

BACHELOR IN MASS COMMUNICATION (BMC)

BMC- 113 UNIT-II BLOCK-E

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This lesson deals with writing for press releases, news letters and house journals. The structure of lesson will be as below:

- 1.1 Objectives
- 1.2 Introduction
- 1.3 Writing press release
- 1.4 Headings, contents, layout and styles etc.
- 1.5 House journals
- 1.6 Newsletters
- 1.7 Summary
- 1.8 Key words
- 1.9 Self assessment questions
- 1.10 Suggested readings

1.1 Objectives:

After going through this lesson you will be able to understand how the press releases are prepared and you also will be able to write it for yourself.

In this lesson the following themes are taken care of:

1. The materials preparation for writing press releases
2. Writing and production of house journals
3. Writing and production of newsletters

1.2 Introduction:

As we know that writing good English is one of the most difficult things in the world. More so when it comes to writing for the press. Because writing for the press is entirely different from other forms of writing.

The importance of style

The effective communication demands, clear and consistent style, according to John Foster.

Style changes fast. Compare, for instance a magazine or newspaper printed only few decades ago with one of the 1990s. Overuse of the capitals still phraseology and solid slabs of type unrelieved by sub headings were all common place in 1950s and 19960s. Even now it is not hard to find press releases ridden with banalities. Boring headlines level heading devoid of verb and verve, poorly punctuated reports and letters, and probably worst of all inconsistencies in spelling.

1.3 Writing press release

Headings

The release should be clearly identifiable as a communication for publication or broadcasting. Releases should carry a heading such as 'News Release' 'Press Release', 'Press Notice' or 'Information from ABC' etc. Some things should be clearly indicated while drafting the releases. Like a consultancy firm issuing the release on behalf of a company. The consultancy firm must make it clear that the release has been issued on behalf of their client company. In such cases headings should be in capitals or upper and lower case of not less than 18 points so as to stand out from the heap of other materials on sub-editors desk. The heading is normally printed in the corporate color. The typeface and style of the issuing organization are normally indicative of the headings.

Essential information

Apart from the content of the release some information are essential. I t is mandatory that the release carries the full name and address of the organization which issues the release. It is supported by the telephone number and fax number. In today's time it also becomes important to create e-mail or web site addresses. They are given prominent space in the release. The date of issue of the release is also important. Type the date of issue of the release. Also give the name and address of the contact person along with the phone number and e-mail address.

Titles

Generally, the title of the release is typed (or word processed) in bold capitals but not underlined. It should say in as few words as possible what the release is about. Normally the titles do not run more than one line. Use a present tense verb. When the subheadings are used, they should be in upper and lower case, either in plain or bold type.

Content

The contents of the release must be brief and factual. It appears very good if you keep the sentences short. Two sentences per paragraph is just ok and one sentence will be enough to get a particular thought. The opening paragraph must contain the essence of the story of the release and must display the news in itself. Certain queries must be answered. Questions like the who?/when?/where? must be answered in the same way that a reporter is required to do. For example, if a Minister has made a statement, give his name and his portfolio, the date (if you say 'today' put the dates in brackets afterwards so there can be no mistake), where the statement was made, name the place, particularly when it is a hotel or a public place. A common practice is to put the last two details in a second paragraph stating Mr. So and So was speaking on (date) and (place) to save cluttering up the opening paragraph with the detail. The paragraph that follows should expand on the story. Try not to run over to a second page. Write in a factual or news style. Avoid flowery adjectives and superlatives when you are describing products and services. If there is a lot of technical data, put them in an attachment.

Layout and style

Generally the copy is typed double-spaced. This is just to give a fair chance to the sub-editor plenty of spaces to make changes. Put extra space between the paragraphs. Do not underline any of the copy. Likewise, do not set any copy in italics or bold. When titles of a book, film or article are carried within the text, use the single quotes.

Type on one side of the paper. If there is a continuation sheet, type "More" at the foot of the page. DO not break a paragraph at the end of a page. Leave a decent margin on each side. Use double quotes for direct quotations, a style which follows in newspapers. At the close of the copy, type "END".

Embargoes

Embargoes are forms of requests to withhold a particular publication until a specific time and date. Avoid them as far as possible. However, if you decide to issue a release under embargo, make it clear above the title of the release. An example is given below:

EMBARGO: THIS INFORMATION IS ISSUED IN ADVANCE FOR YOUR CONVENIENCE. IT IS NOT FOR PUBLICATION OR BROADCAST, OR USE ON OTHER TAPES BEFORE (Time) ON (Date).

Only one press release in ten is published in newspapers. The Institute of Public Relations (IPR) comes out with three reasons for failure of most releases. They are:

- A release may not contain news, or if it does, it is so insignificant or so specialized that no one is interested except the issuer.
- Many releases are badly written, include too much technical jargon and material and hide the real story deep in the body of the release.
- Many of the releases are not targeted accurately and are sent with a scatter-gun approach to all contacts in the media list.

According to John Foster timing the release is fairly critical. If a release has to mail, it should be remembered that mailing might take longer than the schedule of publication. It is better to send messengers or to fax it provided photographs are not sent. E-mail could be one option. It will be helpful while sending e-mails that a phone call should be made telling the desk editor that a release is coming.

