can also simultaneously create discontentment. Our society and the marketing of products depend so badly on advertisement that even its negative impact on society can't outweigh the many positive social and economic effects.

Ethical aspects of advertising Ethics is a choice between good and bad, between right and wrong. It is governed by a set of principles of morality at a given time and at a given place. Ethics is related to group behavior in ultimate analysis, setting thus norms for an individual to follow in consistence with the group norms. Advertising, too, has ethical values. Advertising communication is a mix of art and facts subservient to ethical principles. In order to be consumer-oriented, an advertisement will have to be truthful and ethical. It should not mislead the consumers. If it so happens, the credibility is lost. Numerous laws determine what advertisers can and cannot do. That's where ethics and social responsibility come into play. An advertiser can act unethically or socially irresponsible and not break any laws. Ethical advertising means doing what the advertiser believes is morally right for a given situation. Social responsibility means doing what society views as best for the welfare of people in general or for a specific group of people." There would be few who would argue against the need for marketing communications to be seen as socially acceptable, but the issue of acceptability and responsibility are, in part, socially determined ethical ones. There can be extreme difficulty in defining what is, and what is not, ethical especially when the notion of social acceptability changes over time and varies from one culture or country to another. Not all individuals can even agree on what might create offence. Today, everywhere there is give-and-take of culture. No matter how hard the traditionalists try, there is no stopping the tidal wave of pop-culture. Adopting Chinese cuisine does not imply selling our souls to the Chinese civilization. The give-and-take of culture, which advertising brings about in its contemporized form is a symbol of universal togetherness. But when we strip these

Western culture enthusiasts of their borrowed veneer of Westernization we, discover a conservative Indian who believes in traditional values. Culture is a basic part of human nature. It also determines a person's wants and behavior. Culture is learned. There is socialization of a child right from the time it comes into this world. The child acquires a basic set of values, perceptions preferences and behavior. The socialization is done through the institutions of family, school, church, friends etc. Advertising also shapes our cultural values. The other maxim is also true; the cultural values shape up our advertising. In fact, both interact with each other. We have several cultural values as Indians. We want to be successful. We want to be efficient. We are oriented towards our family. We seek comfort from external environment. For the sake of our family, we can postpone our own gratification. We like to be youthful etc. Advertising has affected not the core cultural values but the subsidiary cultural values. Advertisement is a mirror of the society in which it operates. It reflects the cultural values of that society. Some argue that advertising debases our cultural standards. There are many factors which affect culture ads get affected by them - schools, colleges, families, museums, churches etc. Successful advertising is consistent with the cultural values of a given society. Yes, it can transfer some cultural values of one society to another society at a given point of time. Its cross-cultural impact will depend upon the universalization of appeal. Advertising has improved our standards of living. We have accepted some new ideas like microwave cooking, electric shaving; bucket washing through detergent powder etc. through advertising. Advertising has created new markets. It has contributed to our standards of living substantially. In the increasingly 'global village' in which we live, where technology facilitates worldwide communications, the issues of social acceptance become more and more complex to determine and to police. This is particularly so for the international broadcast media of television, radio, television and the Internet because people in different countries hold different views of what they consider to be ethical and acceptable. In particular, issues of taste and decency can create extreme difficulties.^^ Where a piece of promotion is clearly telling lies or is deliberately misleading, the ethics are somewhat more clear-cut. We expect promoters to tell the truth. We do not wish ourselves or others to be misled. Not only are there voluntary, self-regulation codes governing truthfulness but also there are many legal regulations that protect the unwary from the unscrupulous. Too burdensome a system of regulatory control, however, would not be satisfactory.

