



Introduction to Advertising

Study Material for Students



Introduction to Advertising

CAREER OPPORTUNITIES IN MEDIA WORLD

Mass communication, Advertising and Journalism is institutionalized and source specific. It functions through well-organized professionals and has an ever increasing interlace. Mass media has a global availability and it has converted the whole world in to a global village. A qualified journalism professional can take up a job of educating, entertaining, informing, persuading, interpreting, and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameraman, producer, director, etc.

Other titles of Mass Communication, Advertising and Journalism professionals are script writer, copy writer, production assistant, technical director, floor manager, lighting director, scenic director, coordinator, creative director, advertiser, media planner, media consultant, public relation officer, counselor, front office executive, event manager and others.



Introduction to Advertising

INTRODUCTION

This book comprises of two units. First unit of this book explains the meaning and significance of Advertising. The unit will explain the importance and history of Advertising. The various features and important types of Advertising are also discussed in the unit.

Second unit of the book discuss the importance of Advertisement planning and the main parts of an Advertisement. This unit will also discuss the role and structure of the Advertising Agency. Advertising ethics are also discussed in this unit.



: Introduction to Advertising

INDEX **104 Introduction to Advertising**

UNIT 1- ADVERTISING	1-35
1.0 Unit Objectives	
1.1 Introduction	
1.2 Meaning and Significance of Advertising	
1.3 Attributes	
1.4 Origin & Development of Advertising	
1.5 Purpose & Goals of Advertising	
1.6 History of Indian Advertising	
1.7 Publicity, Propagandas, Sales Promotion	
1.8 Advertising Types	
1.9 Summary	
1.10 Exercises and Questions	
1.11 Further Reading	
2- ROLE OF ADVERTISING	36-73
2.0 Unit Objectives	
2.1 Principles of Advertising	
2.2 Steps in Advertising Planning	
2.3 Advertising Agency	
2.3.1 Role of Advertising Agency	
2.3.2 function of Advertising Agency	
2.3.3 types of Advertising Agency	
2.3.4 Structure of Advertising Agency	
2.4 Parts of Advertisements	
2.5 Advertising Ethics	
2.5.1 Ethics & Morals of Advertising	
2.5.2 Benefit of Advertising	
2.5.3 Harm Done by Advertising	
2.5.4 Ethical Advertising Standards	
2.6 Summary	73
2.6.1. Glossary of Important Terms in Advertising	
2.7 Exercises and Questions	93
2.8 Further Reading	93



: Introduction to Advertising

SYLLABUS

UNIT 1- ADVERTISING

Meaning, Attributes, Origin, Developments, Goals, History of Indian Advertising, Process of Advertising, Publicity Versus Propagandas versus Sale Promotion

UNIT 2- ROLE OF ADVERTISING

Advertising Types, Principles, Steps in Advertisement Planning, Advertising Agency, Function & Role, Parts of Advertisements, and Advertising ethics.



Introduction to Advertising

UNIT 1- ADVERTISING

1.0 UNIT OBJECTIVES

- To understand the meaning of Advertising
- To understand the scope of Advertising
- To study the origin and development of Advertising
- To trace the history of Indian Advertising

1.1 INTRODUCTION

Advertising and Public Relations are not ‘mass media’ in the same way that the press, the cinema, radio, TV is. They are not so much mediating technologies for reaching the masses as users of the mass media to get across their message to large numbers of customers. Advertising has been the engine of growth of mass media. Much of the financial support for the development of the technologies media has come from business and industry, which need large –scale advertising to make their ware known in the marketplace.

1.2 MEANING AND SIGNIFICANCE

Meaning

For the common men advertising means television commercials, radio jingles and print advertisements. **Advertising can be defined as a paid dissemination of information through a variety of mass communication media to motivate a desired action.** According the ‘concise oxford dictionary’ the verb, ‘to advertise’ means: to make generally or publicly known.

Jeremy Bullmore defines advertising as ‘**Advertising is any paid –for communication intended to inform and /or influence one or more people**’.

Introduction to Advertising

Here, the first element paid for distinguishes advertising from free publicity. The second element communication indicates transmission of messages and the use of a medium. The third element intentional is about advertisements being goal-oriented. Fourthly, inform and/or influence indicates about the persuasive nature of advertising.

One of the earliest definitions of advertising was: **‘The dissemination of information concerning an idea, service or product to compel action in accordance with the interest of the advertiser’.**

This definition tells us about advertising being a kind of communication about a product, service or idea, and is being goal-oriented. However, it does not include many important aspects of advertising.

Thus, Advertising can be best defined as: **‘any paid for non-personal communication used with persuasive intent by identified sponsors through various media to promote goods, services and ideas, etc.’**

Today advertising is a part of our everyday life. It is all around us. We cannot escape looking at it or listening to it. Even if we are not consciously looking at it or listening to it, the message of advertising reaches and influences us. It is often recorded somewhere at the back of our minds and is recalled when we are buying something or looking for a particular service.

From morning to night, we are using advertised goods and services. We start the morning with a cup of tea or coffee, use toothpaste and toothbrush on our teeth, at breakfast we have bread, butter, etc. our workplace is also full of machines, computers, etc which are the advertised goods.

Prof. James E. Littlefield and *Prof. C.A. Kirkpatrick* in their book define advertising as follows: ‘Advertising is mass communication of information intended to persuade buyers so as to maximize the profit’.

This definition is again not complete.

American Marketing Association AMA defines advertising as: **‘Advertising is any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor’.**

The key elements in the above definition are:



: Introduction to Advertising

Any form

Advertising can take any of the following forms of presentation. It could be a sign, symbol, illustration, verbal message, etc. advertising can be in any form that best conveys the message.

Non-personal

This phrase distinguishes advertising from personal selling; as advertising is an indirect form of conveying messages.

Goods, services or ideas

Advertising promotes goods, services and ideas. It also promotes persons and parties, places and events as well as institutions.

For Action

This phrase denotes the action-oriented nature of advertising.

Paid for

Advertising is always paid for. It is not free. So it is distinguished from free publicity.

By an Identified Sponsor

People or groups who do not identify themselves do a lot of publicity and propaganda. In such cases a kind of manipulative or malicious intent is associated. However, in case of advertising no such intent is present as the sponsor is always identified. We always know who is the advertiser.

CHECK YOUR PROGRESS

Q1. Define Advertising?

Q2. Observe five advertisements and look for the main elements of advertisements in these ads.

1.3 ATTRIBUTES

Advertising is rated on the following 10 attributes:

- Being likeable
- Being believable
- Being easy to understand



Introduction to Advertising

- Being unique & distinctive
- Providing new information
- Having appetite appeal
- Offering good deals
- Motivating purchase interest
- Improving the chain's image
- Overall basis

Advertising can be called a game that is played among five key players. They are: **The Advertisers, the advertising agencies, the support organization, the media and the consumers.**

Advertisers almost always use advertising agencies who assisted by support organization-plan, produce and place the advertisements in the media to persuade the potential consumers. Advertisers are a varied lot. They could be manufacturers, marketers, retailers, wholesalers, service organizations, institutions, political parties, governments, etc. they have something to promote-products, services, candidates, plans, projects, ideas, places, policies, etc.

Advertising agencies employ creative and business talents who plan, produce and place the advertisements in media. Advertising agencies work for the clients. Agencies vary in size-from one person looking after every thing to thousands of people. These agencies are often helped by support organizations. Agencies seek help from freelance writers, designers, photographers, musicians, film directors, etc.

Over the years the various mass media including newspapers, magazines, radio, television, film, and the Internet have become part and parcel of the advertising world. Some mass media like radio and television are solely dependent on advertising revenues for their very survival.

Advertising also uses other media like the transit vehicles. There are media exclusively used for advertising like the outdoors, the printed publicity material, etc. the various media reach a variety of people in different geographic locations. The demographic reach of various media is also different.

And finally there are the consumers. With mass production, the consumers now have a wide variety of choices. With increased income and surplus expendable money, the consumers are choosy about what they need and want. So marketers try

Introduction to Advertising

their best to woo more and more consumers by offering them what they want. They try to reach the consumers by bombarding highly persuasive advertisements through various media.

CHECK YOUR PROGRESS

Q1. What are the main attributes of Advertising?

1.4 ORIGIN & DEVELOPMENT OF ADVERTISING

Origin

The origin of advertising as a public announcement is traceable to the town crier and the village drummer. These used their lungs to shout out their own or others' messages. The messages could relate to government proclamation or even to sales of goods on '**market days**'. Then there were signs on shops or drinking houses to indicate the name of the shop owner or of the shop. The highly urbanized cities of Mohenjodaro and Harappa in India must have employed some form of advertising to sell the many types of art and craft items that the ancient civilizations were famous for.

Advertising as a discrete form is generally agreed to have begun with newspapers, in the seventeenth century, which included line or classified advertising. Simple descriptions, plus prices, of products served their purpose until the late nineteenth century, when technological advances meant that illustrations could be added to advertising, and color was also an option.

Excavation in Pompeii and other ancient cities have also thrown up evidence of some form of advertising. Says one advertisement in Latin found in Pompeii: 'A copper pot has been taken from this shop. Whoever brings it back will receive 65 cents. If any one shall hand over the thief, he will receive an additional reward'. Such a public announcement has a striking resemblance to modern 'classified' advertisements. Further, an excavation suggests that notices of theater performances, games, entertainments, and other public events were painted on the walls of the busy centers of the city. This was also the practice among the ancient Romans: they used 'albums places on walls made smooth and white for writing or carving, stone tablets and even playing cards for making announcements of public interest. Public notices were places in the 'Acta Diurna', a wall-newspaper that provided daily news of Senate politics.



Introduction to Advertising

Developments

Modern advertising was made possible by the invention of printing, and the subsequent attempts to print notices, posters and bills in large numbers. However, it was the industrial revolution in Europe, combined with large-scale urbanization and mass production of goods, and the growth of the publishing business that made the expansion of competitive advertising possible. The eighteenth and nineteenth centuries in Europe and the United States were witness to massive migration of people from rural to urban areas, there to work in factories and live in crowded unhygienic conditions. The industrial revolution proved to be a success on the back of the working –classes, and the availability of large markets in the ‘colonies’ from where cheap raw material could be bought.

Mass production resulted in the need to market the products as they rolled out of factories. Advertising was hit upon as a powerful tool to stimulate public demand for standardized factory products. Advertising was welcomed by the growing printing and publishing trades as it subsidized their costs of production, this went a long way in keeping the price of newspapers low. By 1861 there were as many as 5,000 newspapers and magazines in the United States, with several of them publishing more advertisements than news or articles. ‘Space sellers’ entered the business world to act as middlemen or brokers between the manufacturers and the press.

Advertising is providing information, calling attention to, and making known something that you want to sell or promote.

Advertising is a message designed to promote or sell a product, a service, or an idea. Advertising reaches people through varied types of mass communication. In everyday life, people come into contact with many different kinds of advertising. Printed ads are found in newspapers and magazines. Poster ads are placed in buses, subways, and trains. Neon signs are scattered along downtown streets. Billboards dot the landscape along our highways. Commercials interrupt radio and television programming.

Advertising is a multibillion-dollar industry (more than \$100 billion a year) in the U.S. In many businesses, sales volume depends on the amount of advertising done. Manufacturers try to persuade people to buy their products. Business firms use advertising to promote an "**image**" for their company. Businesses use advertising to gain new customers and increase sales.



Introduction to Advertising

Individuals, political candidates and their parties, organizations and groups, and the government also advertise. The armed forces use ads to recruit volunteers. Special interest groups promote a cause or try to influence people's thoughts and actions. Politicians use ads to try to win votes. And people advertise in newspapers to sell cars, homes, property, or other items. Prior to considering methods of advertising and marketing it is important to ensure that you understand and adhere to local country laws relating to data protection and customer rights concerning privacy and opt-out of various marketing methods. This especially relates to maintaining and using lists and people's personal details, to the use of telemarketing, direct mail, fax marketing, and email. Generally private consumers enjoy more protection than business-to-business customers.

CHECK YOUR PROGRESS

Q1. How did Advertising originate?

1.5 PURPOSE AND GOALS OF ADVERTISING

Advertising is just not for information, but for a purpose. This purpose is to motivate a desired action. People use advertising to achieve a variety of objectives. The broad functions are to inform, educate, and persuade. The subsidiary functions are to create awareness, change attitudes and generally to gain acceptability. In case of product and service advertising, the objective is to inform the consumers and generate demand. Institutional and ideas advertising are designed to create a favorable attitude and acceptability. Thus, the functions/roles/purposes of advertising are many:

1. **Marketing-** Marketing is the strategic process in business that is used to satisfy consumer needs and wants through goods and services, to reach its target audiences, marketing use many tools of promotion. Also known as marketing communication, these tools include personal selling, sales promotion, public relations and of course, advertising. Advertising is the most widely used and most visible of promotional tools in marketing.
2. **Communication-** Advertising is a commercial form of mass communication. It transmits different types of marketing information and tries to match buyers and sellers in the market place. Advertising not only



Introduction to Advertising

informs prospective buyers, it also transforms the product by creating a personality for it. Using visuals, words, music, drama and lot of other things, advertising creates an image for the product that goes beyond mere facts.

3. **Economic role-** Advertising play an important role in the economy by helping the society to achieve abundance by informing and persuading people about products, services and goods. Advertising assists in the development of judgment on the part of consumers in their purchase practices. Simply put, advertising helps consumers make informed buyers decisions. Other believe that advertising is a source of information that increases the price sensitivity and stimulates competition.
4. **Social role-** Advertising plays a number of social roles. It informs us about new and improved products. Some times it tells us how to use certain products. It also helps us compare products and services.
5. **Improve sales-** Advertising can also be for winning back the lost consumers, by announcing some improvements, new schemes, attractive packages, or better quality of the product or services. It might be necessary to reduce prices to hold on the consumers against competition.
6. **Provide satisfaction-** A consumer buys a product or service for the satisfaction it provides. The interest is not in the product or service for itself, but in the satisfaction it provides. It can be psychological too. If one buys a soap which is advertised as the beauty soap of the stars, one knows very well that one cannot become a film star by using the soap or even acquire the complexion of the film star. The psychological satisfaction is of the self-delusion that one uses the same toilet soap as a film star.
7. **Sells Lifestyle-** Advertising also sells lifestyle. This is very true of the advertisements of such products as pressure cookers or gas stoves. These might be described as conveniences products. Thus, advertising creates demands for the new products and hence creates a lifestyle.
8. **Provide Employment-** Without advertising, products and services could not be sold in sufficient quantities. Without sales, factories would close down causing unemployment. Thus advertising stimulates economy by providing employments to many people.



Introduction to Advertising

9. **Revenue for Media**-It is true that newspapers, periodicals and even the electronic media depend on advertising as a major source of revenue.
10. **Influences Public Opinion**-Advertising today has become a very powerful instrument for motivating public opinion and action. That is why it is used for political campaigns as well.

CHECK YOUR PROGRESS

Q1. Discuss the main goals of Advertising?

1.6 HISTORY OF INDIAN ADVERTISING

Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began. Concrete advertising history begins with classified advertising. Ads appear for the first time in print in Hickey's *Bengal Gazette*, **India's first newspaper weekly**. To 'advertise' meant merely to 'inform' until the end of the eighteenth century, and the early newspapers and periodicals announced births, deaths, arrivals of ships from England, sale of household furniture, etc. some journals like the Bengal Journal first published in 1785 even offered to print government advertisements free.

The front page of most such journals carried only advertisements. But before long persuasive copy began to replace mere information. This is evident from the appearance of punch lines such as 'superior to anything of the kind hitherto imported' and 'warranted to the first quality'. Discounts and special services also began to be offered by the beginning of the nineteenth century. Later, new products and services established themselves on the market through the advertisement columns of the newspapers and periodicals. The power of advertising increased rapidly with the growth in trade and commerce.

With the increasing impact of the industrial revolution on our country, the number of advertisements from British business houses rose sharply. '**Agents**' flourished at the time as space contractors, obtaining advertisements for newspapers and periodicals on a commission basis. Leading newspapers like 'The Statement' and 'The Times of India', which had their own advertising departments, offered their own facilities to 'agents'. This was of great advantage to both the advertiser and the publisher, for the advertiser, it saved the bother of preparing a suitable layout for the advertisements, for the publisher, it assured a certain uniformity of standard



: Introduction to Advertising

in the advertisements appearing in its column. This practice was responsible for turning advertising into a distinct profession. These 'agents' were forerunners of the 'advertising agencies'.

Advertising in the early 20th century

Two main events responsible for growth of Indian advertising agencies were: the Swadeshi Movement 1907 -1911, which gave rise to indigenous industries, and the second, was the installation of first rotary linotype machine by the *Statesman* of Calcutta in 1907.

In few years, other papers too installed the new machine, which made it possible to produce a cheap newspaper with a large national circulation. The first Indian Ad Agency, the Indian Advertising Agency, was launched around this time, and is still going strong. The main functions of these agencies were to secure advertisements and to get them published in the press. The major British agencies during this time were: Alliance Advertising Associates, Publicity Society of India, L.A. Stronach and Co, and others. They catered to the need of the affluent British and Indian elites living in the metropolitan cities. They rarely advertised Mass consumer items like tea and cigarettes.