John Foster also argues that there is no point sending out a release if it is not news. Foster quotes Pat Bowman, former head of public relations for Lloyds Bank:

News value is relative; minor stories make news on a slow day. Only big news counts on a busy day. A boring product story may be valuable news to a trade paper, but no publication with a general readership would look at it. How it is written will make all the difference in perception of a story: if it is written in a lively interesting way it is more likely to be seen as important; if it is expressed in a boring fashion, using tedious, hard to grasp, waffle words and phrases then it will be considered dull.

David Wragg (Institute of Public Relations) prescribes certain procedures for successful press release. They are described in the following paragraphs:

A single A4 page is generally used since it is convenient.

Unnecessary and pointless phrases such as 'announces' or 'is pleased to announce' should be avoided. Two inches should be left at the top for the newspaper sub-editor to write instructions to the printer and to add a headline. There should be a one-and-a-half inch left hand margin for the editor's amendments and text should be double-spaced.

Always date the release at the top, so that the news editor can see that the story is current. A short, eye-catching headline is needed to attract the attention of a busy news editor.

The main facts should be included in a short first paragraph. A busy sub-editor will cut from the bottom. The ideal release should still be able to work if only the first paragraph is printed. Quotes should be included, attributed to a named senior individual for impact; if the target press are local, the branch manager will be more appropriate. Each paragraph should not be more than three sentences, with just one or two for the first paragraph.

Too much detail detracts from the impact, but significant points must be included: accuracy is paramount. Good journalistic style is better than legal niceties.

Jargon should be avoided whenever possible, especially when writing for the general press. Superlatives should not be included, such as 'best', 'first' or 'excellent'.

A brief concluding statement about the organization's activities should be included if it is not well known. A contact name and both daytime and out-of-hours telephone numbers should be included at the foot of the release.

Several versions of the same release may be provided for different audiences and the publications might appreciate a longer version of the release, perhaps with a data or a specification sheet.

If a good photograph adds to the story better carry one. Also look for other necessities like brochures of price list etc to complement your data. There is an immense need of flexibility in using embargoes.

Some common terms

Some terminologies need to be understood if you are about to write the releases. The following terms are reproduced from Institute of Public Relations guidelines.

Deadline: This indicates the time at which the story of the release must be kept ready. While dealing with the journalists it is important to mention the deadline. If there is any query from the newsmen, it is mandatory to explain the questions before the deadline.

Embargo: Embargoes are forms of requests to withhold a particular publication until a specific time and date.

Non-attributable: There are times when someone might be happy to see something reported, but less happy to have their name attributed to the remarks in print. A quote may be attributed to 'a spokesman under anonymity', 'industry source' etc.

No comment: There are some people who understand the right way to address any press query. However, sometimes comments cannot be made on certain issues. For example, when a matter is *sub judice*, it cannot be commented upon in the media. But this should be explained. Customer confidentiality is another example when comment is difficult.

Off the record: This term is generally used when some materials or names of persons may not be quoted. The material said was meant only

for the information of the journalists. It is important that the intention to go off the record is made clear before making the statements, and that the journalist agrees to the condition.

On the record: Remarks to a journalists are considered automatically as on the record unless the condition of 'off the record' is not mentioned.

Quote: Quotes provide the journalists with authenticity and additional authority. Ideally, the quotes are attributed to a named source, for example 'the spokesperson'.

Scoop: Scoops are generally the 'exclusives' carried in the media. Giving scoops to one journalists might be worthwhile on occasion, but invites the danger of offending the rival newspapers.

1.5 HOUSE JOURNALS

House journals are known differently at different organizations. Some call it 'House magazines' or 'House Organs'. From time to time, organizations produce their in-house journals. House journal is a popular tool of internal communication. Rayudu and Balan list some nature and characteristics of a house journal.

Essentially, house journal is an in-house magazine of a company or organization distributed to its employees, shareholders, dealers, customers etc. House journals are designed primarily to help improve the employer-employee relationship. It also maintains good relations with the external public.

House journals are very powerful tools of public relations. While it attempts to improve and maintain the internal public of a company to gain their goodwill and dedication, it also reaches out to the external public.

Copies of house journals may be sold to its internal publics in order to finance the journal while companies may sell house journal space for advertisements in order to meet the cost of printing and production etc. However, it should be made clear that house journals are not advertising media. Essentially house journals meant for free circulation

An organization may publish a variety of house journals for each group, or may be for each different product, or still for different manufacturing unit.

House journals are classified according to the size, readership, frequency etc. A house journal may be the size of a pocket book, or a standard full size or still a large size. Frequency is one way of determining a house journal. House journals may be dailies, weeklies, fortnightlies, monthlies etc.

The size of house journals may vary. Size can be determined by column and column width, typesetting etc. Another important consideration is the frequency of the house journal. The periodicity of the house journal is very important. They can be weeklies, or monthlies etc.

A small size house journal may have a limited number of pages, say 6 to 12. Large house journals have more number of pages. The number of

pages reflects the quantity and weight of a house journal. The number of pages is an important factor for determining production and printing costs, which are usually in the multiples of four.