Legal Aspects:

As far as legal aspect is concerned, there is no independent or separate Act that governs advertising in India. However, a number of Acts contain provisions that regulate advertising in India. Some of the Acts contain provisions that are applicable to all advertising across various industries eg. Consumer Protection Act and Competition Act; while some Acts govern advertising of some specific industry eg. Drugs and Cosmetics Act or Motor Vehicle Act. The various Acts that are relevant in the context of legal aspects of advertising are:

- The Consumer Protection Act, 1986
- The Competition Act, 2002
- The Cable Television Networks (Regulation) Act, 1995
- Indecent Representation of Women (Prohibition) Act, 1986
- The Trade and Merchandise Marks Act, 1999
- The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954
- The Motor Vehicles Act, 1988
- The Advertising of tobacco products Act,

THE CONSUMER PROTECTION ACT, 1986

The consumer protection act is applicable to advertisements relating to all products. Under this act, the consumer can file a complaint under various classes of malpractices mentioned in the Act like Deceptive Advertising or Misleading Advertising. The Consumer courts can take action against the defaulter under Section 14 of The Consumer Protection Act.

THE COMPETITION ACT, 2002

The competition Act replaced the MRTP (Monopolies and Restrictive Trade Practices) Act. Under this act, any ad that gives false or misleading statements about goods & services or disparaging the goods or services of another person shall amount to unfair trade practice. Disparaging means to give derogatory remarks about someone or to degrade or to bring disrepute to someone. If a Company through its ads brings some sort of disgrace or gives derogatory remarks or undermines the value of the competitor's product; it would be a case of disparaging advertising.

However, all the pending complaints relating to unfair trade practices lying with the MRTP Commission were transferred to Consumer courts because of the replacing of the MRTP Act, whereas, the control of anti-competitive activities was handed over to Competition

COMMISSION UNDER COMPETITION ACT.

Under this Act, no company is allowed to do excessive expenditure on advertising or make use of its monopolistic or dominant position to curb competition. In case, a company is found

guilty of doing any of the above, the CCI (Competition Commission of India) can set up an enquiry and ask necessary orders.

CABLE TELEVISION NETWORKS (REGULATION) ACT 1995

This act consists of an advertising code specified in section 7 of the Act. This section entails the details regarding the provisions applicable to ads given on cable T.V.

INDECENT REPRESENTATION OF WOMAN (PROHIBITION) ACT 1986

According to the section 2 of the Act, the term “Indecent Representation of Women”, means the depiction in any manner of the figure of the women, her form or body or any part thereof in such a way as to have the effect of being indecent, or derogatory to, denigrating women, or is likely to deprave, corrupt or injure the public morality or morals. Thus, the Act prohibits the indecent representation of women through advertisements or in publications, writings, paintings, and figures or in any other manner.

Section 3 and 4 of the Act deals with the publication aspect. According to these sections, no person is allowed to publish or exhibit any advertisement containing indecent representation of women in any form. Further section 4 entails that any prohibition of publication or sending by post of books, pamphlets etc. containing indecent representations of women.

TRADE AND MERCHANDISE MARKS ACT 1958

This Act was replaced by the Trade Marks Act 1999. The Act prohibits:

- i. The use of marks which are likely to deceive or create confusion,
- ii. Which contains scandalous or obscene matter,
- iii. They should not hurt the religious feelings of the people and soon.

THE COMPANIES ACT, 1956

It deals with the financial advertising. The act lays down that a company shall invite public for subscription in its share and debentures through advertising only. The section also states that such an advertisement should include a statement showing the financial position and the ad should be given in the manner as prescribed by the Act.

MOTOR VEHICLE ACT, 1988

This act deals with outdoor advertising like billboards, posters, neon signs etc., The act empowers the police to remove any sign or board which obstructs any traffic sign board or distracts the attention of the driver.

PREVENTION OF FOOD ADULTERATION ACT, 1954/ FOOD SAFETY AND STANDARDS ACT 2005

It regulates all advertising relating to food items including packaging and labeling. Since the consumers rely on labeling for information regarding a particular product, the act requires certain rules to be followed that are mentioned in section 3 of the act. The act also covers the misbranded food articles.

ADVERTISING ON TOBACCO PRODUCTS ACT

This is an important act that prohibits the advertising and sales promotion of tobacco products. However, the advertisers are rampantly resorting to „surrogate advertising“ to sell their liquor and tobacco products.