During the war, press advertising was exploited to raise funds for the war effort. Ad Agencies established during this period-included Alliance Advertising Association Ltd, at Bombay, started by the British India Cooperation of Kanpur, to sell its manufactured goods. Mr. L.A.Stronach, the manager of Alliance, bought up the Bombay branch of the agency and started in 1922 his own agency, with a branch in London. It provided production and media services to advertisers unlike the space-selling agencies and so even manufacturers of competing products or brands had to use these services.

The Inter-War Years

During the inter-war years a few Indian agencies too sprang up, the most notable being the modern Publicity Co. in Madras, the Calcutta Publicity, and the Oriental Advertising Agency in Tiruchirapalli. The Vasudeva Publicity Service was started in Delhi to carry out outdoor publicity campaigns in Uttar Pradesh, Punjab and Delhi. In 1931, the first full-fledged Indian Ad Agency, the National Advertising Service, was established. Among the other Indian Agencies to be launched during this period were: New India Publicity Co. 1930, Paradise Advertising Agency of Calcutta 1928, the Indian and Eastern Newspapers Society (IENS), and others. The IENS was set up as a central organization of the newspaper owners of India,



4: Introduction to Advertising

Burma and Ceylon. The society looked after the interests of newspaper publishing houses; an indirect effect of the formation of the IENS was the standardization of Ad agency practices. The IENS also sought to foster better publisher agency relationship.

The establishment of the Advertising Agencies Association of India (AAAI) in 1945, and the Audit Bureau of Circulation (ABC) in 1948 helped to bring some order to the competitive field. The AAAI came to be recognized as a representative body of the profession, with the authority to represent its interests and problems. The ABC gave some credibility to the claims of newspapers regarding their circulation.

Post-Independence Advertising

Following World War II and the Indian Independence, the British-owned agencies were sold to Indian business. Several agencies, however, retained an 'affiliate' status with the main branches of the agencies in London. They continue to enjoy this status even today, though American multinational agencies have replaced affiliation with British agencies.

At independence the advertising business was well on its way to growth and expansion. Partition did not touch the business at all. The introduction of multi-color printing, improved printing machines like offset and web offset, and the development of commercial art gave the Ad business a further leap. Agencies began to offer, besides space selling, many more services, such as artwork, organization of fairs and exhibitions, market research, public relations consultancies.

The phenomenal growth in the media, especially television and cable has given a boost to Indian advertising. Market research and readership surveys have led to the further professionalization of the business. Individual publishing houses like 'The Hindu and The Times of India' first conducted readership surveys. Now, National Readership Surveys (NRS) and Indian Readership Surveys (IRS) as well as regular Television Rating Points (TRP) measurements provide advertisers with statistical data on which to base their media plans.

CHECK YOUR PROGRESS

Q1. Write a brief history of Indian Advertising?

: Introduction to Advertising

1.7 PUBLICITY, PROPAGANDAS, SALES PROMOTION

Publicity

Public relations are often confused with publicity, which in simple terms mean making things public or bringing things to the public notice. Many tools including word of mouth to the mass media to advertising to the Internet are used for publicizing information. However, publicity is only one part of public relations.

Many marketing experts put public relations under publicity. Thus, publicity is an important part of public relation. Many tools are used for publicizing information and facts. The major and most effective ones are the mass media. **Publicity coverage could be in the form of news stories, news analyses, interviews, features, articles, and editorials in printed media and in news bulletins, interviews, discussions or special programmes on radio and television.**

Another form of publicity is the paid variety. This basically involves advertising for which the organization has to pay to the media for the amount of space and time. Yet another variety involves what are called *advertorials* and *inforicals*. An advertorial is an advertisement disguised in to form of a news story or feature. And inforical is the TV counterpart of an advertorial.

Unpaid publicity is considered to be more credible than paid publicity. The paid variety of publicity advertising being initiated by the organization is considered to be motivated and one-sided. On the other hand, unpaid publicity, which includes news stories and other editorial content, has more credibility and believability.

Many experts consider advertising to be entirely different and not part of publicity. Advertising is paid-for and involves control over what is said, how it is said, to whom it is said, where it is published, broadcast or placed, and the frequency of placement. Publicity or the unpaid variety does not offer any such control. Publicity material supplied to the media is subject to being screened, edited and even may not even be used.

On the plus side, publicity offers two important benefits:

1. It costs very little-only time and efforts are required, and
2. Publicity is considered more objective than advertising, which is considered to be self-serving. Also publicity enjoys the implicit endorsement of the mass media in which it appears.



Introduction to Advertising

Areas of Publicity

The areas and activities of business that are publicized are:

Announcing a new product or service

Such announcements to be effective should be made before advertising. If they follow advertising, their news value is lessened considerably.

Reorganizing or repositioning old products

In case of existing products, advertising does not work very well. For revitalizing old products, various publicity tools like staged events, sponsorship, etc are used.

Explaining a complicated product

Advertisements often do not facilitate a lot of details. So they don't work well for products and services that require a lot of explanation like in case of insurance, banks and other financial institutions. Here publicity provides enough space for the details and the product stories messages can be told fully and effectively.

Enhancing the organization's reputation

Advertising of products goods, services and ideas, etc) is okay . But when it comes to selling the organization as a whole, advertising can be limiting. Often organizations are involved with a lot of philanthropic works like charities or promoting good causes and ideas. Advertising these activities does not look good. So organizations depend on publicity through mass media.

Crisis management

In crisis situations, publicity is the fastest and most credible means of response.

Vehicles of Publicity

From small tabloids to television to sky writing, publicity uses many channels or vehicles. However, the most effective and commonly used vehicle is the newspaper. Even in today's time of TV and the Internet, newspaper is rated to be the most credible and effective mass medium. This credibility is because of the power of the printed word. Other reasons of newspaper's popularity as a vehicle of



: Introduction to Advertising

publicity are the widely diversified and in-depth coverage. Then there is variety. Newspapers range from small weeklies to giant dailies.

Other vehicles used for publicity include radio, TV, news agencies, the Internet. Publicity also involves interviews of key personnel of the organization, news conferences, news releases, media trips, special events, exhibitions and fairs, sponsorships, etc.

Propagandas

Propaganda is a specific type of message presentation directly aimed at influencing the opinions or behavior of people, rather than impartially providing information. An appeal to one's emotions is, perhaps, the more obvious propaganda method, but there are varied other more subtle and insidious forms. On the other hand, a most common characteristic of propaganda is volume in the sense of a large amount. Individually propaganda functions as self-deception. Culturally it works within religions, politics, and economic entities like those which both favor and oppose globalization. Commercially it works within the mass market in the free market societies.

Propaganda shares techniques with advertising and public relations. In fact, advertising and public relations can be thought of as propaganda that promotes a **commercial product** or shapes the perception of an **organization, person or brand**. A number of techniques which are based on research are used to generate propaganda. Many of these same techniques can be found under logical fallacies, since propagandists use arguments that, while sometimes convincing, are not necessarily valid. A few examples are: Flag-waving, Glittering generalities, Intentional vagueness, Oversimplification, Rationalization, Red herring, Slogans, Stereotyping, Testimonial, Unstated assumption.

In the East, the term propaganda now overlaps with distinct terms like indoctrination ideological views established by repetition rather than verification and mass suggestion broader strategic methods. In practice, the terms are often used synonymously. Historically, the most common use of the term propaganda started to be in the religious context of the Catholic Church and evolved to be more common in political contexts, in particular to refer to certain efforts sponsored by governments, political groups, but also often covert interests. In the early 20th century the term propaganda was also used by the founders of the nascent public relations industry to describe their activities; this usage died out around the time of

: Introduction to Advertising

World War II, as the industry started to avoid the word, given the pejorative connotation it had acquired.

Propaganda is dissemination of ideas and information for the purpose of inducing or intensifying specific attitudes and actions. Because propaganda is frequently accompanied by distortions of fact and by appeals to passion and prejudice, it is often thought to be invariably false or misleading. This view is relative, however. Although some propagandists may intentionally distort fact, others may present it as faithfully as objective observers. A lawyer's brief is as much propaganda as a billboard advertisement. Education, whatever its objective, is a form of propaganda. The essential distinction lies in the intentions of the propagandist to persuade an audience to adopt the attitude or action he or she espouses.

Propaganda may be disseminated by or for individuals, businesses, ethnic associations, religious organizations, political organizations, and governments at every level. Thousands of special-interest groups disseminate propaganda. Among such groups are, the patriotic and temperance societies, fire-prevention and traffic-safety committees, and leagues promoting conservation or the prevention of cruelty to animals, labor unions, and chambers of commerce. No matter what its objective, propaganda attempts to persuade through rational or emotional appeal or through the organization of personal opinion. Efficient use of the communication media is central to these efforts.

Most people consider propaganda as biased information. Propaganda also involves making things known in a controlled and biased manner) in gaining support for an opinion, ideology or belief. While most people consider propaganda to be negative and avoid it, some see both public relation and propaganda as the same thing.

In this regard, the definition of public relation given by Ed Bernays can be reviewed, as 'ideally public relation is a constructive force bringing to the public facts and figures resulting often in accelerated interest in matters of value and importance, to the social, economic, and political life of the community'.

On the other hand, propaganda is often seen as a destructive force as evident from Hitler's propaganda. It does not have any regards for general public interest. It values and tries to further the interests of only a few.



: Introduction to Advertising

Propaganda does not provide un-varnished facts. It, in fact, strives on colored, biased, or one-sided information. It does not believe in giving a free hand to the public to make its own decision. It coerces or exhorts people by virtue of rhetoric.

In the broadest sense, propaganda is honest and forthright communication intended to advance a cause through enlightenment, persuasion, or a dedicated sense of mission. It is utilized by religious, political, social and charitable organizations.

However, propaganda has an inherent emotional undercurrent which can and is often used to great effect for negative purposes. It has the ability to:

- **Awaken passion by confusing the issues**
- **It makes the important issues and facts seem trifling or unimportant**
- **It makes insignificant facts look weighty and important**
- **It keeps the channels of communication full of exciting stuff and**
- **It keeps people battling in the dark**

Hitler, perhaps, made the best use of propaganda by doing just the above-mentioned things. Propaganda is considered negative as it often takes the form of a subversive activity that appeals to bigotry, differences and intolerance, hate and fury, by suppressing facts and publishing false misleading information in a vicious and manipulative manner. Propaganda is often used widely during wars and times of conflict. Often during such time, stories of atrocity, brutality and barbarism are spread to arouse public passion against opposing parties. All kinds of media, from pamphlets to newspapers, radio, TV and even films, are used as vehicles for influencing public opinion.

Techniques of Propaganda

Evasion, avoiding, distortion, calculated silence, deliberate falsification, fabrication, use of words with double meaning, exaggeration, omission of significant facts, etc. are some of the commonly used techniques of propaganda. Another technique adopted widely is over-simplification of complex issues into prejudiced statements involving a choice between acceptance and rejection.

Other techniques include taking quotes or facts out of context, claims of universality, crores of Hindus can not be wrong, everybody is doing it. Propaganda often plays with people's tendency to conform to popular opinion. Propaganda almost always provokes. To divert public attention from a major issue, minor situations are created and blown out of proportion.



Introduction to Advertising

Propagandists also resort to discrediting opponents. Deliberate delaying is also used great deal. Delays lead to lessened public interest and the issue is often forgotten and defeated. Propagandists also use the favorable argument strategy by presenting only those facts that support their viewpoint. This way the public does not get a complete picture; it gets only a one-sided, biased picture.

And finally, propaganda resorts to dramatics to arouse the emotions of fears, prejudices and enmity. Propagandists organize rally, fill a stadium or public place, stage dharnas or bandhs or other such shows to mould public opinion in favor of an idea, issue, person or party.

All these techniques succeed by confusing the issue, evading the truth, making the insignificant seen important, and distort the facts by appealing to passion and prejudice.

Sales Promotion

Products and services need to be promoted. In the present era of cutthroat competition and consumer awareness, no business enterprise can sell its products unless the products are made known to the customers. The various techniques, methods and strategies adopted to familiarize products and services are known as **sales promotion**. The objectives of sales Promotion are:

1. To introduce or launch new products
2. To induce new customers
3. Accelerate sales during off season
4. Creating goodwill amongst customers
5. Creating favorable image of products
6. Creating demand for the products

Sales Promotion Methods

1. Price-off offer: 10% or 20% off on purchase of goods. Price-off are generally allowed during off seasons
2. Free- sample: customers are given free sample to use and consider buying the product and services.
3. Gift-schemes on purchase
4. Lucky Coupons
5. Discount Coupons
6. Contest on purchase



Introduction to Advertising

7. Stamps: stamps are issued to the customers of each purchase; say 1% of the purchase value. After the stamps are collected for an amount of say Rs.100, the same may be exchanged for any product for the value of the stamps.
8. Displayed Goods: are tastefully decorated and displayed in the display windows of showrooms
9. Fairs and Exhibitions
10. Clearance Sale

Need of Sales Promotion

1. To create awareness
2. To update and educate customers
3. To induce customers
4. To improve sales
5. To establish product
6. To create place and image for the products
7. To differentiate products

'Tricks of the trade' Remember 'AIDA' - Attention Interest Desire Action

Advertising and Promotion

Here are some guidelines on planning and managing advertising and promotion activities for small businesses. The principles are obviously transferable to very large businesses.

Availability of mix of methods

Advertising is a complex business and an ever-changing science. New ideas and media uses are being devised all the time, and as the advertising industry switches emphasis from media to media, and as new technologies and lifestyle trends develop, so new advertising and promotional methods need assessing and comparing with traditional available methods as to which is more or less cost-effective for your given purposes. For example through the 1980's and 1990's there was a huge trend towards direct mail junk mail, which seems to show no signs of abating - many very large consumer brands switched significant advertising spending into direct mail, often switching away from TV.

TV on the other hand is increasingly attractive to small local businesses. Loyalty schemes demonstrated significant success rates through the 1990's through to



: Introduction to Advertising

present times. Internet advertising is arguably now more popular than radio advertising - the importance of websites and Internet listings are very significant now for small local businesses just as much as larger corporations. 'Viral marketing' exploiting electronic communications and the 'word of mouth' instinct is an example of a new method of advertising that simply never existed until about the mid-1990's. Advertising methods change with lifestyle and technology

Choose methods according to cost, targeting and response

Any campaign can be broken down in terms of cost per thousand, and if you are seeking a direct response, it should be monitored according to cost per response and also cost per conversion. Advertising cost per thousand includes cost of origination design, production printing if relevant and media such as local radio, display advert, list procurement and postal fulfillment. Generally you will pay a higher cost per thousand for better-targeted methods, but in return you should expect a higher response rate, so the cost per response can be lower than cheaper methods.

Choose advertising and publicity methods that suit your targeting. Organizations selling advertising are able to provide a lot of information about their readership/audience, and you can look at other advertisers that repeatedly using various media to gauge how effectively it's working for them, which will provide some clues as to how well it might work for you. Are they targeting the same audience as you?

Design, production and the role of external agencies

Your advertising material helps to form your image, so make sure you are happy with the design, however modest the style and usage. Use typefaces and logos in a consistent way, and if you can get the help of a good designer early this will set the tone and rules for usage later, which will save time and money in the long term. You may already have a perfectly satisfactory 'corporate identity'. If so, don't feel pressurized to change for the sake of it.

Brand loyalty and the names and identities associated with it take years - generations in fact - to build. Don't throw away perfectly good branding just because some idiot from an agency persuades you that a change is necessary. When making any change consider your real purpose and implications.

Here are some general rules for working with advertising and design agencies:



: Introduction to Advertising

- Try to appoint people who come recommended and who have experience in your sector.
- Agree written briefs for all work, and certainly in the early phase of a relationship.
- Maintain a balance between what you want to say and how they want to say it.
- Don't allow the message to get over-complicated.

Agencies charge like wounded bulls for correcting copy text once they've started the final artwork, so try to get all the details correct and as you want them before going to the reprographic stage that's when the designer or typesetter produces the artwork.

Advertise to build awareness and to generate response

Within the advertising purpose you should define whether you seek to create awareness or to generate a direct response. Effective marketing generally demands that each is employed, but on a limited budget you may be restricted to concentrating on one or the other, so think carefully about what will help most. Different media and methods are better suited to one or the other. Direct Mail is very good at generating a direct response, as are magazine and newspaper adverts, and inserts. Posters, TV, radio and press editorial are all much better at creating awareness and building credibility.

Use language that your customers understand

In all of your advertising material take care to see things and hear things from your customers' viewpoint. As a knowledgeable supplier there is always a tendency to write copy and present information from a technical and 'product/service' standpoint. Remember that your customers are people without good technical or detailed understanding of your products and services. You need to help them understand things in terms that really mean something to the reader - as it relates to their needs and priorities and challenges.

Focus on what your propositions **do** for them, not what your propositions are in technical detail. You should spell things out, using clear simple language. Do not fall into the trap of thinking that complicated language will help build an image of professionalism and intelligence - people will just turn off. The mark of truly effective advertising and marketing is the ability to convey complex issues to the audience in a manner that is interesting, relevant, meaningful, and easy to digest very quickly.



Introduction to Advertising

Thomas Jefferson suggested that "**The most valuable of all talents is that of never using two words when one will do**" and this is a good maxim for writing good advertising material.