The house journals communicate in two directions. They are meant to serve as a means of communication for internal communication to the management and play important role in communicating the views and desire of the management at various levels within the organization.

A house journal indicates the progress of a firm to the employees the shareholders, dealers etc. They carry information on the financial position, market potential and other activities which instill confidence and provide a platform for participation and display of talents and creativity of the employees. House journals promote industrial relations and good mutual understanding between the employees, dealers and the management. The employees, shareholders, dealers etc. also can also communicate with the management as well as others on matters of mutual interests.

Use of colors attracts the interests of the readers of house journals. There are two classes of colors-chromatic and achromatic. The chromatic colors are yellow, orange, red etc. Achromatic colors are black and white colors. For printing purposes there are four colors. They are identified as cyan (blue), magenta (red), yellow and black.

However, in many organizations hierarchical relationship bogs down the independence of thought of some employees and there is a good reason of lost of creativity since they have to work only in one line. Another reason for disadvantage of house journals is that they cannot be compared with the professional advertising agencies and do not conform to the standards of journalism. Nevertheless, there is a growing popularity of the house journals among the corporate houses.

There are two important methods of the distribution of the house journals- handing out, and posting copies.

Handing out is the cheapest and satisfactory method of distribution of house journals. In this methods copies are distributed among the employees from department to department or office to office etc.

Posting copies is yet another important method of the distribution of the house journals. Dealers, stockholders and other external publics generally require posting. A separate mailing list is maintain from time to time.

Posting can be done in two ways: flat and roll and wrapped. If the journal is mailed it becomes more attractive and more inviting to read. A rolled and wrapped magazine can look a mess when unrolled and unwrapped and hence an enveloped is generally required and appreciated. The matter of folding should be fixed when planning the size of the page and choosing the paper.

The general contents of a house journal are:

1. Cover photograph.
2. Editorial.
3. Feature articles.
4. Board of management and official news.
5. Other photographs of various activities taking place in the organization like cultural programs etc.
6. News about service matters-promotion transfer etc.
7. Suggestions, complaints etc.
8. Letters to the editor.
9. Research and development activities.

1.6 THE NEWSLETTERS

A newsletter is one of the methods of direct mail communication resorted to by the organizations. Newsletters are informal printed reports giving information. They are mailed regularly to members and other interested users of selected groups. A newsletter is a widely used publicity tool among the business groups. Newsletters have good impact on the readers.

Many commercial and non-commercial organizations have invested in bringing out newsletters since newsletters are more suitable in a competitive society. Generally newsletters are distributed free of cost. However, some may still charge for their publication.

Newsletters provide a platform for updating information on a specific subject, event or occasion. The importance of newsletters is growing rapidly. Most find it as the most effective and powerful means of communication. Most organizations- public or private are publishing newsletters because of the advantages of speed and are quick to read.

Though the newsletters are costly in print and production, many publishers go for high graphic and printed matter in multi color.

The newsletters originated as a commercial publication, providing hard to get and up-to-date information on a specific subject. Today, the public relations newsletters is provided free to a selected list of customers or clients, media and others.

There are some points to be undertaken for a newsletter. Herbert Baus and Philip Lesley list the points as follows:

1. Does the organization have something to offer in a newsletter. It is unwise to publish a newsletter because others do it.
2. Will the newsletter convey what is unique about the organization or why the recipients should give special attention to it?
3. Is distribution list readily available or can it be assembled and maintained with reasonable effort and cost?
4. Is there someone available with the knowledge and skill to perform an excellent job?
5. How often should it be issued? Because it will have repercussions on the budget of the organization.
6. What should be the format for publication? The number of pages depend on the materials available

With the advent of Desk Top Publishing (DTP) newsletters can be produced at lower cost and faster rate.

1.7 Summary

The release should be clearly identifiable as a communication for publication or broadcasting.

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It is mandatory that the release carries the full name and address of the organization which issues the release.

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House journals are classified according to the size, readership, frequency etc.

1.8 Key words

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Scoop: Scoops are generally the 'exclusives' carried in the media. Giving scoops to one journalists might be worthwhile on occasion, but invites the danger of offending the rival newspapers.

1.9 Self assessment questions

Q.1 What is a press release?

Q.2 Discuss the importance of style in a press release.

Q.3 Define a House journal. What are publics of a house journal

Q.4 What are the general contents of a house journal?

Q.5 What is a newsletter?