RECENT DEVELOPMENT IN ADVERTISING:

With the ever-evolving technologies that are influencing consumer behavior, there are new methods and mediums to experiment with. Here are some emerging advertising trends, which will make it easier and interesting to reach your target audience.

Embrace the twins: AR and VR

Make the most of Virtual Reality (VR) and Augmented Reality (AR) to deliver an immersive experience to your audience and potential customers. Consumers are generally more inclined to purchase from a retailer who offers a good personalized experience, which makes the selecting and purchasing process easier.

For instance, through its AR IKEA Place app, the furniture company IKEA allows customers to try options through their smart phones, showing how the product will look in their house.

Through its interactive displays, virtual reality is also growing as a winsome medium that is getting hold of both internet and banner advertising.

Programmatic advertising: let automation take over

Not only do programmatic advertising save time, money and effort, but it also helps to reach a more specific and targeted audience that is interested in what you offer.

This automated technique has the ability to interpret consumer data at high velocity and scale, and then apply that intelligence into advertising. It processes and records what the consumers search for, or are engaged with the most and then accordingly displays advertisements for them on the internet.

Mobile and video advertisements

With the increase in various platforms that focus on the significance of visual content, videos have emerged as powerful tools for corporates looking at communicating more effectively with their audience.

With more and more people owning smartphones and having access to the internet, videos and GIFs are progressively taking over mere pictures and written content. Moreover, at a time when social media marketing and promotions are in a full swing, mobile and video advertisements cater to the ever-changing experiential preferences of the diverse audience.

Audience based and native advertisements

Native advertisements are where online platforms merge or disguise advertisements so that they flow naturally with the platform's content. Today, native advertisements are everywhere and they are so well done that you might have seen them but couldn't spot that something is advertised in that space.

SEMESTER V COMMERCE ADVERTISING POSSIBLE QUESTIONS

SECTION A (1X20=20Marks)

1 Mark Questions Online

SECTION B (5X2=10Marks)

1. Explain about virtual reality.
2. Explain about Augmented reality.
3. What is an Ad agency?
4. What are the functions of Ad agency?
5. Explain about full service agents.
6. Who are house agents?

7. What are the social effects of advertising?
8. List any 4 laws governing advertisement in India.
9. What are the advantages of hiring an agency?
10. Explain how the advertising agency is chosen.

SECTION C (5X6=30Marks)

1. What are the different types of advertising agency? Give the points to be remembered while selecting an advertising agency.
2. Explain the different types of ethical criteria that need to be considered while making an advertisement.
3. How are advertising agencies paid? What are the methods used for paying an advertising agency?
4. How is advertising's ethical performance evaluated? What is a social responsibility of advertising?
5. What are the things to be considered during the selection of advertising agency?
6. Explain how advertising is regulated and monitored.
7. Explain in brief the various functions carried out by an Agency.
8. Illustrate with example the recent developments in advertisements.
9. Explain how advertising agencies are classified based on the service provided by them.
10. What do you mean by advertisement testing? Explain the stages in copy testing.