Translate your product/service offer into meaningful customer benefits

Having decided through the processes described above to focus your message on a few key strengths of your business your 'service offer' or 'proposition' you must now express these in terms of benefits to your customers. What does it all mean to them? Give them something to relate to, so that you explain more than simply what you do or provide - explain what your proposition means to your customers. How will it make their business more profitable, more streamlined, more ethical and sustainable, more socially responsible; how your proposition will improve the quality of their service to their own customers; how it will make their employees lives' easier, better, less stressful - whatever you believe to be the strongest most relevant and meaningful customer outcomes.

Advertising must be costed and linked to measurable response

Because advertising is such a complex science the only real way to be sure that something will work before you try it is to refer to previous indicators, and if you've no previous statistics or reliable data then run 'pilot' or trial first. Start measuring the effectiveness of your advertising from the very beginning. Keep detailed records of what you did, when, to whom, for how much, and what resulted. Admittedly the results of certain advertising can be quite difficult to measure, particularly where no direct response is sought, but measure everything in whatever way you can.

Market information should include anything you need to know in order to formulate strategy and make business decisions. The main elements you typically need to understand and quantify are:

- Customer profile and mix
- Product mix
- Demographic issues and trends
- Future regulatory and legal effects
- Prices and values, and customer perceptions in these areas
- Competitor activities
- Competitor strengths and weaknesses
- Customer service perceptions, priorities and needs



: Introduction to Advertising

Establish your corporate aims

Business strategy is partly dictated by what makes good business sense, and partly by the subjective, personal wishes of the owners. There is no point in developing and implementing a magnificent business growth plan if the owners wish the business to maintain its current scale.

State your business objectives - short, medium and long term

Mindful of the trading environment external factors and the corporate aims internal factors, there should be stated the business's objectives. What is the business aiming to do over the next one, three and five years? These objectives must be quantified and prioritized wherever possible.

Define your 'Mission Statement'

All the best businesses have a 'mission statement'. It announces clearly and succinctly to your staff, shareholders and customers what you are in business to do. Your mission statement may build upon a general 'service charter' relevant to your industry. The act of producing and announcing the Mission Statement is an excellent process for focusing attention on the business's priorities, and particularly the emphasis on customer services.

Write business plan - include costs, resources and 'sales' targets

Your business plan, which deals with all aspects of the resource and management of the business, will include many decisions and factors fed in from the marketing process. It will state sales and profitability targets by activity. There may also be references to image and reputation, and to public relations. All of these issues require some investment and effort if they are to result in a desired effect, particularly any relating to increasing numbers of customers and revenue growth.

Write your marketing plan

Your marketing plan is actually a statement, supported by relevant financial data, of how you are going to develop your business.

"What you are going to sell to whom, when and how you are going to sell it, and how much you will sell it for."

: Introduction to Advertising

In most types of businesses it is also essential that you include measurable aims concerning customer service and satisfaction.

The marketing plan will have costs that relate to a marketing budget in the business plan. The marketing plan will also have revenue and gross margin/profitability targets that relate to the turnover and profitability in the business plan. The marketing plan will also detail quite specifically those activities, suppliers and staff issues critical to achieving the marketing aims.

Being able to refer to aspects of organizational Philosophy and Values is very helpful in formulating the detail of a marketing plan.

CHECK YOUR PROGRESS

Q1. Explain the terms sales Promotion, Propaganda and Publicity?

1.8 ADVERTISING TYPES

BEWARE OF SHARPS INFESTED WATERS

We have a name for those people who process contaminated sharps without a Devon Safe-T-Strainer™. It's...

Every doc, healthcare worker...

sticking their hands into basins filled with contaminated sharps and fluids, risking exposure to bloodborne pathogens that might be lurking below the surface.

That's why we developed the Devon Safe-T-Strainer.

a disposable basin liner designed for lifting...

sharp instruments out of the basin while allowing contaminated fluids to strain away, leaving the instruments in plain sight. With the Safe-T-Strainer, decontamination is safer. Damage to costly instruments is less likely.

Instrument rinsing is easy. And though it's durable enough to pass through a sonic washer or washer-sterilizer at temperatures up to 275°F, it incinerates cleanly and safely.

The Devon Safe-T-Strainer fits into most surgical basins. Use it alone or with the optional Flexi-Lid™, a basin cover which helps prevent spilling or splashing when transporting. (Very smart, now it's a system.)

If you're ready to take matters of safety into your own hands, call your Devon representative and ask about the new Safe-T-Strainer. Do it now. Before another person falls prey to a vicious sharps attack.

Devon Industries, Inc.
 It's the little things that count.

© Devon Industries, Inc. Channahon, IL
 800-328-6676 or 815-748-6666 Fax 815-748-7207



Advertising is a persuasive communication attempt to change or reinforce ones' prior attitude that is predictable of future behavior.

We are not born with the attitudes, which we hold toward various objects in our environment. Rather, we learn our feelings of favor ability or unfavor ability through information about the attitude object e.g., advertising, or direct experience with the attitude object e.g., tasting a new brand of beer), or some combination of the two.

Advertising can be divided into two broad categories—**consumer advertising and trade advertising**. Consumer advertising is directed at the public. Trade advertising is directed at wholesalers or distributors who resell to the public.

Consumer advertising can be further divided into **national advertising** and **local advertising**. National advertising is aimed at consumers throughout the entire country. National advertising usually attempts to create awareness among the public of a product or service, or it tries to build loyalty to a product or service. Local advertising is aimed at informing people in a particular area where they can purchase a product or service. Advertising to the public may also take the form of **institutional advertising, image advertising, informational advertising, or cooperative advertising**.

Institutional Advertising seeks to create a favorable impression of a business or institution without trying to sell a specific product. This type of advertising is designed solely to build prestige and public respect. For nonprofit institutions, such advertising helps support the institution's activities—for example, by encouraging blood donations or cash contributions for the work of an organization like the Red Cross. A for-profit business has other reasons for improving its reputation rather than trying to sell a particular product. In some cases a large company may sell a diversity of products. As a result, there is more value and greater efficiency in building a brand image for the company itself. If consumers learn to have a high regard for the company, then they are more likely to have a favorable opinion of all of the company's diverse products.

Many advertisers prefer a strategy known as **Image Advertising**. These advertisers seek to give a product a personality that is unique, appealing, and appropriate so that the consumer will want to choose it over similar products that might fulfill the same need. The personality is created partly by the product's design and packaging but, more importantly, by the words and pictures the advertisements associate with the product. This personality is known as a brand image. Advertisers believe brand



: Introduction to Advertising

image often leads consumers to select one brand over another or instead of a less expensive generic product. Brand image is especially important for commodities such as detergents, jeans, hamburgers, and soft drinks, because within these product categories there are few, if any, major differences.

Informational Advertising seeks to promote an idea or influence behavior. Sometimes known as public service advertising, it may try to discourage young people from using illicit drugs or tobacco, or it may encourage people to adopt safer, healthier lifestyles.

Cooperative Advertising is an arrangement between manufacturers and retailers in which manufacturers offer credits to their retail customers for advertising. The credits, or advertising allowances, are based on the amount of product the retailer purchases. For example, if the retailer purchases \$100,000 worth of a product from a manufacturer, the manufacturer's cooperative advertising program may allot a 1 percent credit, or \$1,000, toward the cost of purchasing an ad that will feature the product. In addition, some manufacturers will match the amount that the retailer spends, sharing the cost of the ad. Cooperative advertising is a form of local advertising because it directs consumers to local retail outlets. Thus, we can identify other different types of advertising as follows:

1. **Product Advertising-** It is the most common type of advertising. The items advertised are consumer products. The dominant focus is the product itself rather than the company or manufacturer. The advertising tells the story about the produce & creates an aura about it as though it were a dream product.
2. **Concept Advertising-** Where advertising is not just confined to providing persuasive information about products and services, but also with the acceptance of idea not connected with the sale of products and services.
3. **Informative Advertising-** in this case an immediate sale is not expected, eg. Consumer durables such as refrigerator or a music system. These items are not bought on impulse as they cost a great deal of money and therefore are purchased after a great deal of consideration.
4. **Financial Advertising-** this has become another highly specialized area. It covers banking operations, sales of shares, inviting company deposits and debentures, etc.
5. **Institutional/corporate Advertising-** this is public relation advertising: building the prestige of an institution or an organization.



Introduction to Advertising

6. **Government Advertising-** this varies from classified ads, tender notices, employment notifications, and industrial products produced in the public sector and such services.
7. **Export Advertising-** this is yet another special category as the challenge here is that we are dealing with audiences in a foreign company.
8. **Classified Advertising-** it provides valuable information, e.g. employment market situation vacant, birth, deaths, engagement and marriages, change of names, accommodation and housing availability, and various services.

Examples of Advertisements

Omnipresent, intruding, alluring, annoying, call them whatever you want, advertisements are here to stay. There is no escape from advertisements.

Great ads, whether part of a campaign or as single ads do two things. They touch the hearts of the consumers and at the same time deliver a selling message. Great ads try to engage the consumer by a variety of means. They include:

- Catchy music
- Emotions
- Drama
- Use of kids
- Use of celebrities
- Use of imagery
- Humor
- Action
- Sex
- Use of animals
- Use of fictional characters

Music

Whatever the variety, music is an all time favorite in advertising. The musical catch line-*Kuchh Khas Hai* something special - of the Cadbury chocolates series not only involves the consumers; it also puts across a message that this particular brand of chocolate is something special. Music entertains, engages and involves the audience. At the same time it helps in the easy acceptance of the selling messages. Infact, catchy jingles become so popular that they are hummed by the masses.



: Introduction to Advertising

Humor

One of the most used elements in advertising is humor. As today's world is full of stress and strain, humor in advertisements gives us a chance to have a laugh. The series of ads of Maggi Hot & Sweet Sauce with Javed Jaffrey is a good example of humor in the ads.

Emotions

As the emotions touch our hearts, many ads use emotions through different relations. 'Titan Watches' show the sensitive and emotional relation between father and daughter, husband and wife, etc.

Action

Macho men, action and power are all used effectively in many advertisements. As the Action Shoes tries to create a bond between the product and the consumer, thus using action and power in the ads.

Drama

Like emotions, drama also plays an important part in many ads. By nature, all of us love drama as it adds spice to our lives. The 'Ericson' mobile phone and 'Mirinda Lemon flavor' ads are very good examples.

Sex

Sex is used as a mere attention-grabbing device in the ad world. Like use of scantily dressed women in advertisements of products like tyres, suitcases, pens, etc seems very illogical. Also sex often creates controversies.

Use of Kids

Kids are adorable, cute and playful. Thus, they evoke many emotions and are good vehicles of conveying the messages in the advertisements. Kids are not only used for products of kids, but in a wide variety of products like suiting Raymonds, cooking oils my daddy strongest...Dhara), etc.

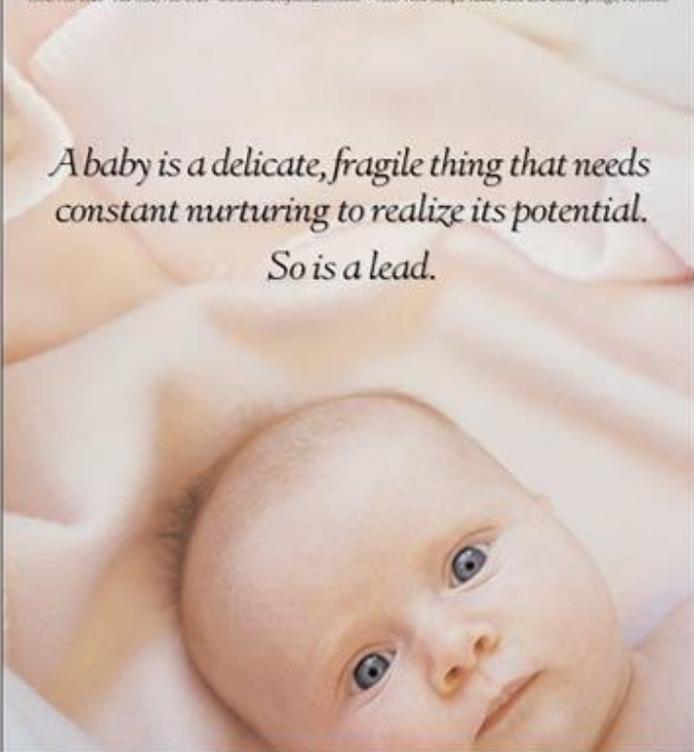


04 Introduction to Advertising

You've got the leads. Managing them, nurturing them, helping them grow into healthy sales figures, now that's the trick. MarketSystem 2000 does exactly that. It's the lead management software that puts you back in control of your pre-need program, organizing and tracking leads, automatically preparing letters, generating call reports, monitoring sales counselor activity and more. Call or log on and we'll show you how MarketSystem 2000 can make every lead your bundle of joy.

MARKETSYSTEM 2000™
Winter Associates, Inc.
954) 755-6025 Fax (954) 755-6921 www.marketsystem2000.com • 7305 West Sample Road, Suite 204 Coral Springs, FL 33065

*A baby is a delicate, fragile thing that needs
constant nurturing to realize its potential.
So is a lead.*



Use of animals

Dogs are loyal. Horses are masculine and lions are majestic. Thus, these animals are used to attach a variety of characteristics to different brands. Ceat tyres claim to be born tough, so they use rhinos to show that their tyres are really tough. Lipton tea advertisement shows a man drinking this brand tea and not being afraid of even a tiger. There are various other examples of animals and birds being used in advertisements.

Use of Celebrities

Celebrities today are storming the advertisements. Film stars, musicians, singers, and sports persons are all engaged to promote top brands in Indian Advertising. They sell us cars, scooters, noodles, hair oils, soft drinks, tea, coffee, and a whole lot of other products. Today, every second advertisement on TV will have a famous personality. The current cola war involves top Bollywood stars. Pepsi has Shahrukh Khan while Coca Cola has Aamir Khan. People idolize the celebrities



: Introduction to Advertising

and try to copy them. Thus, advertisers exploit this tendency to popularize their brands.

Use of Fictional Characters

Air India has its own 'Maharaja' whereas Nerolac paints have a 'tiger cub'. These characters are highly appealing. Being 'fantasy' characters they offer complete flexibility and capture the inherent drama of the product. This way a complex message is easily and effectively communicated.

CHECK YOUR PROGRESS

Q1. What are the different types of Advertising?

Q2. Give examples of different types of Advertisements?

1.9 SUMMARY

Advertising can be best defined as: **'any paid for non-personal communication used with persuasive intent by identified sponsors through various media to promote goods, services and ideas, etc.'**

The origin of advertising as a public announcement is traceable to the town crier and the village drummer. These used their lungs to shout out their own or others' messages. The messages could relate to government proclamation or even to sales of goods on **'market days'**. Then there were signs on shops or drinking houses to indicate the name of the shop owner or of the shop. The highly urbanized cities of Mohenjodaro and Harappa in India must have employed some form of advertising to sell the many types of art and craft items that the ancient civilizations were famous for.

Advertising is just for information, but for a purpose. This purpose is to motivate a desired action. People use advertising to achieve a variety of objectives. The broad functions are to inform, educate, and persuade. The subsidiary functions are to create awareness, change attitudes and generally to gain acceptability. In case of product and service advertising, the objective is to inform the consumers and generate demand. Institutional and ideas advertising are designed to create a favorable attitude and acceptability.



Introduction to Advertising

Advertising can be divided into two broad categories—*consumer advertising and trade advertising*. Consumer advertising is directed at the public. Trade advertising is directed at wholesalers or distributors who resell to the public.

1.10 EXERCISES AND QUESTIONS

- Q1. Explain the meaning of Advertising by giving some definitions.
- Q2. What are the main Attributes of Advertising?
- Q3. Discuss in detail the origin, development and main goals of Advertising?
- Q4. Write short notes on the following terms:
1. Publicity
 2. Propaganda
 3. Sales Promotion
- Q5. Write short note on the Development of Indian Advertising Industry.
- Q6. Explain the process of Advertising.

1.11 FURTHER READING

1. Advertising and public relations by B.N.Ahuja & S.S.Chhabra
2. The Complete Advertising and Marketing Handbook; by Herschell Gordon Lewis
3. Confessions of an Advertising Man; David Ogilvy; Longman, HarlowMass
4. The Complete Guide to Advertising; Torin Douglas;Macmillan



: Introduction to Advertising

UNIT 2- ROLE OF ADVERTISING

Structure

3.0 Unit Objectives

2.1 Principles of Advertising

2.2 Steps in Advertising Planning

2.3 Advertising Agency

2.3.1 Role of Advertising Agency 2.3.2 function of Advertising Agency 2.3.3 types of Advertising Agency 2.3.4 Structure of Advertising Agency

2.4 Parts of Advertisements

2.6 Advertising Ethics

2.5.1 Ethics & Morals of Advertising 2.5.2 Benefit of Advertising 2.5.3 Harm Done by Advertising 2.5.4 Ethical Advertising Standards

2.6 Summary

2.7 Exercises and Questions

2.8 Further Reading

2.0 UNIT OBJECTIVES

- To understand the meaning of Advertising
- To understand the scope of advertising
- To study the role of Journalism
- To trace the history of Journalism

2.1 PRINCIPLES OF ADVERTISING

Advertisers and advertising agencies believe that customers have needs and desires, which can be fulfilled through the purchase and use of products and services. Advertising works largely through appeal of emotions of envy, fear, anxiety, about one's appearance and lack of status. It is widely assumed that advertising works if the **AIDCA** formulas are followed. The formula sums up the principles of advertising. The name of the formula is derived from the initial letters of the words: **Attention, Interest, Desire, Conviction and Action.**



: Introduction to Advertising

The formula suggests that the attention and interests of the customers must be gained first before the process of stimulating desire, imparting conviction and urging action in advertisements can bring about a change in the buying behaviors.