1.11 Suggested readings

- 1. Handbook of Public Relations and Communications; Philip Lesly; Probus Publishing Company, Chicago, USA.**
- 2. Communication in Organization; Dalmar Fisher; West Publishing Co.**
- 3. Marketing Communications- Theory and Practice; Niraj Kumar; Himalaya Publishing House, Mumbai.**
- 4. Principles of Public Relations; C. S. Rayudu, K. R. Balan; Himalaya Publishing House Mumbai.**
- 5. PR and Media Relations; Dr. G. C. Banik; Jaico Publishing House, Mumbai.**
- 6. Effective Writing Skills for Public Relations; John Foster; The Institute of Public Relations; Crest Publishing House, New Delhi.**
- 7. Media and Communication Management; C. S. Rayudu; Himalaya Publishing House, Mumbai.**
- 8. Effective Media Relations- How to get results; Michael Bland, Alison Theaker, David Wragg; The Institute of Public Relations; Kogan Page Pvt. Limited.**

PR in India

BMC-113 BLOCK-D UNIT-II

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LESSON STRUCTURE

We shall discuss the lesson as structured below:

- 1.1 Objective**
- 1.2 Introduction-Indian concept of PR**
- 1.3 PR in public and private sectors**
- 1.4 PR in government**
- 1.5 Objectives of PR in government**
- 1.6 PR in private sectors**
- 1.7 Summary**
- 1.8 Key words**
- 1.9 Self assessment questions**
- 1.10 Suggested readings**

1.1 Objectives

The objectives of this lesson are:

- To understand the concept of public relations in the Indian context
- To understand the growth of PR in India
- To understand the process of public relations in the government sector
- To understand the process of public relations in the private sectors

1.2 Introduction- the Indian concept of public relations

According to J. M. Kaul public relations is an applied social and behavioral science that measures, evaluates and interprets the attitudes of the relevant public, assists management in defining objectives for increased public understanding and acceptance of the organization's products, plans, policies and personnel, equates these objectives with the interests, needs and goals of the relevant public, and develops, executes and evaluates a program to earn public understanding and acceptance.

Public relations, according Samar Basu, is the attempt to engineer public support for an activity, cause, movement or institution by information, persuasion and adjustment.

R. K. Balan opines public relations as a profession that does not make you consent without your consent by highlighting the rewards of 'mutual understanding' and the risk in misunderstanding between individuals, groups, government and nations in this restless world of 'man, the unknown'.

The history of PR in India can be divided into three broad phases according to G. C. Banik.

1. The era of propaganda.
2. The era of publicity
3. Modern public relations.

The era of propaganda is as old as the history itself. Propaganda has been using in some form or the other by the rulers and great leaders. The great rulers, from the Mauryas to Mughals to the British East India Company used propaganda techniques to keep an eye on the intrigues of their enemies. The statement of Ashoka the great that 'the king should be like a father' is considered public relations to gain the goodwill of his subjects whom he treated like his own children. Public relations involves an old and simple political instinct.

Although there is no clear demarcation, the era of publicity can be traced to the first war of Indian independence. After the great revolt, Queen Victoria of England took the reigns of Indian administration and the British government

started their public communication strategy through newspapers. The establishment of the Editors' Room in 1858, and the institution of the post of First Press Commissioner in 1880 were landmarks in the publicity stunts of the British government. The formation of publicity boards during the First World War, and the Directorate of Information and Broadcasting during the Second World War were significant developments in the publicity history of India.

Modern public relations starts with the country's independence from the clutches of the British. Independent India assured freedom of speech and expression and laid more emphasis on the importance of information between the government and the public. Since independence, public relations became a fast growing profession in India against the backdrop of a fast changing political, economic and industrial scene. The profession got more impetus with the coming of multinationals due to open trading- privatization and liberalization.

During the sixties there was rapid growth in industries. Though the private sector companies started their existence the core of business remained with the public sector companies. Government was the sole investor in the public sector companies and was answerable to the Parliament. Therefore there was accountability and transparency. Public sector organizations like Oil and Natural Gas Commission (ONGC), Steel Authority of India Limited (SAIL) etc. have very good PR set up.

Growth in economy and infrastructure were seen in the seventies. This period had also seen the tight government regulations and control which became infamous as "Licence Raj". During this period PR became prominent in the public sector organizations due to growing profitability and consequent expansion programs.

The eighties was a remarkable period for the public relations in India. This period marked the proliferation of the business media and also marked the surface of investigative journalism on business and politics. This brought the business houses under public scrutiny. Due to this Indian businessmen had to rely on their image building techniques. This period also marks the coming of PR agencies- either as units of advertising agencies or independently. Among the firsts were Ogilvy & Mather PR and Mel-cole PR followed by IPAN of Hindustan Thompsons and Good Relations of Taj group of Hotels.

Globalization and liberalization with deregulation in industries are significant landmarks of the nineties and the present times. The Public Relations Society of India (PRSI) the professional body of Indian PR practitioners was established in 1958 and affiliated to the International Public Relations Association (IPRA). By this time there were institutes established to train the profession. The nineties are remarkable years in the history of public relations in India since this period happened to be the watershed period of Indian economy. New Economic Policy introduced in 1991 deregulated the industries and started the process of

liberalization and globalization. That attracted the foreign investors bringing in MNCs. And with the coming of these foreign investors, new PR cultured also started.

1.3 PR in public and private sectors

Public as well as private sector enterprises were launched in India with aims to earn profit. Their missions and objectives were not clearly defined, leading to the loss of good image. Enterprises in both the sectors became inefficient, unproductive, therefore making huge losses.

The main characteristics of these enterprises were underutilization of capacity, management without proper planning and lack of professional attitude.