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UNIT 5

	QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4	ANSWER
	Agency structures are changing as result of changes in:	Global economies	Creative skills development	Clients communication needs	Budgeting methods	Clients communication needs
	What is most common form of agency structure?	Integrated	Boutique	Full Service	Digital	Full Service
	A Boutique agency focuses on which aspect of advertising?	Media	Planning	Retail clients	Creativity	Creativity
	Who has been described as the ‘Father of Modern Advertising’?	Sir John Hegarty	Bill Bernbach	Sir Martin Sorrel	David Ogilvy	Bill Bernbach
	The TV series Madmen is based on the location of many of America’s leading advertising agencies:	Madison Avenue	Madson Square	Madover Heights	Madeleine Avenue	Madison Avenue
	In newer, younger agencies, roles are undertaken by the following kinds of individuals:	Multi taskers	Multi skilled	Multi talented	Multi activists	Multi taskers
	In the advertising agency selection process, the agency credentials meeting is also known as the _____ meeting:	Chemistry	Knowledge	Relationship	Synthesis	Chemistry
	Duhan and Sandvik (2009) present an article in the International Journal of Advertising which examines the relationships between which of the following:	Agencies and media owners	Agencies and advertisers	Agencies and researchers	Agencies and consumers	Agencies and advertisers
	In selecting an advertising agency, without clear _____ as a sound starting point you have little chance of success. Complete the blank.	Ideas	Roles	Briefs	Tasks	Briefs
	An increasingly common form of agency remuneration is based on:	Creativity	Media coverage	Results	Awareness recall	Results
	Which company had the highest advertising spend in the UK in 2010?	Tesco	Unilever	Procter & Gamble	Sainsburys	Procter & Gamble
	Which of the following is not a recognised method of setting advertising budgets?	Share of market	Share of voice	Competitive parity	Percentage of gross margin	Share of market
	The AAR Group helps advertisers to:	Manage relationships with agencies	Set advertising budgets	Evaluate advertising effectiveness	Find an advertising agency	Find an advertising agency
	A pitch is a presentation by an agency to a prospective client which outlines how they would approach and resolve:	Changing communications	Allocating advertising	Identifying strategic and creative issues	Using new media	Identifying strategic and creative issues
	A successful agency/client relationship is based on _____ and _____.	Commitment and Trust	Trust and Commitment	The psychology of the consumer	A Media Flowchart	Trust and Commitment
	What percentage might normally be paid by an agency when remunerating an advertising agency?	15%	10%	25%	30%	15%
	Colley’s DAGMAR principles relate to which method of setting	Share of Voice	Affordability	Percentage of Sales	Objective and task	Objective and task
	How many commercial messages are we thought to encounter each day?	5000	100	3000	1000	3000
	Advertising can also be seen to be misleading, _____, false, or even socially irresponsible.	corrupting	Offensive	bureaucratic	long winded	Offensive
	The first advertising agencies appeared in the _____ century.	19th	20th	4th	17th	19 th
	The move from single sponsor programme support to participation advertising was due primarily to.....	Increasing competition	Rising costs	The need for more varied creative content	Improving technology	Rising costs
	The holy grail of communications is an agency’s ability to offer clients	a single point from which all the best creative process are located	a single point from which all of their strategic needs can be met.	a single point from which all of their planning needs can be met.	a single point from which all of their integrated communication needs can be met.	a single point from which all of their integrated communication needs can be met
	Clients have responded to the environmental developments and industry concentration by	demanding single-stop shopping	doing nothing	undertaking their advertising in-house	centralising their own communications needs into a single agency	centralising their own communications needs into a single agency
	Unwin (1974) suggests the creative style used to communicate brand ideas and associations constitutes a _____	vision of realism	culture of values	language of advertising	form of communication	language of advertising
	Culture is acquired through	The media	Parents	Experimentation	Learning	Learning
	One of the most important international, culturally oriented	Hofsmann	Hofsvelt	Hofshouse	Hofstede	Hofstede
	Collectivist cultures emphasise _____	group outcomes and cohesion	group identity and performance	group skills and outcomes	good group membership and	good group membership and participation
	In high-context languages, information /content is assumed to be _____	implicit: it is known but needs to be elaborated	explicit: it is known but needs to be elaborated	explicit: it is not known and needs to be set out.	implicit: it is known and does not need to be set out.	implicit: it is known and does not need to be set out
	Which of the following is not a school of art to have been represented in advertising, can all be observed in billboards and post	Corkism	Art Deco	Impressionism	Symbolism	Corkism
	Music is used frequently in advertising as	a mood setter	background	an executional cue	a standout feature	an executional cue
	Richards and Curran (2002) labelled the definition ‘Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.’ as a.....	classic definition	retrospective definition	proposed definition	current definition	proposed definition