We are not usually carried away by advertisements unless the products themselves are of some value or use to us. After all, we do not have a lot of money to throw around. Advertisements grab attention by their sizes, color, visualization layout, positioning or by a striking headline or slogan or appeal.

Further, they stimulate desire for the product by various strategies such as making you feel 'exclusive' or 'modern' or 'with-it' or perhaps by offering discounts or other incentives. Finally, advertisements impart conviction and urge action.

2.2 STEPS IN ADVERTISING PLANNING

The **Attention** part is the banner or headline that makes an impressive benefit promise. **Interest** builds information in an interesting way, usually meaning that this must relate closely to the way that the reader thinks about the issues concerned. If you seek a response you must move then to create **Desire**, which relates benefits to the reader so that they will want them. Finally you must prompt an **Action**, which may be to call a telephone number or to complete and send of a reply coupon. **Advertising that does not prompt action is a wasted opportunity.**

Offer a single impressive benefit, quickly and simply

Research proves that where responses are required, the best adverts are those, which offer an impressive, relevant benefit to the reader. This 'promise' should ideally contain the business brand name, take no longer to read than is normal for the media and be clearly the most striking part of the advert. **This point cannot be stressed enough; you must keep it quick, simple and to the point.**

Younger generations are extremely visually literate. They have been brought up on computer games, so they couldn't deal with a lot of polished copy, even if they wanted to." Think about the vocabulary and language you use; know your target audience: a simple test is to avoid any words or grammar that would not be found in the newspaper that the target group would read.



Introduction to Advertising

Your message must be quick and easy to absorb

Use a clear layout, clear fonts and clear language. Do not distract the reader from the text by overlaying images or using fancy fonts. Use simple language, avoid complicated words, and keep enough space around the text to attract attention to it. Use simple traditional typestyles: serif fonts are quicker to read than sans serif. Use ten, eleven or twelve point-size for the main text; smaller or larger are actually more difficult to read and therefore less likely to be read. Avoid cluttering the advert with fancy images, colors and backgrounds. Make it easy to read.

For the same reason avoids italics, shadows, light colors reversed out of dark, weird and wonderful colors. None of these improve readability, they all reduce it. Use simple black or dark colored text on a white or light colored background for maximum readability.

Involve the reader in your writing style

Refer to the reader as 'you' and use the second person 'you', 'your' and 'yours' etc) in the description of what your business does for the customer to get them visualizing their own personal involvement. Describe the service as it affects them in a way that they will easily relate to it.

Incorporate something new

People respond better and are more easily attracted initially to a concept that is new or original. If they've heard or seen it all before it will be no surprise that they take no notice at all. People must believe there's something in it for them right from the start.

Develop a proposition that is special or unique

Why should people be interested if your proposition is no different to your competition? You must try to emphasize what makes your service special. Unless your code of practice prevents you from claiming superiority over your competitors, you should put as much emphasis as you can behind your USP unique selling point, and either imply or state directly that you are the only company to offer these things.



4 Introduction to Advertising

Proposition or offer must be credible and believable

The Advertising Standards Authority or equivalent would prevent you from making overly extravagant claims anyway, but you should still attempt to make your offer seem perfectly credible. This is usually best accomplished by explaining 'why' and 'how' you are able to do the things you are offering, in support of your claims; you can also increase credibility by showing references or testimonial quotes from satisfied customers.

For example, if you claim particularly good customer service, this can be reinforced with an outline of your policy on seeking customer feedback and carrying out satisfaction surveys.

Advertising is often referred to as a 'Black Art' because it is mysterious, and is rarely a precise science. Things sometimes work, which you imagine, wouldn't, and plenty of things you think should work, don't.

An advertisement campaign determines what the advertiser wants to say. It also determines *how, when, where, and to whom* the advertiser wants to say it.

The Planning process of Advertisements Campaigns includes the following activities:

Situation Appraisal- before planning any activity, one requires relevant information regarding the situation. For planning an Ad campaign, we require information about the target market or consumer, the company or product and the competition. The three important research areas are:

- Consumer research and market research
- Product and company research
- Competitive research

Situation Analysis- analyzing strengths, weakness, opportunities and threats from all the information collected, campaigns planners find out the strengths of the product. These strengths could be in any area. The strength often leads to new opportunities to be explored. Weaknesses make the product vulnerable to threats from others.

Structural or Strategic Planning- Advertising is an art and a science. While the art comes from writing, designing and producing exciting advertisements, the science comes from scientific methods of research and strategic planning. Strategic



: Introduction to Advertising

planning is the process of making intelligent decisions. It starts with finding out what to do, deciding how to accomplish the objectives. It also decides whom to address the target audience), how to distinguish the product, how much to spend budgeting, and how long to run the campaign.

Creative Planning- it includes developing a theme, the creative strategy and finally deciding the creative tactics. The theme needs to be a strong concept to be able to hold all there different and diverse ads together. A powerful theme brings about ‘synergy’ to the campaign. A theme must always relate to and reflect the campaign objectives.

Another step of creative planning is finding the creative strategy. The creative strategy outlines the impressions the campaign wants to create. Some common creative strategies are:

1. Generic Strategy- this is used by market leaders who ignore the presence of competitors
2. Pre-emptive claim strategy- here the brand is the first to pick up a particular feature. In the minds of the people, it becomes associated with that brand. E.g. Everybody associate PUF with Godrej refrigerators while it is present in all fridges.
3. Unique selling proposition (USP) strategy - here the campaign talks about some features, which is unique to that advertised brand and is not available in others.
4. Brand image strategy: when there are no strong differentiating features among the competitors, then branding try and create images. For example, Pepsi is the ‘new generation drink’; Maggi sauce is ‘different’.
5. Product Positioning- some times products or brands are positioned different from competing brands. For example, Maggi noodle is a ‘two minute snack’.

Media Planning- the ultimate goal of advertising is to reach the target audience with the advertising message. Thus, the major decisions in media planning, which needs to be taken, are:

- Which media to be used?
- Where to advertise geographic region?
- When to advertise timing and scheduling?
- How intense the exposure should be frequency?



: Introduction to Advertising

Media planning is a 'behind the scene' part of advertising. It plays an integral role in merging the science of marketing with the art of advertising. A media planner has to find out about the availability of various media, the media rates, their reaches and also analyze their effectiveness.

CHECK YOUR PROGRESS

Q1. Enlist the various steps involved in advertisement planning.

2.3 ADVERTISING AGENCY

2.3.1 Role of Advertising Agency

The major role as advertising agency is to work alongside the clients to develop and sustain the brands that they mutually serve, through consumer understanding and insight and through creative and media delivery skills to provide best advice and the best execution thereof to those clients for the advertising of those brands.

"Buildings age and become dilapidated.

Machines wear out.

People die.

But what live on are the brands."

Brands are much more than mere products and services. Brands, if successful, are clearly differentiated entities with which consumers can and do form a mutually beneficial relationship over time, because of the values -rational and emotional, physical and aesthetic - that consumer derive from them. The importance can be summed up as follows:

“A product is something that is made, in a factory: a brand is something that is bought, by a customer. A competitor can copy a product; a brand is unique. A product can be quickly out-dated; a successful brand is timeless.”

The role of advertising and the advertising agency is to help effect this transformation from product or service to brand by clearly positioning the offering to the consumer - its role and its benefits - and by communicating the brand's own



: Introduction to Advertising

personality. In short its role is to provide meaningful differentiation via the consumer connection.

As one wise head in advertising once said, "**nothing kills a bad product faster than good advertising**". Typically advertising is playing this role, along with other parts of what we call the marketing mix, in highly competitive market places.

Most advertisers assign this job of informing the target audience and creating images to advertising agencies. Thus, the advertising agencies plan, prepare and place ads in the media. But even an advertiser can do all these things. The management can do planning of ad campaigns. For preparing ads, creative personal can be hires. And the advertiser for placing the ads can buy media space or time. So, why hire an advertising agency?

The reason can be enlisted as follows:

- a) Expertise and experience- An advertising agency brings together people with the required expertise and experience of the various sub-disciplines of advertising. Thus, it has the copywriters, visualizes, researchers, photographers, directors, planners and people who get business and deal with clients working in ad agencies. An agency moulds all these people into a team and gives them a highly conducive work atmosphere. The agency makes the best use of their talents and experience to deliver rapidly, efficiently and in greater depth than a company or organization could do on its own.
- b) Objectivity and professionalism- Advertising agencies are highly professional. Objectivity is a major virtue of ad agency. They operate in a strange way. While they take up advertising for others, agencies hardly advertise themselves. Ad agencies being outside intermediaries can be objective. They thus will offer independent and detached viewpoints and suggestions based on objective analysis.
- c) Cost effective- If an organization wants to hire people to do its advertising, it can not provide them work all through the year. Also most experts in the fields of advertising like directors, musicians, photographers, charge huge amounts and are often not affordable. Moreover, hiring, organizing and managing all talents required to produce advertising campaigns is not an easy thing. And the fact that 98% of advertisers the worlds over hire as agencies is proof enough about the cost effectiveness of the agencies. Also the kind of consistent, powerful and compelling advertising that can be created by using the expertise, experience, objectivity and professionalism of ad agencies cannot be measured economically.

Introduction to Advertising

2.3.2 Functions of Advertising Agencies

Today advertising agencies are found in virtually every major city on the world and their role in stimulating economic growth is solidly established. To understand advertising, we need to examine the functions of an Ad Agency. These are: -

- a) **Talent & Creative productions:** The basic function of an Ad Agency is providing talent. The creative efforts of the art director, the detailed analysis of the research director and the political understanding of the campaign director, are just a few examples of the many abilities of Ad Agency personal have to offer. A business organization or person will contract the services of an ad agency to help market a product.

This function involves processing the information collected from the client and through research and designing communication material in the form of advertisements and other publicity material. This also includes planning creative strategies, copy or script writing, visualization, designing, layout, shooting of films, editing, giving music, etc.

- b) **Research:** The second function of an Ad agency is research. In order to distribute the message to the public successfully, the agency must first know all that it can about the product. One of the first jobs is to research the product and the company, one must learn, one possibly can about both. The research must even take one close to the heart of the firm's inner operations. Ad agencies use research as a tool to test consumer reactions to products and services.
- c) **Distribution & Media planning:** The third important function of an ad agency is distribution. Here you decide what type of message you will create for the company and what media will be most helpful in sending this message to the public. On the basis of the media habits access and exposure) of the target audience, agency people prepare a media plan. This plan includes which media to be used, which part of the media to be used, when to place the ads and for how long to place the ads, etc. media planners keep track of the viewer ship, listener ship and readership of all kinds of media.

: Introduction to Advertising

d **Monitoring Feedback:** By monitoring consumer feedback, a decision on whether to revise the message, the medium, the target audience or all of them can be made. Ad agencies are developing to reach the target audience. As information is the backbone of all advertising, to prepare ads, one requires information about the product, its competitors, the market situation and trends, information about the audiences their likes and dislikes and media habits also need to be collected. Some of the most effective advertising includes advertisement written in their native language. All of these specialized campaigns are creating new demands on agencies and are requiring new talents for people who work in advertising.

In addition, many agencies also offer a variety of allied services. These include:

- Merchandising
- Public relations
- Organizing exhibitions and fairs
- Preparing all kinds of publicity material
- Planning and organizing special events event management
- Direct marketing

CHECK YOUR PROGRESS

Q1. What is the main role of the Advertising Agencies?

2.3.3 Types of Advertising Agencies

Agencies can be classified by the range of services that they offer. Also, advertising agencies range in size from one man shows to large firms that employ thousands of people. Accordingly, different types of advertising agencies are:

1. Full service agencies
2. Creative boutiques
3. In-house agencies
4. Specialized agencies
5. Media buying services

Full-service agencies- as the name implies, a full service agency is one that handles all phases of advertising process for its clients: it plan, creates, produces and places advertisements for its clients. In addition, it might provide other marketing services such as sales promotion, trade shows, exhibits, newsletters and annual reports. In short a full service agency will provide four major functions:



Introduction to Advertising

account management, creative development and production, media planning and buying and research services.

One major point that differentiates a full service agency from other is that the personal work full time and the services provide are extensive. The services usually provided by a full service agency include collecting and analyzing market data, proposing strategy, preparing and producing the ads, placing the ads in approved media, verifying the advertisements appearance publication, broadcasting, etc), invoice the client, collect the bills and pay the media and other suppliers.

Creative boutiques- it is an organization that specializes in the actual creation of advertisements. In general, boutiques create imaginative and interesting advertising themes and produce innovative and original advertisements. A company that uses a creative boutique would have to employ another agency to perform the planning, buying and administrative functions connected with advertising.

Full service ad agency studies the product or service and determines its marketable characteristic and how it relates to the competition. At the same time the agency studies the potential market, possible distribution plans and likely advertising media. Following this, the agency makes a formal presentation to the client deadlines, it's finding about the product and its recommendation for an advertising strategy.

Creative boutiques are different from freelancers. Freelancers are individuals who work on their own with out any formal attachment with any agency. Clients or agencies hire these from time to time. The clients also hire creative boutiques.

In-house agencies- such agencies are owned and supervised by advertisers or the client organizations. The organizational structure and functioning of in-house agencies are similar to full service agencies in most cases. The advertising director of the company usually heads an in-house agency. In house agencies are organized according to the needs and requirements 9of the company and are staffed accordingly. Some companies solely depend on their in-house agencies for their advertising needs. Others depend both on their in-house agency and outside agencies. Some other companies allow their agencies to take outside jobs.

Specialized agencies- there are many agencies, which take up only specialized advertising jobs. Certain fields like medicine, finance, outdoor advertising, social advertising, etc. require specialized knowledge. So there are agencies, which

Introduction to Advertising

concentrate only on areas and employ people with the required talents. These agencies are usually small in size.

Media buying agencies-it is an organization that specializes in buying radio and television time and reselling it to advertisers and advertising agencies. The services sells time to the advertisers, orders the spots on the various stations involved and monitors the stations to see if the ads actually run.

This trend for special media buying agencies started in the 1970s. Such agencies have a lot of contacts in the media and offer very low commission on media rates. Media buying agencies complement the creative boutiques. Also large companies use their specialized negotiating talents for buying media space and time.

CHECK YOUR PROGRESS

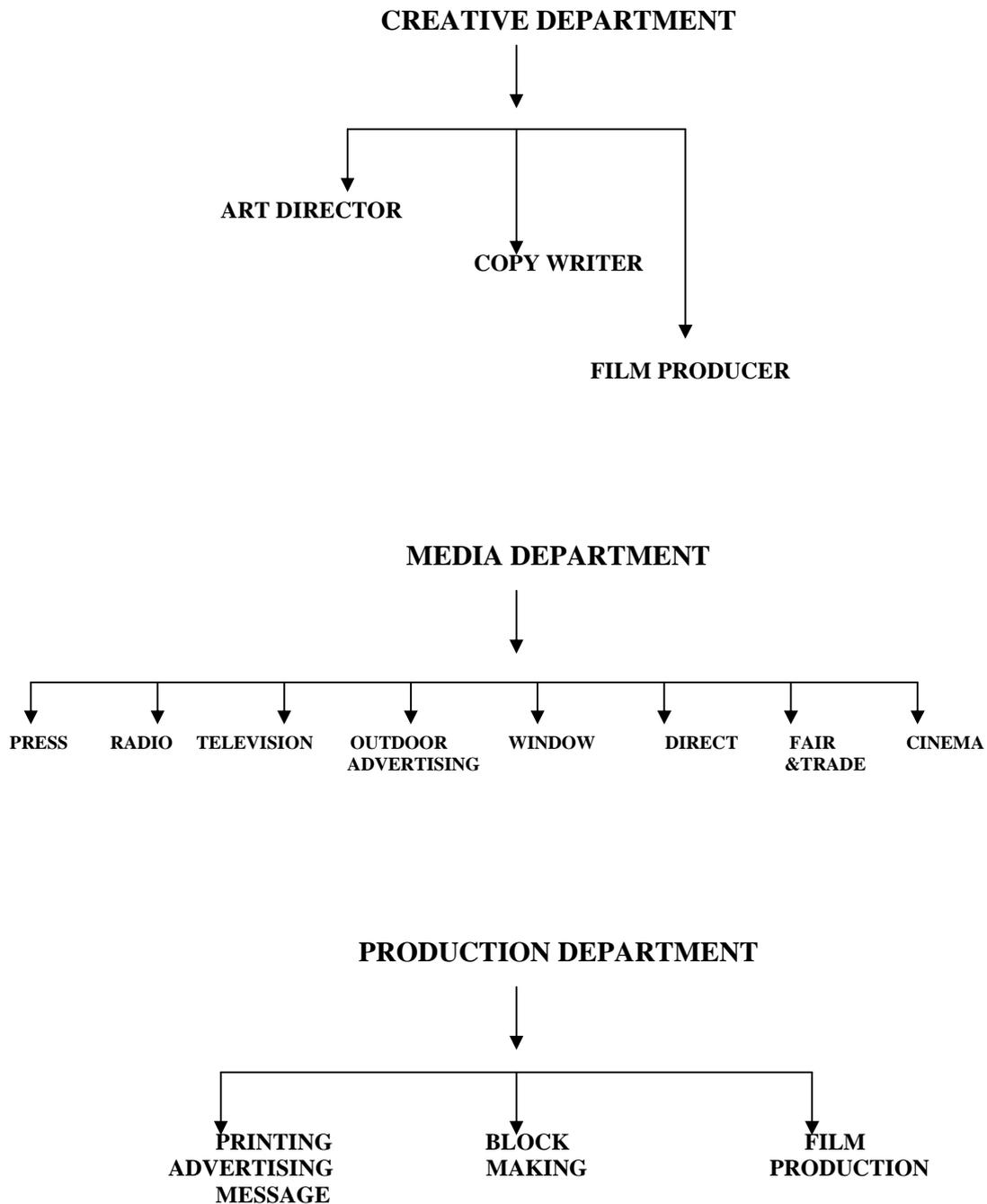
Q1. What are the different types of Advertising Agencies?