1.4 PR in government

Public relations in government departments have its manifestations in publicity-giving news to the media and supplying information about the organization to attract media attention. Public relations in government is quite different from that

of other sectors. AS we know that public is a large community and the public for the government is wide and complex. Government is an organ formed by the people with laid down statutes. The public of the government is composed of groups of teachers, students lawyers, voters, political parties and other walks of life. The major thrust of the government PR is development of all the sectors through publicity and communication for mutual understanding.

Today the central and state governments have established their PR departments for relations with their publics. The public relations departments act as liaison between the government and the public. Both the government and public have an interest in creating an atmosphere of mutual interest and understanding through Public relations programs. Therefore, the government owes a responsibility to report to the public periodically through media in the form of public relations.

The public relation process of the government of India can be seen in the creation of the Ministry of Information and Broadcasting and its various media units. The media units of the government of India are 1. Directorate of Field Publicity, 2. Press Information Bureau (PIB), 3. Directorate of Advertising and Visual Publicity (DAVP), 4. All India Radio etc.

There are public relations departments in all the states and the union territories to handle the dissemination of information on the government plans and policies.

1.5 Objectives of PR in government

Rayudu and Balan list several objectives of public relations in the government. They are as listed below:

1. Constant public relations efforts to maintain high level of confidence and mutual trust.
2. Keeping the public aware of its plans, policies, its future prospects, the quality of service and effective use of public funds and the extent of public support and cooperation needed.
3. Reporting on progress, development, quick achievements, intensively and extensively on events, benefits, physical and financial progress.
4. Mailing periodical printed materials to the existing mailing lists readily available and updated mailing entries.
5. Undertaking education, information and entertainment activities particularly in the rural areas through electronic mass media like television etc.
6. To project major projects of the government facing and also telling about the methods in which the problems are going to be solved.
7. To narrow down the gap in outlook between the urban and rural and urban life and between one linguistic and ethnic group and others.
8. To undertake publicity and information exchange programs to inculcate the feeling of oneness throughout the country.

9. To maintain high level of confidence, trust in the government's role in the social, economic and political activities.
10. To shape public opinion and support opinion leaders.
11. To bring to the public the current, and timely and relevant public news
12. To increase public awareness affecting public affairs and win public support for ideas and cause.

Duties of PR practitioners

The duties of government PR practitioner vary from their counterparts in the business and private sectors. The government sector PR practitioners write press releases and background papers, monitoring the media, arrange press conferences, hold press briefings and produce videotapes, answer questions from reporters, and produce newsletters.

There is a widespread notion that PR in the government sector needs to be more professional oriented. It is the common complain that public relations in the government sector is more personal oriented than the public. It is personality oriented than policy oriented. 'The Press Information Bureau and the state information departments tend to function as trumpeters and drum beaters of the government and even individual ministers, whereas the objectives of official information agencies should be to provide full and rounded information to the public through the media', observed the Second Press Commission in 1982.

1.6 PR in the public and private sectors

Public relations in the private sector play an important role in the Indian economy. It is believed that there is more professionalism in public relations in the private sector than the government sector. The New Economic Policy of 1991 had ushered in a plethora of competitions due to liberalization, privatization and globalization.

The impact of liberalization on the multi-national companies forced new companies for survival and as a result many in-house PR departments were started both for internal and external publics. The aggressive PR activities of the multinational giants forced others to follow the suit. There was an upsurge of government liaison, employee relations etc. Several companies have started hiring public relations professionals leading to a higher consciousness of the stream of public relations. Today, public relations is practiced in three ways- in-house PR department, Full-fledged PR agencies, and a combination of both.

1.7 Summary

The history of PR in India can be divided into three broad phases according to G. C. Banik.

The era of propaganda.

The era of publicity

Modern public relations.

Modern public relations start with the country's independence. Independent India assured freedom of speech and expression and laid more emphasis on the importance of information between the government and the public. Public as well as private sector enterprises were launched in India with aims to earn profit. Their missions and objectives were not clearly defined, leading to the loss of good image. Enterprises in both the sectors became inefficient, unproductive, therefore making huge losses.

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Public relations in the private sector play an important role in the Indian economy. It is believed that there is more professionalism in public relations in the private sector than the government sector. The New Economic Policy of 1991 had ushered in a plethora of competitions due to liberalization, privatization and globalization.

1.8 Key words

Propaganda: Propaganda has been using in some form or the other by the rulers and great leaders.

Publicity: Although there is no clear demarcation, the era of publicity can be traced to the first war of Indian independence.

Public relations: Public relations is the attempt to engineer public support for an activity, cause, movement or institution by information, persuasion and adjustment.

1.9 Self assessment questions

Q.1 What are the objectives of government public relations? Describe them in your own words.

Q.2 Discuss the conditions of public relations in India during the 1990s.

Q.3 State and explain the professionalism in public relations in the private sectors vis-à-vis the government sector.

1.10 Suggested readings

- 9. Handbook of Public Relations and Communications; Philip Lesly; Probus Publishing Company, Chicago, USA.**
- 10. Communication in Organization; Dalmar Fisher; West Publishing Co.**
- 11. Marketing Communications- Theory and Practice; Niraj Kumar; Himalaya Publishing House, Mumbai.**
- 12. Principles of Public Relations; C. S. Rayudu, K. R. Balan; Himalaya Publishing House Mumbai.**
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INTRODUCTION TO ADVERTISING: Concept, Definitions and Functions of Advertising

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LESSON STRUCTURE:

There is a saying in the field of advertising; '*doing business without advertising is like winking at a girl in a dark room*'. This saying tells a lot about the importance of advertising. The importance of advertising can also be judged from the fact that there is hardly any kind of organization that does not use advertising.