	Which of the following is not a recognised type of advertising	Agency	Place	Source	Message	Agency
	The role of advertising is to	stimulate audiences	inform audiences	engage audiences	remind audiences	engage audiences
	Engagement seeks to generate one two main types of response....	Brand Happiness and Brand Response	Brand Values and Brand Response	Brand Equity and Brand Response	Brand Values and Brand Activation	Brand Values and Brand Response
	Complete the following definition of advertising media. The	advertising	media vehicles or	Frequency	The study of	media vehicles or channels.
	Strategic media planning is a complex challenge because	Psychographics	Behavioural	Demographics	All of the above	All of the above
	Addressable media are used	to deliver customised marketing messages	for social media	for two-way communication	none of the above	to deliver customised marketing messages to identifiable prospects
	Media strategy is making media decisions based on	Brand awareness	The client's wishes	Whims of the market	Understanding customers' wants	Understanding customers' wants and needs
	Magazine performance has remained stable in recent years due to	Low cost	The development of brand values	Multi-page combinations	Their ability to address segmented	Their ability to address segmented audiences
	One of the following is not a strength of magazines	Inherent design flexibility	Deadline flexibility	Quality reproduction	Shelf-life	Deadline flexibility
	Radio is often referred to as:	The Theatre of the Absurd	Surround Sound	The Theatre of the Mind	Mindful Theatre	The Theatre of the Mind
	Interactive media can be best described as	Customized Marketing Messages	Media that allow two-way messages between company and consumer	Marketing Communications Mix	Marketing Mix	Media that allow two-way messages between company and consumer
	Extensive local penetration and coverage is indicative of	Magazines	Newspapers	Online Advertising	Social Media	Newspapers
	Which of the following is not a strength of the television medium?	Cost Efficient	High Initial	High Impact and	High Initial	High Initial Production Cost
	Place-based media occur in which venues?	Spectaculars	Scaffolding Wraps	Transport	Blimps	Spectaculars
	One weakness in using out-of-home media is	Demographic Flexibility	Difficult to Measure and Control	Relatively Low Cost	Delivers Excellent Reach	Difficult to Measure and Control
	Which medium is often referred to as 'junk mail'?	Newspaper inserts	Yellow Pages	Television	Direct Mail	Direct Mail
	Name two of the three major types of advertising found in	Below-the-line	Classified	Display	Banner	Display
	Print advertising is sometimes also called	Business Advertising	Press Advertising	Electronic Advertising	None of the above	Press Advertising
	Clutter is defined as	A promotional tool	An overabundance of messages	Coarse paper stock	A faulty broadband connection	An overabundance of messages
	Media planning is carried out through	Research and tested formulas	An intuitive process	Both of the above	None of the above	Both of the above
	The media planner's task is challenging because it must typically	Know everything about newspapers	Watch much TV	Monitor all social sites	Have knowledge of traditional as well as emerging and converging forms of	Have knowledge of traditional as well as emerging and converging forms of media
	Identify one reason media choices have become more difficult in recent years	Newspapers now use colour	Segmentation	Internet is used more frequently than any other medium	Satellite radio has come on the scene	Segmentation
	The estimated number of people an advertisement reaches is called	Subscriptions	Metrics	Metrics	Impressions	Impressions
	Which of the following is not a valid statement?	It is necessary to	The media	Media planning is less	Independent media	Media planning is less
	One significant change in the paid-for media environment is	The presence of	Terrestrial and	The number of print	The addition of cable	The presence of social
	Media selections and scheduling decisions associated with delivering advertising constitute a	Media Kit	Media Plan	Message Weight	Problem Solving Equation	Media Plan
	Which of the following would not be involved in setting media objectives?	Reach	Low involvement purchase decisions	Target audience	Geographic	Low involvement purchase decisions
	Psychographic profiles would include	The generation to which the consumer belongs	The post code of the consumer	The lifestyle habits, attitudes and values of the consumer	None of the above	The lifestyle habits, attitudes and values of the consumer
	The 'flighting' media schedule is	A hybrid strategy of scheduling	An intermittent pattern of high activity and low activity	Intermittent, intense activity within a continuous pattern	A continuous pattern of messaging	An intermittent pattern of high activity and low activity