2.3.4 Structure of Advertising Agency

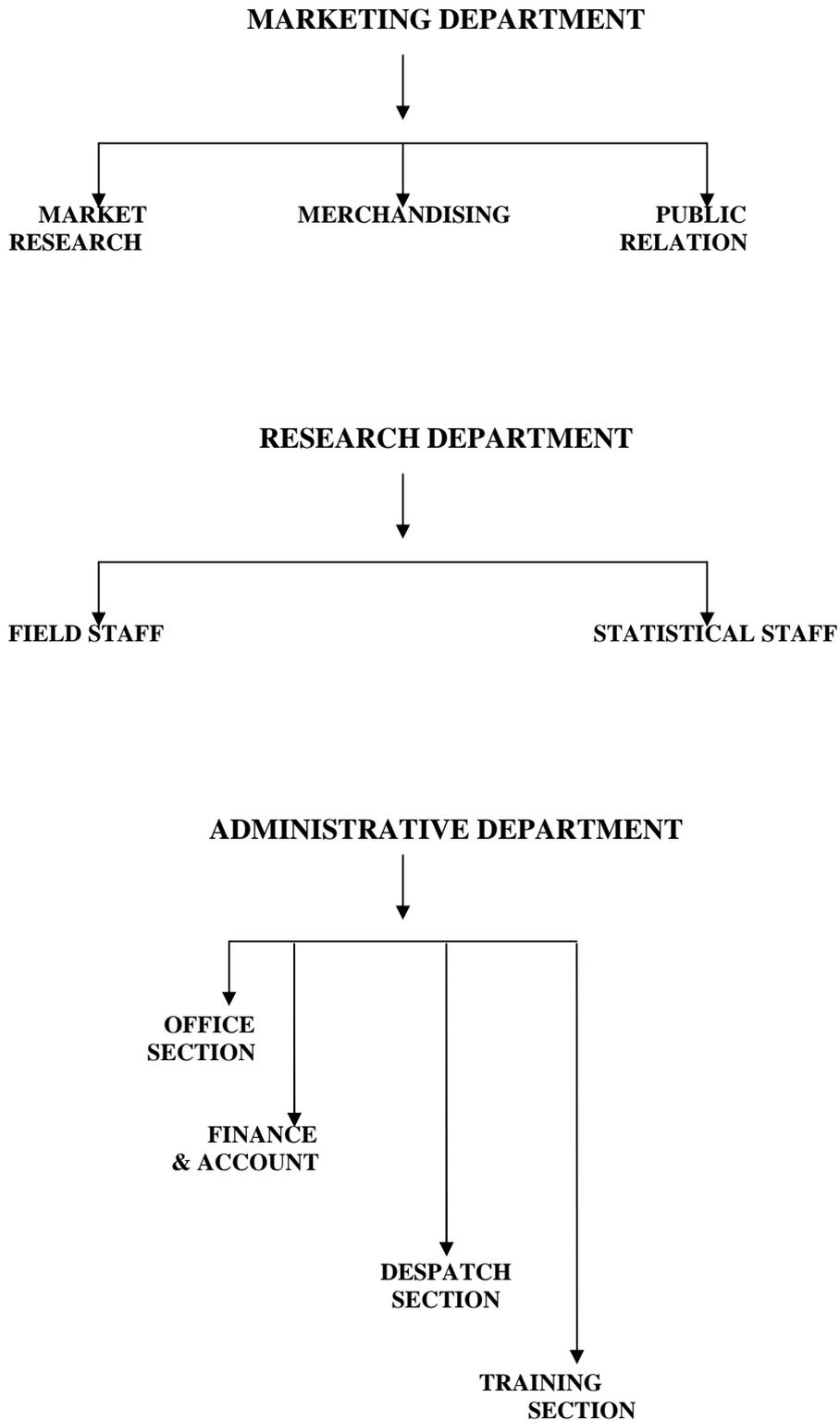




4: Introduction to Advertising



Introduction to Advertising



Introduction to Advertising

Like most big organizations, advertising agencies also deal with many disciplines. There is thus defined division of labor. Most of the big agencies employ specialists who provide specific talents and expertise and do different functions.

Account management department- The main job of an ad agency is to get business and maintain it. The accounts department looks after these aspects. It also works as a liaison between the client and the agency. It tries to ensure that the agency focuses its resources on the jobs on hand. It supervises the day-to-day development of the account business.

These days the account management department is designated as the *client service department*. The accounts department has account managers, accounts executives or client service personnel. Thus, the basic requirements for these people are strong communication skills and effective man management skills. They get the business; they get the research done, and get the creative people working on idea generation and execution. Then they get the media people to prepare the media plan. Also they have to get the strategy, creative plan and media plan approved by the client.

The account department works at different levels. At the top level is the management supervisor who reports to the management of the agency. He deals with the strategy development, planning, and new business opportunities. He also is the agency's spokesperson. Next comes the account supervisor or Account Manager. He is a key person and the primary liaison between the client and the agency and provides working contact. Account Manager works on a single major brand or a few smaller brands.

The next in the line is the Account Executive. He is responsible for day-to-day activities. He sees to it that the agency team is on schedule and deliver things on time. He ensures that all assignments are completed on time. And he keeps in touch with the client on a day-to-day basis keeping them informed about the developments.

Next comes the Assistant Account Executive. This is an entry-level position. The Assistant Account Executive helps the Account Executive and mostly do leg work and rarely are involved in planning or strategy development.

Creative Department- This department has the following personnel- creative director, copywriters, visualizers, art directors, etc. the creative director is the agency's creative conscience. He stimulates the creative team to come up with better work. He approves all creative work. He assigns jobs to copywriters and visualizers and then mould and improves their work, and also nurtures and inspires



Introduction to Advertising

them. The copywriter writes copy and scripts. Art directors and visualizers come up with the visual ideas. Then there are directors and producers who translate these ideas into radio and TV ads by writing the script and preparing the storyboard. The creative department some times has an art studio to look after the print production. However, often production work is done by outside organizations.

Media Department- the function of this department is a highly complex one. This department has to recommend the most efficient means of delivering the message to the target audience. It has become more complex as the computer has replaced printed schedules and media rate cards. The media department prepares the media plan by trying to match the audience and the media. It then buys the media space and time. The media department negotiates about the media rates. It also prepares the schedules for the appearance of the ads and sees the ads appear accordingly.

Research Department- Full service agencies usually have a research department. Research department helps in collecting and analyzing relevant information that helps in developing strategy and the advertising message. This way the message becomes focused and appropriate to the target audience. The research department collects relevant and reliable information and screens all research findings.

Most of the research in the field of advertising concentrates on consumer attitudes and behavior. They also do copy testing i.e. evaluating the effectiveness of copy before ads are released. This kind of pre-research about consumer reactions to creative alternatives helps in increasing the effectiveness of the ads.

Administration Department- other than the four basic functions or services, ad agencies perform a lot of internal services like financial services, personnel management and traffic management etc. all these are performed by the administration department. The account department works in close coordination with the traffic department to review deadlines and monitor progress. The administration department has a financial division. It looks after prompt payment of bills and salaries. It sends the invoices to clients and collects the payments. Personal management is also an important aspect of agency and deals with recruitment, promotions, retirements and retrenchments, etc.

CHECK YOUR PROGRESS

- Q1. Enlist the different departments in an Advertising Agency.
- Q2. What are the roles of different sections of Advertising Agency?



: Introduction to Advertising

2.4 PARTS OF ADVERTISEMENTS

The Headline

The Headline is the most read part of an advertisement. So advertisers try to tell maximum part of the *product story* through the headline. A headline will introduce the product or makes the promise statement or puts a question. It basically tries to attract the attention of the readers and create curiosity so the audience or reader sees further. The major types of headlines are:

- Direct promise of benefit
- News about the product
- Curiosity or provocative, and
- Command headlines

Direct headlines make a direct promise about how the product will benefit the readers. Readers are often interested in what is new in the product so the words ‘new’, ‘improved’, etc. are often used in headlines. Such headlines provide some new ‘information’ and are called news headline.

Sometimes the promise or benefit is not offered in the headline. Instead an indirect approach is adopted by either posing a question or making a provocative statement, the headline tries to create a lot of curiosity about the product. It also forces the readers or the audience to see the copy and the promise is made in the copy of the Ad. In command headlines, the readers are urged to buy the product by promising a reward. For example, ‘buy one, get one free’ or ‘buy for the price of two’. Usually they command or ask the consumers to buy.

Another type of headline is the select headline. This is directed at the headline scanners. Such a headline selects its own audience and can reach selected groups by either addressing them directly or by discussing their specific problems.

CHECK YOUR PROGRESS

Q1. How is the Headline important in any advertisement/

The Sub-Headline

This is not always used in ads. However, when the advertiser wants to say a lot at the beginning but the headline cannot do the job, then the subheading is used. The



Introduction to Advertising

headline and subheading together can contain a longer message. The subheading usually spells out or elaborates the promise made in the headline or it stresses on the product's unique features.

Slogan

It is a phrase or a sentence that describes the benefit derived from the product or one of the product's most important attributes. The term slogan comes from the Gaelic words *sluagh gairm*, meaning battle cry. These days it is the battle cry in the field of sales and marketing. It consists of a single phrase by which an advertiser conveys an important idea, which will presumably lead readers or audience to remember and think favorably of this company. **Slogan is thus a short and catchy phrase that gets the attention of the audience, is easy to remember and comes off the tongue easily.** Slogan can of different types:

- a) Slogan that emphasizes product or reward- every product has some reward to offer consumers. It may have some hidden quality that differentiates a product from the competitors.
- b) Slogans that emphasizes action to be taken- the slogan might urge directly that you use the product or service

CHECK YOUR PROGRESS

Q1. What is the role of the sub-headline of an advertisement?

Body Copy

When the headline usually makes a claim, the body copy elaborates upon it and provides supporting proof. When the headline poses a question, the subheading answers it. The amount of detail in an advertisement should be sufficient to answer the questions arising in the minds of a prospective buyer. And if the consumers require more details or information, then they can be requested to come back to the company for information booklets or can be invited to come to the retailer or dealer for more information or demonstration.

Sometimes the consumer wants a proof or evidence of the claims made in the advertisement. So proofs about quality, performance, durability, etc. are provided through arguments, proofs by experts, testimonials by users or through demonstrations in the body copy.

Introduction to Advertising

Visualization

The headline is a major attraction –getting device. Another device is the visual impact of the ad. This is the combination of the visuals used in the advertisements and the visual treatment given to other elements of the ad. This visual impact becomes strong if the idea has been properly visualized.

Visualization means to think in terms of visuals or pictures. And one need not be an artist or painter to be able to visualize as all it require is thinking.

For example think about the picture, which comes to your mind when you think the word ‘flower’. It could be a bouquet of flower or a garden full of beautiful flowers. These kind of perceptions need to be portrayed in the advertisements. A visualizer need not draw or paint these things but can just describe these and leave the drawing to the artists.

Visuals and pictures help people dream and project themselves in to another time, place, or situation. Pictures appeal to our hidden and suppressed emotions. Also pictures communicate ideas quickly and easily and also there is no chance of misinterpretation. Visuals not only attract attention, they hold the interest and often tell maximum part of the story. Visuals also identify the product, arouse interest, create a favorable impression of the product or the advertiser, clarify claims made in the copy, make demonstrations, and emphasize the unique features of the product. And finally the visuals provide continuity for all advertisements in the campaign through the use of similar visuals.

CHECK YOUR PROGRESS

Q1. What is visualization? How are the visuals important in an advertisement?

Layout

Layout has two meanings. One means the total appearance of the advertisement, its design, the composition of the various elements. The other meaning is the act or process of placing the elements copy, visuals, etc) together.

A layout could be the first pencil sketch, which puts the idea on paper or could also be the final piece after finishing touches. Good layouts are unimaginitive. The various stages of a layout are:

1. **Thumbnail sketches-** Advertising people usually work in pairs. A copywriter and a visualizer sit together and create ideas. The first thing they



Introduction to Advertising

do is to come up with as many ideas as possible. And as they get the ideas they put them on paper, which is called thinking on paper. This helps in many ways-it records all the ideas options on paper, it gives some kind of a shape to the idea without using any expensive color, wasting much paper, etc. and without spending much time and efforts.

In the thumbnail sketch the various elements of the advertisement are just schematically or diagrammatically represented. For example, a thick serrated line represents the headline. Thinner serrated lines represent the subheading and the slogan. Straight lines or dotted lines represent body copy. Boxes crossed inside represent visuals. Also thumbnail sketches are very small in size. Only the shape is proper-being proportionately smaller.

2. **Rough sketches-** in the rough stage, bigger layouts are made so that more details can be accommodated. Hand lettering is done for the headlines and other copy parts that are to be composed in bigger type sizes. A rough sketch of the visual is pasted. These rough layouts are presented to the agency creative director for approval. Then the rough layout is further polished.

Comprehensive stage- the rough layout is still small in size, with no color, with no proper borders and no proper lettering and visuals. Now it is enlarged to its actual size. All the copy is lettered or composed. Proper borders and other marks are put on the layout. Photographs and other visual are cut from other places or Photostatted and pasted. Some coloring-particularly using crayons, water colors, etc is done.

This stage is called the comprehensive stage. As the name suggests this layout is easy to understand. This layout is presented to the client for approval. Once the client approves the layout, it is then ready for the final finishing touches.

*Art work-*this is the final stage of layout. Here care is taken to look into each minute detail. The copy is properly composed or lettered. Proper photographs, paintings, sketches, or graphics are used. Other elements like borders etc are properly places. Coloring is done. Finishing artists give the final touches. This stage is now ready to be printed. All these various stages of preparing the layout are beneficial in a many ways. First these stages save time, money and efforts. If you prepare a final layout without taking the approval and it gets rejected, then all the material used, efforts and time spend are wasted. Also working on only one idea curtails the various other possible options.



: Introduction to Advertising

A layout starts with a blank piece of paper. What the layout artist does is to place the copy, visuals and other elements on it. This placing of elements is not just mere decoration. What is required is a good, clear vision and interpretation of the selling concept of the story. A good layout allows all its elements-visuals, headlines, subheadings, body copy, charts, maps, logo, borders and other elements-to work together to do the job of telling the product story.

A good layout takes into consideration the principles of balance, proportion, unity, contrast, harmony, rhythm, and direction. And finally a good layout must be attractive, must create an appropriated mood or feeling, must have individually to stand out from the clutter of advertisements.

CHECK YOUR PROGRESS

Q1. What are the main components of the layout? How are they important for an advertisement?

Trademark

The term trademark includes any word, symbol or device or any combination there of adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others in the market. Trademarks are important because of two reasons:

- a) It increases the credibility of the firm because the buyer buys the product only after looking at the brand name
- b) Registration of trademarks prohibits duplication

2.5 ADVERTISING ETHICS

2.5.1 Ethics and morals of Advertising

The field of advertising is extremely broad and diverse. In general terms, of course, an advertisement is simply a public notice meant to convey information and invite patronage or some other response. As that suggests, advertising has two basic purposes: to inform and to persuade, and — while these purposes are distinguishable — both very often are simultaneously present.



: Introduction to Advertising

Advertising is not the same as marketing the complex of commercial functions involved in transferring goods from producers and consumers or public relations the systematic effort to create a favorable public impression or image of some person, group, or entity. In many cases, though, it is a technique or instrument employed by one or both of these.

Advertising can be very simple — a local, even neighborhood, phenomenon — or it can be very complex, involving sophisticated research and multimedia campaigns that span the globe. It differs according to its intended audience, so that, for example, advertising aimed at children raises some technical and moral issues significantly different from those raised by advertising aimed at competent adults.

Not only are many different media and techniques employed in advertising; advertising itself is of several different kinds: commercial advertising for products and services; public service advertising on behalf of various institutions, programs, and causes; and — a phenomenon of growing importance today — political advertising in the interests of parties and candidates.

No doubt advertising, like the media of social communications in general, does act as a mirror. But, also like media in general, it is a mirror that helps shape the reality it reflects, and sometimes it presents a distorted image of reality.