Advertising has emerged as a major tool of marketing communication. It informs people about the advertised products, it creates positive images; and it persuades. In this lesson, we shall discuss about the basics of advertising. We shall also focus on the functions of advertising. Finally, we shall discuss some definitions of advertising. This lesson shall be structured as follows:

- 1.0 *Objectives*
- 1.1 *Introduction*
- 1.2 *Presentation of Content*
 - 1.2.1 *Advertising- An Overview*
 - 1.2.2 *Nature and Scope of Advertising*
 - 1.2.3 *Objectives of Advertising*
 - 1.2.4 *Functions of Advertising*
 - 1.2.5 *Definitions of Advertising*

1.3 *Summary*

1.4 *Key Words*

1.5 *Self-Assessment Questions (SAQs)*

1.6 *References / Suggested Readings*

1.0 OBJECTIVES:

Advertising has many faces. Some advertisements entertain us through humour. Others make us think. Some advertisements talk to us directly while others adopt an indirect approach. Some ads take us on tours of exotic locale. Some others provide us valuable insight. Some provide information; some entertain us, while some others try to educate us. All advertisements basically try to persuade us. Although critics say that advertising does advocacy and tries to influence us.

But to begin with we shall discuss about the concept of advertising. The objectives of this lesson are:

- *To understand the concept of advertising*
- *To know the Objectives of Advertising*
- *To know the various functions of advertising*
- *To know some important definitions of advertising*

1.1 INTRODUCTION:

Advertising is as old as civilization and commerce. It began in the days of exchange of goods when artisans and producers started trading their products and produces. Since the earliest days advertising has been utilized to attract favourable attention to goods and services with a motive to increasing acceptance, sale or adoption.

Over the years it has grown and evolved into a full-fledged industry. Now, it has become an essential part of business. Modern advertising generally refers to *the use of mass media and other specialized advertising media to carry paid messages for commercial purposes, to advance any cause or ideology, to promote an event, place, institution, or a political candidate, etc.*

In this lesson, we shall discuss the basic concept of advertising, the major functions of advertising, and also some major definitions of advertising.

1.2 PRESENTATION OF CONTENT:

Advertising has become a ubiquitous (or omnipresent) and powerful element of modern business. It has also become an inseparable part of contemporary societies. As a major communication force it plays an important role in the shaping and operation of the whole mass communication system (mass media ranging from the newspaper to the Internet), for which it provides primary economic support.

It now reflects the changing business practices, the developments in technology and lifestyle, the fast changing wants and attitudes of consumers and of course the availability of newer and newer media of advertising.

We shall discuss about all these aspects in this lesson. The content of this lesson shall be presented as follows:

- *Advertising- An Overview*
- *Nature and Scope of Advertising*
- *Objectives of Advertising*
- *Functions of Advertising*
- *Definitions of Advertising*

1.2.1 ADVERTISING - AN OVERVIEW:

Many people say that advertising sells. But in reality it is only one small and minor factor that leads to sale of products. Others say advertising informs, creates awareness and helps us make informed-buying-decisions. That is, it is a powerful tool of communication that is used to persuade prospective consumers.

But critics say that advertising influences, it instigates and makes us buy things that we don't want. It is also said that advertising manipulates our needs and also creates false needs. However, advertising has no power to create or manipulate needs. Of course, it plays with or exploits our wants.

On the one hand, advertising is a means of promoting products - goods, services, ideas, causes, places, people, institutions, political candidates and parties, etc. Advertising does this by conveying a message (commercial or social) to the target audience.

At another level it creates *distinct, differentiable* and *favourable images* for the advertised products. And advertising tries *to establish the presence of the*

advertised products, to create awareness, to reinforce this awareness by continuously reminding the consumers to achieve its ultimate goal of acceptance by the consumers.

And advertising is mostly carried out in a continuous and consistent fashion, i.e., in the form of advertising campaigns. This helps create a distinctive personality and a positive reputation for the product and also for the company.

Advertising makes use of an extraordinarily heterogeneous range of channels or media of communication. These advertising media include *newspapers, magazines, radio, television, cinema, video, out-door media (wall-writing, banners, posters, neon signs, sign boards, hoardings, balloons, sky-writing etc.), transit media (all types of vehicles), printed publicity material (pamphlets, leaflets, brochures, catalogues, etc.) and a host of other media including show windows, in-store displays, office stationary, post all stationary, telephone directory, yellow pages direct mailers and of course, the Internet.*

Advertising for different types of products use different advertising approaches. There is less advertising for highly expensive products (industrial goods and exclusive products) that are sold to limited people. Heavy advertising is required (higher advertising-to-sales ratio) for consumer products - particularly for similar types of brands belonging to the same product categories. These are called parity brands and require not only more advertising, but also a different style of advertising.