Advertisers are selective about the values and attitudes to be fostered and encouraged, promoting some while ignoring others. This selectivity gives the lie to the notion that advertising does no more than reflect the surrounding culture. For example, the absence from advertising of certain racial and ethnic groups in some multi-racial or multi-ethnic societies can help to create problems of image and identity, especially among those neglected, and the almost inevitable impression in commercial advertising that an abundance of possessions leads to happiness and fulfillment can be both misleading and frustrating.

Advertising also has an indirect but powerful impact on society through its influence on media. Many publications and broadcasting operations depend on advertising revenue for survival. This often is true of religious media as well as commercial media. For their part, advertisers naturally seek to reach audiences; and the media, striving to deliver audiences to advertisers, must shape their content so to attract audiences of the size and demographic composition sought. This economic dependency of media and the power it confers upon advertisers carries with it serious responsibilities for both.

4: Introduction to Advertising

2.5.2 The Benefits of Advertising

Enormous human and material resources are devoted to advertising. Advertising is everywhere in today's world, so that, as Pope Paul VI remarked, "No one now can escape the influence of advertising." Even people who are not themselves exposed to particular forms of advertising confront a society, a culture — other people — affected for good or ill by advertising messages and techniques of every sort.

Some critics view this state of affairs in unrelieved negative terms. They condemn advertising as a waste of time, talent and money — an essentially parasitic activity. In this view, not only does advertising have no value of its own, but also its influence is entirely harmful and corrupting for individuals and society.

But advertising also has significant potential for good, and sometimes it is realized. Here are some of the ways that happens.

a Economic Benefits of Advertising

Advertising can play an important role in the process by which an economic system guided by moral norms and responsive to the common good contributes to human development. It is a necessary part of the functioning of modern market economies, which today either exist or are emerging in many parts of the world and which — provided they conform to moral standards based upon integral human development. In such a system, advertising can be a useful tool for sustaining honest and ethically responsible competition that contributes to economic growth in the service of authentic human development.

Advertising does this, by informing people about the availability of rationally desirable new products and services and improvements in existing ones, helping them to make informed, prudent consumer decisions, contributing to efficiency and the lowering of prices, and stimulating economic progress through the expansion of business and trade. All of these can contribute to the creation of new jobs, higher incomes and a more decent and humane way of life for all.

b Benefits of Political Advertising

Political advertising can make a contribution to democracy, to its contribution to economic well being in a market system guided by moral norms. Political advertising can make its contribution by informing people about the ideas and policy proposals of parties and candidates, including new candidates not previously known to the public.



4: Introduction to Advertising

c) Cultural Benefits of Advertising

Because of the impact advertising has on media that depend on it for revenue, advertisers have an opportunity to exert a positive influence on decisions about media content. This they do by supporting material of excellent intellectual, aesthetic and moral quality presented with the public interest in view, and particularly by encouraging and making possible media presentations which are oriented to minorities whose needs might otherwise go unserved.

Moreover, advertising can itself contribute to the betterment of society by uplifting and inspiring people and motivating them to act in ways that benefit themselves and others. Advertising can brighten lives simply by being witty, tasteful and entertaining.

d Moral and Religious Benefits of Advertising

In many cases, too, benevolent social institutions, including those of a religious nature, use advertising to communicate their messages — messages of faith, of patriotism, of tolerance, compassion and neighborly service, of charity toward the needy, messages concerning health and education, constructive and helpful messages that educate and motivate people in a variety of beneficial ways.

2.5.3 The harm done by Advertising

There is nothing intrinsically good or intrinsically evil about advertising. It is a tool, an instrument: it can be used well, and it can be used badly. If it can have, and sometimes does have, beneficial results such as those just described, it also can, and often does, have a negative, harmful impact on individuals and society.

a Economic Harms of Advertising

Advertising can betray its role as a source of information by misrepresentation and by withholding relevant facts. Sometimes, too, the information function of media can be subverted by advertisers' pressure upon publications or programs not to treat of questions that might prove embarrassing or inconvenient.

More often, though, advertising is used not simply to inform but to persuade and motivate — to convince people to act in certain ways: buy certain products or services, patronize certain institutions, and the like. This is where particular abuses can occur.



Introduction to Advertising

The practice of "brand"-related advertising can raise serious problems. Often there are only negligible differences among similar products of different brands, and advertising may attempt to move people to act on the basis of irrational motives "brand loyalty," status, fashion, "sex appeal," etc. instead of presenting differences in product quality and price as bases for rational choice.

b Harms of Political Advertising

Political advertising can support and assist the working of the democratic process, but it also can obstruct it. This happens when, for example, the costs of advertising limit political competition to wealthy candidates or groups, or require that office-seekers compromise their integrity and independence by over-dependence on special interests for funds.

Such obstruction of the democratic process also happens when, instead of being a vehicle for honest expositions of candidates' views and records, political advertising seeks to distort the views and records of opponents and unjustly attacks their reputations. It happens when advertising appeals more to people's emotions and base instincts — to selfishness, bias and hostility toward others, to racial and ethnic prejudice and the like — rather than to a reasoned sense of justice and the good of all.

c) Cultural Harms of Advertising

Advertising also can have a corrupting influence upon culture and cultural values. We have spoken of the economic harm that can be done to developing nations by advertising that fosters consumerism and destructive patterns of consumption.

The indirect but powerful influence exerted by advertising upon the media of social communications that depend on revenues from this source points to another sort of cultural concern. In the competition to attract ever-larger audiences and deliver them to advertisers, communicators can find themselves tempted — in fact pressured, subtly or not so subtly — to set aside high artistic and moral standards and lapse into superficiality.

All too often, advertising contributes to the invidious stereotyping of particular groups that places them at a disadvantage in relation to others. This often is true of the way advertising treats women; and the exploitation of women, both in and by advertising, is a frequent, deplorable abuse.



Introduction to Advertising

d Moral and Religious Harms of Advertising

Advertising can be tasteful and in conformity with high moral standards, and occasionally even morally uplifting, but it also can be vulgar and morally degrading. Frequently it deliberately appeals to such motives as envy, status seeking and lust. Today, too, some advertisers consciously seek to shock and titillate by exploiting content of a morbid, perverse, pornographic nature.

We note, too, certain special problems relating to advertising that treats of religion or pertains to specific issues with a moral dimension.

In cases of the first sort, commercial advertisers sometimes include religious themes or use religious images or personages to sell products. It is possible to do this in tasteful, acceptable ways, but the practice is obnoxious and offensive when it involves exploiting religion or treating it flippantly. In cases of the second sort, advertising sometimes is used to promote products and inculcate attitudes and forms of behavior contrary to moral norms.

Within this very general framework, we can identify several moral principles that are particularly relevant to advertising. We shall speak briefly of three: **truthfulness, the dignity of the human person, and social responsibility.**

a Truthfulness in Advertising

Even today, some advertising is simply and deliberately untrue. Generally speaking, though, the problem of truth in advertising is somewhat more subtle: it is not that advertising says what is overtly false, but that it can distort the truth by implying things that are not so or withholding relevant facts.

To be sure, advertising, like other forms of expression, has its own conventions and forms of stylization, and these must be taken into account when discussing truthfulness. People take for granted some rhetorical and symbolic exaggeration in advertising; within the limits of recognized and accepted practice, this can be allowable.

b The Dignity of the Human Person

There is an imperative requirement that advertising "respect the human person, his right duty to make a responsible choice, his interior freedom; all these goods would be violated if man's lower inclinations were to be exploited, or his capacity to reflect and decide compromised."

Introduction to Advertising

Advertising can violate the dignity of the human person both through its content — what is advertised, the manner in which it is advertised — and through the impact it seeks to make upon its audience. This problem is especially acute where particularly vulnerable groups or classes of persons are concerned: children and young people, the elderly, the poor, and the culturally disadvantaged.

Much advertising directed at children apparently tries to exploit their credulity and suggestibility, in the hope that they will put pressure on their parents to buy products of no real benefit to them. Advertising like this offends against the dignity and rights of both children and parents; it intrudes upon the parent-child relationship and seeks to manipulate it to its own base ends. Also, some of the comparatively little advertising directed specifically to the elderly or culturally disadvantaged seems designed to play upon their fears so as to persuade them to allocate some of their limited resources to goods or services of dubious value.

c) Advertising and Social Responsibility

Advertising that fosters a lavish life style which wastes resources and despoils the environment offends against important ecological concerns. "In his desire to have and to enjoy rather than to be and grow, man consumes the resources of the earth and his own life in an excessive and disordered way. ... Man thinks that he can make arbitrary use of the earth"

Advertising that reduces human progress to acquiring material goods and cultivating a lavish life style expresses a false, destructive vision of the human person harmful to individuals and society alike.

When people fail to practice "a rigorous respect for the moral, cultural and spiritual requirements, based on the dignity of the person and on the proper identity of each community, beginning with the family and religious societies," then even material abundance and the conveniences that technology makes available "will prove unsatisfying and in the end contemptible."



Introduction to Advertising

CHECK YOUR PROGRESS

Q1. What are the benefits and harms of Advertising?

2.5.4 Ethical Advertising Standard

Definitions

For the purpose of this standard:

- The term "advertisement" is taken in its broadest sense, and means any form of advertising for goods or services, regardless of the medium used;
- The term "product" refers to any good or service;
- The term "consumer" refers to any person to whom an advertisement is addressed or who can reasonably be expected to be reached by it whether as a final consumer or as a trade customer or user.

Basic Principles

1. All advertising should be legal, decent, honest and truthful.

Every advertisement should be prepared with a due sense of social responsibility and should conform to the principles of fair competition, as generally accepted in business.

2. No advertisement should be such as to impair public confidence in advertising.

Decency

1. Advertisements should not contain statements or visual presentations, which offend prevailing standards of decency.

Honest

1. Advertisements should be so framed as not to abuse the trust of consumers or exploit their lack of experience or knowledge.



Introduction to Advertising

Social Responsibility

1. Advertisements should not condone any form of discrimination, including that based upon race, national origin, religion, sex or age, nor should they in any way undermine human dignity.
2. Advertisements should not without justifiable reason play on fear.
3. Advertisements should not appear to condone or incite violence, or to encourage unlawful or reprehensible behavior.
4. Advertisements should not play on superstition.

Truthful presentation

1. Advertisements should not contain any statement or visual presentation, which directly or by implication, omission, ambiguity or exaggerated claim is likely to mislead the consumer, in particular with regard to:
 - Characteristics such as: nature, composition, method and date of manufacture, range of use, efficiency and performance, quantity, commercial or geographical origin or environmental impact;
 - The value of the product and the total price actually to be paid;
 - Delivery, exchange, return, repair and maintenance;
 - Terms of guarantee;
 - Copyright and industrial property rights such as patents, trade marks, designs and models and trade names;
 - Official recognition or approval, awards of medals, prizes and diplomas;
 - The extent of benefits for charitable causes.
2. Advertisements should not misuse research results or quotations from technical and scientific publications. Statistics should not be so presented as to exaggerate the validity of advertising claims. Scientific terms should not be used to falsely ascribe scientific validity to advertising claims.



Introduction to Advertising

Comparisons

1. Advertisements containing comparisons should be so designed that the comparison is not likely to mislead, and should comply with the principles of fair competition. Points of comparison should be based on facts that can be substantiated and should not be unfairly selected.

Unassembled Merchandise

1. When advertised merchandise requires partial or complete assembly by the purchaser; the advertising should disclose that fact, e.g., "unassembled," "partial assembly required."

Testimonials

1. Advertisements should not contain or refer to any testimonial or endorsement unless it is genuine, verifiable, relevant and based on personal experience or knowledge. Testimonials or endorsements that have become obsolete or misleading through passage of time should not be used.

Portrayal or imitation of personal property

1. Advertisements should not portray or refer to any persons, whether in a private or a public capacity, unless prior permission has been obtained; nor should advertisements without prior permission depict or refer to any person's property in a way likely to convey the impression of a personal endorsement.

Exploitation of goodwill

1. Advertisements should not make unjustifiable use of the name, initials, logo and/or trademarks of another firm, company or institution nor should advertisements in any way take undue advantage of another firm, person or institution's goodwill in its name, trade name or other intellectual property, nor should advertisements take advantage of the goodwill earned by other advertising campaigns.



Introduction to Advertising

Imitation

1. Advertisements should not imitate the general layout, text, slogan, visual presentation, music and sound effects, etc., of any other advertisements in a way that is likely to mislead or confuse the consumer.

2. Where advertisers have established distinctive advertising campaigns in one or more countries, other advertisers should not unduly imitate these campaigns in the other countries where the former may operate, thus preventing them from extending their campaigns within a reasonable period of time to such countries.

Identification of advertisement

1. Advertisements should be clearly distinguishable as such, whatever their form and whatever the medium used; when an advertisement appears in a medium which contains news or editorial matter, it should be so presented that it will be readily recognized as an advertisement.

Safety and health

1. Advertisements should not without reason, justifiable on educational or social grounds, contain any visual presentation or any description of dangerous practices or of situations, which show a disregard for safety or health.

Children and young people

1. The following provisions apply to advertisements addressed to children and young people who are minors under the applicable national law.

Inexperience and Credulity

- Advertisements should not exploit the inexperience or credulity of children and young people.
- Advertisements should not understate the degree of skill or age level generally required to use or enjoy the product.
- Special care should be taken to ensure that advertisements do not mislead children and young people as to the true size, value, nature, durability and performance of the advertised product.



-
- If extra items are needed to use it e.g., batteries or to produce the result shown or described e.g., paint this should be made clear.
 - A product that is part of a series should be clearly indicated, as should the method of acquiring the series.
 - Where results of product use are shown or described, the advertisement should represent what is reasonably attainable by the average child or young person in the age range for which the product is intended.
 - Price indication should not be such as to lead children and young people to an unreal perception of the true value of the product, for instance, by using the word 'only'. No advertisements should imply that the advertised product is immediately within reach of every family budget.

Avoidance of Harm

Advertisements should not contain any statement or visual presentation that could have the effect of harming children and young people mentally, morally or physically or of bringing them into unsafe situations or activities seriously threatening their health or security, or of encouraging them to consort with strangers or to enter strange or hazardous places.

Guarantees

1. Advertisements should not contain any reference to a guarantee, which does not provide the consumer with additional rights to those provided by law. Advertisements may contain the word "guarantee", "guaranteed", "warranty" or "warranted" or words having the same meaning only if the full terms of the guarantee as well as the remedial action open to the purchaser are clearly set out in the advertisements, or are available to the purchaser in writing at the point of sale, or come with the goods.

Unsolicited products

1. Advertisements should not be used to introduce or support the practice whereby unsolicited products are sent to persons who are required, or given the impression that they are obliged to accept and pay for these products.



: Introduction to Advertising

Claimed Results

1. Claims as to energy savings, performance, safety, efficacy, results, etc. which will be obtained by or realized from a particular product or service should be based on recent and competent scientific, engineering or other objective data.

Layout and Illustrations

1. The composition and layout of advertisements should be such as to minimize the possibility of misunderstanding by the reader. For example, prices, illustrations, or descriptions should not be so placed in an advertisement as to give the impression that the price or terms of featured merchandise apply to other merchandise in the advertisement when such is not the fact. An advertisement should not be used which features merchandise at a price or terms boldly displayed, together with illustrations of higher-priced merchandise, so arranged as to give the impression that the lower price or more favorable terms apply to the other merchandise, when such is not the fact.

Asterisks and Abbreviations

1. An asterisk may be used to impart additional information about a word or term, which is not in itself inherently deceptive. The asterisk or other reference symbol should not be used as a means of contradicting or substantially changing the meaning of any advertising statement. Information referenced by asterisks should be clearly and prominently disclosed.

2. Commonly known abbreviations may be used in advertising. However, abbreviations not generally known to or understood by the general public should be avoided.

Environmental behavior

1. Advertisements should not appear to approve or encourage actions, which contravene the law, self-regulating codes or generally accepted standards of environmentally responsible behavior.



Introduction to Advertising

Responsibility

1. Responsibility for the observance of the rules of conduct laid down in the Code rests with the advertiser, the advertising practitioner or agency, and the publisher, media owner or contractor.

- Advertisers should take the overall responsibility for their advertising.
- Advertising practitioners or agencies should exercise every care in the preparation of advertisements and should operate in such a way as to enable advertisers to fulfill their responsibilities.
- Publishers, medium-owners or contractors, who publish, transmit or distribute advertisements should exercise due care in the acceptance of advertisements and their presentation to the public.

2. Those employed within a firm, company or institution coming under the above three categories and who take part in the planning, creation, publishing or transmitting of an advertisement have a degree of responsibility commensurate with their positions for ensuring that the rules of the Code are observed and should act accordingly.

Rules apply to entirety of advertisement

1. The responsibility for observance of the rules of the Code embraces the advertisement in its entire content and form, including testimonials and statements or visual presentations originating from other sources. The fact that the content or form originates wholly or in part from other sources is not an excuse for non-observance of the rules.

Effect of subsequent redresses for contravention

1. While an advertiser's subsequent correction and appropriate redress for a contravention of the Code is desirable, they cannot excuse the original contravention of the Code.

Alarmist Marketing

1. An advertiser should not engage in speculation or provide information intended to cause alarm and force action. Such actions include overstating the legal implications of a non-defined action.