Whereas industrial goods adopt basically an informational approach, parity products (with similar brands) require advertising that creates a symbolic aura of special identity for a particular brand, service or company. This way advertising endows these brands, services, and companies with meanings and values extraneous to their essential character.

In simpler words, advertising not only highlights the physical and functional features of the products advertised, it also adds an extra dimension by creating a distinct image.

1.2.2 NATURE AND SCOPE OF ADVERTISING:

By now you must be familiar with the concept of advertising. Before discussing further, let us differentiate between advertising and advertisements. Advertisements are any materials that are used to convey persuasive messages to target prospects. These could be printed in newspapers or magazines, jingles on radio, commercials on TV. These reach people at home and outside. These are carriers of commercial or social persuasive messages.

On the other hand, advertising is a process. It is the process of using advertisements to promote a product. It includes the process of planning, developing, preparing and producing, placing the advertisements in the selected media and finally evaluating the effect of the advertisements.

Some people believe, "it pays to advertising" or advertising is beneficial to business. Some people think of it as a waste of money. Some others are little confused and say, "half the money I spend on advertising is wasted. But I do not know which half".

While such divided views about the benefits of advertising exist, there is no denying that advertising plays important roles. Now let us discuss about the various advertising styles.

Advertising is often humorous. Many advertisements use humour to highlight the benefits of the product being advertised. Humour is also used to attract attention or even gain approval. Advertising uses emotions. It uses love, affection, etc. to a great extent. Some times it exploits our fears and fantasies.

Many advertisements feature beautiful women, handsome men, cute kids, etc. Advertising also uses majestic beasts and cuddly animals. It features beautiful places.

Many ads also use personal testimonials by authorities, by non-authoritative but well-known personalities, by company spokespersons. Sometimes advertisements feature ordinary consumers in pseudo-documentary "slice of life" style.

Advertising can be purely informative and irrationally emotional. Sometimes it uses a direct style. Sometimes it is very subtle or indirect.

Sometimes the message is conveyed loud and clear. Other times it is whispered silently and subtly.

Some advertisements talk about the product featured and do not make any reference to the competitors. Sometimes they take on the competition head on and make comparisons to prove their own superiority.

As we have discussed earlier, advertisements try to attract attention and sustain interest. But in today's cutthroat competitive situation, top-of-the-mind brand recall is of utmost importance. Every advertiser wants his brand to be the first name that comes to consumers' mind when they make purchase decisions.

This is one of the reasons why advertising people try to create memorable ads. There are numerous advertisements, which have become classics in terms of memorability. The phrases and images used in such memorable ads have entered popular culture through imitation and parody.

But being remembered and admired does not mean that advertisements will succeed in their desired goal. So advertising experts stress on the importance of focusing attention, minimizing visual and other distractions, avoiding incongruities or differences between the verbal (copy and script) and visual elements of the message, the relevance of the message, etc.

The most important things, however, are that the ad messages should 'connect' to the target audience and have the credibility to really encourage them to try and continue using the advertised product. Here a careful balancing of the 'creative' and 'commercial' elements is required.

While some people think advertising to be an 'expenditure', most people consider the money spent on advertising as an investment. The only problem with this is that advertising does not bring immediate and measurable returns. The returns from advertisements are mostly long term.

As it takes years and decades for a company to build its reputation, similarly advertising can create images for the products or institutions only over a long period of time. It is, in fact, foolish to expect immediate or short-term results from advertising.

Also it is difficult to differentially calculate or quantify advertising's effects from the overall effects of the entire marketing programme (including product quality, company reputation, pricing, placement and promotional activities other than advertising).

Again advertising does not always aim at increasing sales only. One of its specific objectives is to create a brand image or personality. Once a positive brand image is created, increased sales become a mere formality.

One of the problems with advertising is its high visibility. We see advertisements everywhere. From the privacy of our homes it invades the sanctity of our offices. It is there outside. It is there on the roads. It has become omnipresent.

This problem is often compounded by the high "volume" of advertising. Here we are talking about the quantity of advertising. Practically half the space (even more in certain cases) of all newspapers and magazines is covered by advertisements. Considerable 'time' is granted to advertisements on television also. There are hundreds of hoardings, thousands and thousands of signboards, posters, banners, etc. everywhere. And because of this high visibility and volume, advertising often gets criticized.

1.2.3 OBJECTIVES OF ADVERTISING:

Advertising is always goal oriented. The objectives of advertising are many. Advertising is a pluralistic enterprise and is undertaken to achieve a wide variety of objectives. The most common objectives of advertising are to:

- Promote or motivate prospective customers to find out more about a product or service, for example- to visit the company's website for more information or to visit a dealer for a test drive;
- Create awareness about where to buy a product, about what a product can do, about the major benefits a product will bring to the user or buyer;
- Remind and reassure the consumers that the brand is still the same or better, and will deliver the same or better benefits, and that the brand is trustworthy and reliable;

- Induce preparedness to try through introductory prices, trial offers, coupons, etc;
- Educate or convey information like the new offers, betterment or improvements in product, versatility or multiple use of a product or any additional feature or attribute;
- Project a new brand image/sustain an existing brand image/modify an existing brand image;
- Project a corporate image;
- Bring about immediate sale.