: Introduction to Advertising

Substantiation

1. Descriptions, claims or illustrations relating to verifiable facts should be capable of substantiation. Advertisers should have such substantiation available so that they can produce evidence without delay to the self-regulatory bodies responsible for the operation of the Code.

2. Advertising is rated on the following 10 attributes:

- Being likeable
- Being believable
- Being easy to understand
- Being unique & distinctive
- Providing new information
- Having appetite appeal
- Offering good deals
- Motivating purchase interest
- Improving the chain's image
- Overall basis

CHECK YOUR PROGRESS

Q1. Discuss the ethical advertising standards.

Code of the Advertising Standards COUNCIL OF INDIA

Chapter I

To Ensure the Truthfulness and Honesty of representations and claims made by Advertisements and to safeguard against misleading Advertisements.

- Advertisements must be truthful. All descriptions, claims and comparisons, which are related to matters of objectively ascertainable fact, should be capable of substantiation. Advertisers and advertising agencies are required to produce such substantiation as and when called upon to do so by the Advertising Standards Council of India.
- Where advertising claims are expressly stated to be based on, or supported by independent research or assessment, the source and date of this should be indicated in the advertisement.



Introduction to Advertising

- Advertisements should not contain any reference to any person, firm or institution without due permission, nor should a picture of any generally identifiable person be used in advertising without due permission.
- Advertisements shall not distort facts nor mislead the consumer by means of implications or omissions. Advertisements shall not contain statements or visual presentations, which directly or by implication or by omission or by ambiguity or by exaggeration are likely to mislead the consumer about the product advertised or the advertiser or about any other product or advertiser.
- Advertisements shall not be so framed as to abuse the trust of consumers or exploit their lack of experience or knowledge. No advertisement shall be permitted to contain any claim so exaggerated as to lead to grave or widespread disappointment in the minds of consumers. For example:
 - i Products shall not be described as ‘free’ where there is any direct cost to the consumer other than the actual cost of any delivery, freight or postage. Where such cost are payable by the consumer, a clear statement that this is the case shall be made in the advertisement.
 - ii Where a claim is made that if one product is purchased another product will be provided ‘free’, the advertiser is required to show as and when called upon by The Advertising Standards Council of India that the price paid by the consumer for the product which is offered for purchase with the advertised incentive.
 - iii Claims, which use expressions such as ‘upto five years guranttee’ or ‘prices from as low as Y’, are not acceptable if there is a likelihood of the consumer being misled either as to the extent of the availability or as to the applicability of the benefits offered.
 - iv Special care and restraint has to be exercised in advertisements addressed to those suffering from weakness, any real or perceived inadequacy of any physical attributes such as height or bust development, obesity, illness, importance, infertility, baldness and the like to ensure that claims or representations, directly or by implications, do not exceed what is considered prudent by generally accepted standards or medical practice and the actual efficacy of the product.
 - v Advertisements inviting the public to invest money shall not contain statements which may mislead the consumer in respect of the security offered, rates, of return or terms of amortization, where any of the foregoing elements are contingent upon the continuance of or change



Introduction to Advertising

- in existing conditions, or any other assumptions, such conditions or assumptions must be clearly indicated in the advertisements.
- vi Advertisements inviting the public to take part in lotteries or price competitions permitted under the law or which hold out the prospects of gifts shall state clearly all-material conditions so as to enable the consumers to obtain a true and fair view of their prospects in such activity. Further, such advertisers shall make adequate provision for the judging of such competitions, announcement of the results and the fair distribution of prizes and gifts according to the advertised terms and conditions within a reasonable period of time. With regard to the announcement of results, it is clarified that the advertiser's responsibility under this, section of the Code is discharged adequately if the advertiser publicizes the main results in the media used to announce the competition as far as is practicable, and advises the individual winners by post.
- Obvious untruths or exaggerations intended to amuse or to catch the eye of the consumer are permissible. Provided that they are clearly to be seen as humorous or hyperbolic and not likely to be understood as making literal or misleading claims for the advertised product.

Chapter II

To ensure that Advertisements are not offensive to generally accepted standards of Public Decency. Advertisements should contain nothing indecent, vulgar or repulsive, which is likely, on the light of generally prevailing standards of decency and property, to cause grave or widespread offence.

Chapter III

To safeguard against the indiscriminate use of Advertising in situations or for the promotion of products, which are regarded as Hazardous to society or the Individuals to a degree, or of a type, which is Unacceptable to Society at large.

- No advertisement shall be permitted which:
 - i Tends to incite people to crime or to promote disorder and violence or intolerance
 - ii Derides any race, caste, color, creed or nationality



: Introduction to Advertising

- iii Presents criminality as desirable or directly or indirectly encourages people particularly children to emulate it or conveys the modus operandi of any time
 - iv Adversely affects friendly relations with a foreign state.
- Advertisements addressed to children shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental or moral harm or which exploits their vulnerability. For example, no advertisement
 - i Shall encourage children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels or the like
 - ii Should depict children leaning dangerously outside windows, over bridges or climbing dangerous cliffs and the like
 - iii Should show children climbing or reaching dangerously to reach products or for any other purpose
 - iv Should show children using or playing with matches or any inflammable or explosive substance, or playing with or using sharp knives, guns or mechanical or electrical appliances, the careless use of which could lead to their suffering cuts, burns, shocks or other injury.
 - v Advertisements shall not, without justifiable reason, show or refer to dangerous practices or manifest a disregard for safety or encourage negligence.
 - Advertisements should contain nothing, which is in breach of the law, or omit anything which the law requires
 - Advertisements shall not propagate products, the use of which is banned under the law

Chapter IV

To ensure that advertisements observe Fairness in Competition such that the Consumer's need to be informed on choices in the market place and the canons of generally accepted competitive behavior in Business is both served.

- Advertisements containing comparisons with other manufacturers or suppliers or with other products, including those where a competitor is named are permissible in the interests of vigorous competition and public enlightenment, provided:



4: Introduction to Advertising

- i It is clear that aspects of the advertiser's product are being compared with what aspects of the competitor's product.
 - ii The subject matter of comparison is not chosen in such a way as to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case
 - iii The comparisons are factual, accurate and capable of substantiation
 - iv There is no likelihood of the consumer being misled as a result of the comparison, whether about the product advertiser or that with which it is compared
 - v The advertisement does not unfairly denigrate, attack or discredit other products, advertisers of advertisements directly or by implication.
- Advertisements shall not make unjustifiable use of the name or initials of any other firm, company or institution, nor take unfair advantage of the goodwill attached to the trademark or symbol of another firm or its product or the goodwill acquired by its advertising campaign.
 - Advertisements shall not be so similar to other advertisements in general layouts, copy, slogans, visual presentations, music or sound effects as to be likely to mislead or confuse consumers.

CHECK YOUR PROGRESS

Q1. Elaborate on the Code of the Advertising Standards laid down by the council of India.

2.6 SUMMARY

Advertisers and advertising agencies believe that customers have needs and desires, which can be fulfilled through the purchase and use of products and services. Advertising works largely through appeal of emotions of envy, fear, anxiety, about one's appearance and lack of status.

The major **role as advertising agency** is to work alongside the clients to develop and sustain the brands that they mutually serve, through consumer understanding and insight and through creative and media delivery skills to provide best advice and the best execution thereof to those clients for the advertising of those brands.



Introduction to Advertising

The range of services that they offer can classify agencies. Also, advertising agencies range in size from one man shows to large firms that employ thousands of people. Accordingly, there are different types of advertising agencies.

Advertising Ethics are laid down:

- To Ensure the Truthfulness and Honesty of representations and claims made by Advertisements and to safeguard against misleading Advertisements.
- To ensure that Advertisements are not offensive to generally accepted standards of Public Decency. Advertisements should contain nothing indecent, vulgar or repulsive, which is likely, on the light of generally prevailing standards of decency and property, to cause grave or widespread offence.
- To Safeguard against the indiscriminate use of Advertising in situations or for the promotion of products, which are regarded as Hazardous to society or the Individuals to a degree, or of a type, which is Unacceptable to Society at large.
- To ensure that advertisements observe Fairness in Competition such that the Consumer's need to be informed on choices in the market place and the canons of generally accepted competitive behavior in Business is both served.

TIPS TO PRODUCE THE BEST ADVERTISEMENT LAYOUT

- Put your attention getting message in the second quarter down the page. This is consistently the place where people look first.
- If you are going to use a picture, place it in the top quarter of the page, above the headline.
- Every advertisement should use the AIDCA structure; Attention getting message | Interest | Desire | Conviction | Action
- For a one page brochure stick to the AIDCA formula above. Make a concise selling story.
- If the layout is for a multi-page glossy brochure makes sure the front page includes the strongest customer benefit; and not the company logo and meaningless picture.



: Introduction to Advertising

- **Typefaces:** The use of a Serif typeface in your advertisement stresses the horizontal direction which helps people to read more easily.
- **Typefaces:** The use of a Sans Serif typeface exhibits a strong clean cut appearance in an advertisement, suitable for short text elements.
- **Stick to one Serif and one Sans Serif typeface per document.** Sans Serif for headlines and Serif for the main text. Using a Sans Serif typeface for main text can reduce readability by up to 50%.
- **Do not use italics for a large text block.** Difficult to read and again will reduce readability by up to 50%.
- **Do not use italics for emphasis in your advertisement.** Use bold. Italics are OK for short individual phrases.
- **Keep underlining to a minimum.** It is difficult to read if used on more than a word or two. If needed for emphasis, use bold instead.
- **For the average reader a 10 point type is about right for the main text in an advertisement.** For older readers consider using 12 point type.
- **Advertisement headlines:** For maximum impact use a Sans Serif typeface such as Helvetica or a Serif typeface such as Times Roman for a more elegant look.
- **Keep headings with 'all capitals' to a minimum.** Longer headlines using 'all capitals' are difficult to read.
- **Don't use more than two levels of headings or sub-headings.** Any more than that just confuses the reader.
- **For narrow columns of text use the 'justified text' property;** where it is flush to the left and right hand edges. Use a Serif typeface for this in your advertisement.
- **For single columns of text use the use the 'justified text' property;** where it is flush to the left edge and jagged to the right hand edge. It has gaps at the end of each line.
- **Let your words breath.** Make sure you leave enough 'white space' around your text. That is, leave plenty of room in between your phrases and sentences.
- **Maintain consistency on your products.** Don't keep chopping and changing the layout for your advertisements or brochure.



: Introduction to Advertising

- Use of pictures can increase the response of a promotion by 50%. Make sure they are relevant. Use a photo of the product in action.
- The use of graphs, charts and diagrams in your advertisement will assist in selling if they demonstrate customer benefits.
- Use cartoons with caution. Don't get gimmicky. If a photo would be better, then use that.
- If appropriate for your product or service, use before and after photos. They do work in advertisements and brochures.

Advertising Careers

Advertising is an industry that delivers words and pictures, but what it really sells are intangibles, such as image and reputation. This industry is people persuading—to buy goods or services, to vote for a political cause or candidate, to invest in a company, etc.

Skills:

- Applying theory
- Brainstorming
- Communicating
- Composing
- Conceptualizing
- Coordinating
- Creating
- Decision-making
- Designing
- Editing
- Evaluating
- Experimenting with ideas
- Explaining concepts
- Expressing self
- Forecasting
- Gathering information
- Generating ideas,
- Possibilities
- Identifying
- Illustrating



Introduction to Advertising

- Imagining
- Implementing
- Informing
- Innovating
- Integrating
- Managing
- Monitoring
- Organizing
- Perceiving
- Problem solving
- Proofreading
- Quick thinking
- Reading
- Reading graphs
- Reporting accurately
- Scheduling
- Seeing connections
- Selecting
- Showing foresight
- Simplifying ideas
- Spatial memory
- Summarizing
- Synthesizing
- Translating
- Using good judgment
- Visualizing shapes
- Writing

Careers:

- Account Management
- Ad Director
- Advertising Media Planner
- Animation expert
- Art Director
- Copywriter
- Editors
- Graphic designer



Introduction to Advertising

- Illustrator
- Jr. Account Executive
- Market researcher
- Media Traffic personnel
- Model
- Production manager
- Researcher
- Special effects coordinator
- Visualizer

Types of Advertising:

- Broadcast & print media
- Cable
- Magazines
- Newspapers
- Radio
- Television
- Children Classified
- Directory
- Internet
- Pharmaceutical
- Political
- Professional
- Recruitment
- Sports
- Sweepstakes and contests

Work Environments:

- Advertising agencies
- Colleges & Universities
- Government agencies
- In-house agencies
- National radio/TV networks
- Newspapers
- Public relations firms
- Publishing companies
- Retail stores



: Introduction to Advertising

- Trade associations
- Trade books/magazines

2.6.1 GLOSSARY OF IMPORTANT TERMS IN ADVERTISING

ACCOUNT – A term commonly used within the advertising business to refer to the corporate entity employing an advertising agency. MJM's account roster includes a wide variety of businesses and service organizations.

ACCOUNT COORDINATOR – The advertising agency employee responsible for much of the day-to-day business of servicing an account. Motto Advertising takes pride in the expertise and dedication of our account coordinators, who assist account executives and oversee traffic, production and media scheduling within the agency.

ACCOUNT EXECUTIVE A/E) – The agency employee responsible for a client's marketing and administrative efforts. At Motto Advertising, account executives deal directly with the client, vendors and the media. Our AE's are all highly experienced and have more autonomy than at most other agencies.

ACTION CARDS – A mail-order device in which a set of postcards with order forms and return addresses for a variety of products and companies is wrapped in plastic and sent to demographically and/or psychographically selected potential customers.

ADVERTISEMENT – A paid public announcement appearing in the media.

ADVERTISING – Making known; calling public attention to a product, service, or company by means of paid announcements so as to affect perception or arouse consumer desire to make a purchase or take a particular action.

ADVERTISING MANAGER – A client representative responsible for overseeing marketing efforts related to product, including budgeting, creative activities and liaison with agency.

ADVERTORIAL – An advertisement that resembles a newspaper editorial or a television program but promotes a single advertiser's product, service, or point of view.



AGATE LINE – A measure of advertising space, 1/14 of an inch in depth by one column in width. Thus there are 14 agate lines to the column inch. At Michael J. Motto Advertising, we precisely measure all of the classified ads we run and pay only for the exact size ad that runs. In this way we take thousands of dollars in lineage corrections each month on behalf of our clients.

AGE GROUP – A target audience defined by age.

AGENCY – A company in the business of creating advertisements, packaging and names for products and services, as well as providing marketing and merchandizing advice and general business and promotional counsel to its clients.

AIRPLANE BANNER – A flag or banner bearing an advertisement that trails behind a low-flying airplane.

ART DIRECTOR – The person responsible for the graphic design and creative positioning of an advertisement or campaign; the person in charge of an agency's production department.

AUDIOVISUAL A/V – Pertaining to the use of recordings, videos, slides, and other media for presentation.

BILLBOARD – A large outdoor printed sign. Costs for a specific billboard are determined by the amount of traffic that passes its location, plus the board's size and visibility.

BILLINGS – The agency's annual gross dollar volume generated from one or several accounts.

BLISTER PACK – A display package in which clear plastic seals the product, which rests against a "backer" sheet, usually made of card stock.

BOOK – A talent agency's listing, with pictures of actors and models.

BOOKING – A scheduling of the talent and staff that will work on a shoot or photo session.

BRAINSTORMING – A meeting to generate creative ideas. At Michael J. Motto Advertising, daily, weekly and bi-monthly brainstorming sessions are held by various work groups within the firm. Our monthly I-Power brainstorming meeting is attended by the entire agency staff.



Introduction to Advertising

BROCHURE – A folded leaflet with an advertising or promotional message.

BUMPER STICKER – An advertising strip attached to an automobile bumper.

BUS CARD – An advertising poster attached to the side or back of a bus.

BUSINESS REPLY CARD B.R.C. – A preprinted postcard enabling direct mail recipients to respond easily. Direct mail offers that include BRCs have a much higher response rate.

BUSINESS-TO-BUSINESS (B -TO-B) – Communications or commerce between companies as distinguished from dealings between a company and a consumer); frequently conducted through trade journals.

BUZZWORD – A word or phrase that takes on added significance through repetition or special usage. "Customer Retention Program" has become a buzzword among retailers.

CAMPAIGN – The total planned, coordinated sales effort on behalf of a specific client or product, often multimedia in nature and run over a period of time. Motto Advertising has created numerous award-winning campaigns for its clients.

CATALOG – An illustrated booklet listing products or services available.

CLASSIFIED AD – A brief listing appearing in a periodical of items for sale and/or services offered, usually arranged by category. Motto Advertising has extensive experience in writing and inserting effective classified ads in newspapers, magazines, on television and the internet.

CLIENT – An organization that employs an advertising agency to create advertisements. Motto Advertising helps its clients become rich beyond the dreams of avarice.

COLOR SEPARATION – A traditional photographic process that uses four film negatives to ultimately create a full-color printed product. Recent computer innovations have obviated the need for separated film negatives in certain applications.

COMMERCIAL – An audio or video advertising announcement, usually presented on television, radio or in a movie theater. Visit our creative portfolio to see some of the celebrated commercials MJM has produced.



: Introduction to Advertising

CONCEPT – The general idea behind a slogan, pitch, or campaign.

CONSUMER – A private individual at whom advertisements are aimed; a buyer.

CONSUMER MARKET – A defined group of consumers.

CO-OP – The practice of a national brand subsidizing local advertising costs incurred by a company that sells its product. Typically, the national brand has stringent rules about the advertisement in which the product appears. SUN, Pepsi, and Cadillac are just a few of the thousands of brands that make co-op dollars available.

COPY – The written part of an advertisement. Effective copy is critically important, even in visually-oriented advertising messages.

COPYWRITER – A person responsible for writing advertising copy and generating creative concepts, often in collaboration with an art director or creative director.

CORPORATE IDENTITY – A company's name, logo, typeface, colors, slogan, etc., are elements that help comprise its corporate identity. Motto Advertising has produced effective corporate identity packages for many new and long-established organizations.

COST PER THOUSAND C.P.M. – The cost of advertising per thousand potential customers reached by a given publication, broadcast, or outdoor advertisement. This figure is often used in media planning.

CREATIVE TEAM – The art director, copywriter, and artist, working together to develop an advertisement or campaign. At Michael J. Motto Advertising, the account executive directs this team.

DIRECT MAIL – A marketing effort conducted exclusively by mail.

DIRECT MARKETING – Marketing via leaflets, brochures, letters, catalogs, or print ads mailed or distributed directly to current and potential consumers. The direct marketing industry has grown enormously as a result of increasingly specialized mailing lists.

DIRECT RESPONSE – An advertising technique that urges the audience to respond in a particular manner, usually to buy a product, and provides that



Introduction to Advertising

audience with the means to do so. A business reply card (BRC) is a direct response tool.

DISPLAY AD – An illustrated advertisement in a newspaper or magazine.

DOG AND PONY SHOW colloquial – An elaborate pitch or presentation of an advertising campaign.

DRIVE TIME – The hours when the most commuters are in their cars. During "drive time," radio advertising costs more because of increased listenership.

DUMMY – A rough layout of assembled work for a brochure or other printed piece.

ESTIMATE – The proposed or expected budget for an advertising effort. Prior to the inception of any promotional project or ad campaign, Motto Advertising provides its clients with a detailed cost estimate.

EXPOSURE – The number of potential consumers reached through specific medium.

FACT SHEET – A standard page in a company's press kit, the fact sheet gives a brief description of the company's business and area of expertise, the company's addresses, phone numbers, principals, date of establishment, etc. A well-prepared fact sheet saves the journalist hours of time – and increases the company's chance of press coverage.

FILLER – A short, interesting, sometimes humorous news item used to fill leftover space on the page. The most widely read "articles" in any newspaper; fillers constitute an excellent and often overlooked vehicle for obtaining press coverage for an organization.

FLYER – A handbill or loose sheet with a printed advertisement.

FOCUS GROUP – A group of potential consumers used in a market research effort, which is usually designed to determine the likely effectiveness of a product or advertising strategy.

GIVEAWAY – A novelty or gift used in a promotion. Banks frequently offer giveaways, or prizes, to customers opening accounts.



: Introduction to Advertising

GRAPHIC DESIGN – Any form of visual artistic representation.

GRAPHIC DESIGNER – The person responsible for producing artistic representations, usually under the guidance of an art director or creative director.

GREEK – The gibberish or nonsense text placed in a "dummy" to signify where the copy will eventually be.

GUTTER – The white space formed by the inner margins on two facing pages.

HALFTONE – An image formed by printing close-set dots of varying sizes on paper or other "hard" media.

HANDBILL – A small, printed advertising sheet or flyer distributed by hand.

HARD SELL – A general term to describe any aggressive advertising technique.

HEAD SHOT – A glossy 8 x 10-inch photo focused on the face, usually of an actor or model.

HIDDEN PERSUADERS – A range of subtle or subliminal advertising messages.

HOOK – A clever phrase or melody used to capture the consumer's attention and help make the advertising message more memorable.

HYPE – Extreme promotion of a person, idea, or product.

IMPACT – The degree of success of a campaign; the reaching of consumers.

INDEPENDENT – An agency which functions alone, not controlled or influenced by a larger corporation. Michael J. Motto Advertising is an independent agency, free to act solely in our clients' best interests.

INK slang – Print publicity; press coverage. Michael J. Motto Public Relations gets its clients lots of good "ink."

INSERT – A printed sheet or sheets inserted into a publication or enclosed with a mailing.

JINGLE – A catchy musical refrain delivering an advertising message, frequently used on radio or television. Check out our creative portfolio to hear some of the memorable jingles we've produced for agency clients.



Introduction to Advertising

LAUNCH – The introduction of a new product or service.

LAYOUT – A design for graphic advertising production, roughly depicting the look of the finished advertisement.

LINAGE – Total lines of advertising; for example, a three column by ninety line advertisement has a total linage of 270 lines. A client's linage in a specific publication may run to tens of thousands per month. By anticipating its clients' linage requirements, Michael J. Motto Advertising can negotiate more advantageous rates with the media.

LIVE TAG – The voice-over at the end of a prerecorded commercial that provides current or local information, dealer addresses, etc.

LOGO – A recognizable graphic design element, representing an organization or product.

LOGOTYPE – The stylized lettering often employed in a logo.

MADISON AVENUE – New York City thoroughfare that has historically been the location of many large ad agencies. Today the term often refers to the American advertising industry collectively.

MAGALOG – A mail-order catalog that carries editorial matter and advertisements for multiple companies.

MAILER – A mailed advertisement.

MAILING LIST – A list of prospective customers organized by defined factors such as location, income, or other consumer profile aspect.

MAIL ORDER – Retail sales conducted by mail.

MARKET – The prospective customers for a given product or service.

MARKETING – The techniques used to attract and persuade consumers. As a direct response agency, MJM keeps marketing goals uppermost in mind in the design of every advertisement.

MARKET PROFILE – The characteristics of a group or area targeted for a campaign.



: Introduction to Advertising

MARKET RESEARCH – A study of consumer groups and business competition used to define a projected market.

MARQUEE – An onsite billboard, often advertising a theater performance.

MEDIA - Forms of mass communication. Newspapers, magazines, direct mail, billboards, bus signs, radio, television and internet are some important media that carry advertising.

MEDIA PACK - A folder of information issued by a particular publication concerning the publication and the process of placing ads in the publication. Regular elements of the standard media pack include contract rates, column sizes, deadlines, editorial calendars, special features, media circulation, geographic coverage, audience demographics, etc.

MEDIA PLANNER – An employee of an advertiser or agency who coordinates media aspects of a campaign and selects the most effective media to use. Important factors in media planning include: the campaign; the budget, size and character of the market profile; and the positioning opportunities in the media.

MEDIA RESEARCH – A study of radio, television and print media for the purpose of reaching the optimal consumer audience.

MENTION – A brief item in the press or broadcast media referring to a person, product, or service.

MESSAGE – The underlying theme or idea in advertisement.

MIDDLE AMERICA – The moderate, middle-class segment of the U.S. population that comprises the largest consumer group.

MOCKUP – A scale-dimensional display model used in planning.

NATIONAL – A commercial running throughout the country.

NOVELTIES – Free items, such as calendars, letter openers, mugs or buttons, bearing an advertiser's logo -- also referred to as advertising specialties. The purpose of such novelties is to keep the advertiser's name in front of its audience over time.



: Introduction to Advertising

PAGE UNIT – Most magazine advertisements are sold in page units rather than in columns and inches. There are rates for a full page, half page, one-third page, one-sixth page, etc.

PARTICIPATION – A television program sponsorship pattern in which a number of advertisers are rotated through segments of the program. A "participating" sponsor has no program content or station lineup control. Usually, their sponsorship commitment is limited to a relatively short period.

PASTE-UP – The formation of a graphic design or layout by pasting elements on a stiff board. Increasingly, artists bypass physical paste-up and create layouts on the computer.

PAYOFF – The results of an advertising campaign. Motto Advertising guarantees that its clients will enjoy a strong payoff, or the agency will pay for the ads.

PEG – A strong, memorable element of a press release or campaign; the hook.

PHOTO OPPORTUNITY – An event, sometimes staged, having visual appeal or interest for photographers and used as an opportunity to generate publicity. Political strategists spend long hours devising and arranging "photo ops" for their candidates.

PITCH – The presentation of an advertising message to a prospective or existing client.

PLUG – A favorable mention or a picture of a product in the non-advertising portion of a media presentation. Examples of plugs are a Cheerio's box visible on a breakfast table in a film, a character in a TV movie drinking a Coca-Cola, or James Bond driving a BMW.

POINT-OF-PURCHASE ADVERTISING P -O-P – Signs, displays, and other techniques of attracting attention and promoting products at their location of sale. Motto Advertising specializes in creating innovative P-O-P advertising.

PORTFOLIO – A large, bound volume containing samples of past work and used by an agency or an artist to promote business.

POSTER – A graphic advertisement attached to a flat surface or standing up with a clip backing.



: Introduction to Advertising

PREMIUM – Something offered for "free" or at a reduced price as an inducement to buy something else. Examples: "Buy a timeshare condo and receive a free television"... "Open a checking account and get a new toaster."

PRESENTATION – A pitch or a description of a proposed advertising campaign.

PRESS AGENT – A publicist – also known as a press officer.

PRESS KIT – A collection of editorial and promotional materials distributed to the media about a person, product, or company. Journalists use these materials to learn about the subject. Michael J. Motto Public Relations has found that a concise, well-written press kit is an invaluable aid in generating print media publicity. Increasingly, audio and videotaped press kits are used to solicit radio and TV journalists' attention.

PRINCIPAL – A performer in a commercial who can be recognized or identified, including but not limited to those performing speaking parts.

PRINT ADVERTISING – Advertising in newspapers, magazines, catalogs, or mailers. Usually, print ads use some combination of photographs, illustrations, and copy.

PRODUCTION MANAGER – The person responsible for overseeing details in the creation of a television or print advertisement.

PROMOTION – A method of increasing sales of merchandise through advertising; any activity designed to enhance sales.

PROPAGANDA – The promotion of specific ideas or views, often political in nature.

PUBLICIST – A person hired to promote a cause, individual, or product by generating free advertising; a press agent.

PUBLICITY – The dissemination of promotional material to draw interest or generate sales.

PUBLIC RELATIONS P.R. – The business of generating goodwill toward an individual, cause, company, or product.



: Introduction to Advertising

PUBLIC SERVICE ANNOUNCEMENT P.S.A. – Announcement on television or radio serving the public interest and run by the media at no charge. For example, a utility company might do a series of PSA's on the subject of saving energy in the home. Each one would feature the company's name.

RATE – A cost-per-space-unit of print advertising or cost-per-time-unit in radio and TV advertising. Newspapers usually publish rates per column inch or line. The electronic media sell 15-, 30-, or 60-second time units.

RATEHOLDER – A small classified ad run in every issue of a print publication for the duration of an advertising contract. The total linage entitles the advertiser to the lowest possible rate on all classified ads, both display and in-column.

RATING – A measure of audience for a television or radio program, used to establish advertising rates.

REFUSAL – The right of the first actor or model cast in an advertisement to refuse or accept the assignment.

RELEASE – The signed permission given by a person to use his or her photo, voice, name, or testimonial statement commercially.

REMNANT SPACE – Print advertising space that is left over and sold at a discount at the last minute.

RESIDUAL – A payment made to a model, actor, or singer each time an advertisement is played, shown or run.

ROLLOUT informal – Geographic expansion of a campaign from a single test market outward, as to a regional or national market.

SANDWICH BOARD – Two hinged boards, adorned with advertising messages that are placed at an advantageous location or hung over someone's shoulders.

SCATTER PACKAGE – An arrangement to air television commercials at various times or intervals.

SESSION – Recording session for a radio or TV commercial; also, a photo session.



Introduction to Advertising

SESSION FEE – The amount paid to talent or artist for a day's work in a single session.

SHOOT – The taping or filming of a commercial, in a studio or on location.

SIZZLE – Dazzle or excitement, as opposed to substance. In its bid for consumers, some advertising plays up the "sizzle" rather than the "steak."

SKYWRITING – Writing across the sky by means of chemically produced smoke emitted from an airplane.

SLANT – The emphasis of a campaign or advertisement; hook; peg.

SLICE-OF-LIFE – Denoting any presentation that depicts naturalistic, everyday activities.

SLOGAN – Short, memorable advertising phrase: Examples include "Coke Is It," "Just Do It," and "Don't Leave Home Without It." When a product or company uses a slogan consistently, the slogan can become an important element of identification in the public's perception of the product.

SNIPING – The act of pasting up outdoor posters over billboards or on empty structures, walls, and traffic poles, often without permission.

SOFT SELL – Subtle or unpressured advertising technique.

SPACE – A page or section of a page bought for advertising purposes in a newspaper, magazine, or catalog.

SPEC – Short for "speculation." Work done "on spec" is done for no guaranteed remuneration, in hope of winning the job, campaign or account in question. Pitches to prospective clients used to be done almost exclusively on spec.

SPOKESPERSON – A well-known person serving as a regular advocate of specific product or cause.

SPOT ADVERTISING – Any advertising presented in selected locales rather than on a national level.

SPOT SPOT ANNOUNCEMENT) – 15- or 30-second radio or television commercial.



: Introduction to Advertising

SPREAD – Advertisement or other print presentation that takes two facing pages in a magazine or newspaper. A full-page "spread" fills both pages and may take up the gutter in between as well.

STABLE – Display that is suspended or that rises from a pedestal at different levels and planes, none of which move.

STANDARD ADVERTISING UNIT S.A.U. – System of standard dimensions for print display advertising based on six columns, each 2 1/16 inches wide, with a 1/8 inch "gutter" between columns. Because nearly all broadsheet newspapers are now in SAU in their display pages, a single ad may be used in many places without resizing.

STET – From Latin for "let it stand." Used in copyediting and proofreading to signify that the original copy, not the revision should be used.

STORYBOARD – A series of panels roughly depicting scenes, copy, and shots proposed for a television commercial. The storyboard gives the client a good idea of the agency's concept for a commercial, before extensive production charges are incurred.

STREAMER – A long, narrow sign with a message in bold type hung across open area, window, or doorway.

STYLIST – Hair and/or makeup artist on a television shoot.

SUBLIMINAL ADVERTISING – Concealed appeal to consumers' unconscious awareness to buy product.

SUBWAY CARD – An advertising poster attached to the interior of a subway car.

SWEEPSTAKES – A lottery, in which winners are randomly selected, often used to induce purchase of a product as a condition of entering the contest.

TALENT – Actors, models, and singers employed in advertisements.

TALENT AGENCY – An organization that represents actors and models appearing in advertisements.

TARGET AUDIENCE – The consumer group most likely to buy a specific product and identified by region, age, demographics, or economic status. The



: Introduction to Advertising

target audience might be as wide as "adults aged 35-54," or as narrow as "female high school prom-goers in Wabash, Indiana." Effective ads are created and placed in media with the target audience clearly in mind.

TARGET MARKET – Target audience.

TELEMARKETING – Selling, or advertising, or market research done by telephone.

TESTIMONIAL – A statement, often given by a celebrity, affirming the value of a product, event or service. The authority, glamour, character or special knowledge of a celebrity can reflect on the advertised product. Michael Jordan, perceived as an expert on sports footwear, speaks for Nike. Customer testimonials are also commonly used.

TEST MARKET – A consumer group interviewed to determine target audience.

TEST MARKET SPOT – A spot used exclusively on the test market and monitored for its effectiveness.

THROWAWAY – A handbill or some other printed matter distributed free to residences and containing local advertising; a novelty item used to entice consumers into buying an item for sale.

TIE-IN – A campaign to link products, media, or markets.

TIME SLOT – A specific time bought for airing a commercial on radio or television.

TRADE NAME – The name used by a company to describe and distinguish its brand of a generic product. Kleenex is a trade name for a brand of tissue; Xerox, a single brand of copier.

TRADE-OUT – A barter arrangement for the exchange of commercial time, advertising space, products, or services.

TRADE SHOW – A convention at which advertising agencies or related companies show and compare products and ideas. Companies frequently underwrite elaborate displays, receptions, presentations and giveaways for trade shows in their industry.



4: Introduction to Advertising

UPSCALE – Having a look, feel or price designed to appeal to a well-to-do urban market.

VOICE-OVER V.O. – Recorded off screen voice heard on a television or radio commercial.

WANT AD – Classified recruitment ad; an advertisement for personnel; also known as "help wanted" ads. The Motto agency utilizes an eight-point check list of criteria that maximize response to help-wanted ads.

WILD SPOT – A radio spot, appearing in various slots and locales, neither regional nor national, or on a non-network station.

2.7. EXERCISES AND QUESTIONS

Q1. What are the major steps involved in the process of Advertising?

Q2. Discuss about the various stages of layout.

Q3. Discuss in detail about the various elements of an Advertisement.

Q4. What are the major functions of an advertising agency? Discuss.

Q5. Discuss the organizational structure of the Advertising Agency.

Q6. Discuss in detail about the Code of the Advertising Standards laid down by the council of India.

Q7. What are the benefits and harms of Advertising?

Q8.

2.8. FURTHER READING

1. Advertising and public relations by B.N.Ahuja & S.S.Chhabra

2. The Complete Advertising and Marketing Handbook; by Herschell Gordon Lewis

3. Confessions of an Advertising Man; David Ogilvy; Longman, HarlowMass

4. The Complete Guide to Advertising; Torin Douglas; Macmillan