In fact dozens of factors like the product, the price, the place, other promotional activities like sales promotion, public relations and personal selling, consumer's needs, their wants and expectations, their likings and disliking contribute towards the sale of a product.

1.2.4 FUNCTIONS OF ADVERTISING:

For a long time neither advertisers nor advertising agencies bothered much about how advertising worked. But in the modern times, particularly with spiraling media costs and huge investments in advertising, advertisers have started thinking about the effectiveness of advertising.

Thus practitioners of advertising and of course academicians have started taking interest in how advertising works. In the first part of the 20th century, *Daniel Starch*, who pioneered advertising research, suggested a formula. Popularly known as the *Starch Formula*, it says that to be effective on advertisement should be:

- | | |
|--------------------------|-----------------|
| i) Seen, read, or heard, | ii) Believed, |
| ii) Remembered, and | iv) Acted upon. |

Another model was devised soon after. This was the AIDA model that stands for *Attention, Interest, Desire* and *Action*. This model was found to be deficient on the believability count. So an extra element was added to the AIDA model. This element was conviction. Thus the new model came to be known as the AIDCA (*Attention, Interest, Desire, Conviction* and *Action*) model.

Another model devised for this purpose is the PAPA model that stands for *Promise, Amplification, Proof and Action*.

DAGMAR MODEL:

In 1960, Russell Colley propounded a new concept regarding advertising, its purposes, and its functioning in his famous book "Defining Advertising Goals for Measured Advertising Results". Colley's model takes its name from the book (in fact, it is an acronym of the title) and is known as the DAGMAR model. Colley has defined advertising as:

"A paid mass communication, the ultimate purpose of which is to impart information, develop attitude, and induce action beneficial to the advertiser, generally the sale of a product."

He also drew the following conclusion in his book.

"All commercial communication that weigh on (or aim at) the ultimate objective of a sale, must carry a prospect (recipient of advertising message) through four levels of understanding. The prospect must first be AWARE of the existence of a brand or a company. He must have a COMPREHENSION of what the product (or company) is and what will it do for him. He must ARRIVE at a mental conviction to buy the product. Finally, he must stir himself to ACTION".

Now coming to its functions, advertising performs the following specific functions:

- i) Registering the brand name,
- (ii) Reminding the brand name,
- (iii) Reinforcing the brand name,
- iv) Creating brand differentiation,
- v) Creating brand preference,
- vi) Creating brand loyalty,
- vii) Creating brand image,
- viii) Reinforcing brand image,
- ix) Changing brand image,
- x) Creating corporate image,

- xi) Reinforcing corporate image,
- xii) Changing corporate image.

Whatever the objective or function of advertising be, at a basic level advertising is all about *Influencing Through Information and Images*.

1.2.5 DEFINING ADVERTISING:

Advertising is basically a paid form of (or commercial) mass communication. Professor James E. Littlefield and Professor C.A. Kirkpatrick, in their book 'Advertising: Mass Communication in Marketing', have defined advertising while differentiating commercial communication, mass communication, and commercial mass communication:

The basic function of commercial communication is to change a person's attitudes about or actions toward a subject or object.

The purpose of mass communication is to change or reinforce the attitudes of many individuals and, if possible, to cause them to take action favourable to the communication.

The basic objective of advertising as a commercial mass communication mostly is to induce purchase. Advertising tries to succeed in this objective by trying to change the buying behaviour of potential customers, by sustaining or reinforcing the buying behaviour of existing customers, and of course, trying to create or maintain a favourable action towards the advertised product or company.

Even this detailed definition of advertising does not cover all aspects advertising. Some people have tried to define it very briefly.

For example, *Vance Packard* called advertising the "*Hidden Persuader*" (In fact, this is the title of Packard's famous book on advertising).

According to *Albert Laskar*, "*Advertising is salesmanship in print*". Laskar gave this definition in the 1920's when the only advertising media available were newspapers and magazines.

The Definition Committee of the American Marketing Association (AMA) developed one of the most commonly used definitions of advertising in 1948,

"Advertising is any paid form of non-personal presentation and promotion of idea, goods, or services by an identified sponsor".

Although this definition is widely accepted, it still has some shortcomings. In 1988, *Dorothy Cohen*, in her book 'Advertising' pointed out that this definition does not mention about the persuasive nature and advertising, its creative aspects, and the large number of advertising media. So she suggested the following definition,

"Advertising is a business activity employing creative techniques to design persuasive communication in mass media that promote ideas, goods and services in a manner consistent with the achievement of the advertiser's objectives, the delivery of consumer satisfaction and the development of social and economic welfare".

The Institute of Practitioners in Advertising (IPA), British advertising industry's professional body, describes advertising as,

"A fascinating fusion of business and art. The planner, the negotiator, the writer, the artist, the production expert, the management co-ordinator combine to form a team which delivers pertinent and hopefully first-rate advertising solutions to help clients achieve their business goals" (IPA, 1998).

Subroto Sengupta, in his highly acclaimed book 'Brand Positioning: Strategies for Competitive Advantage' defines advertising as follows,

" Advertising is the discovery and communication of a persuasive difference for a brand to the target prospect".

Prof. *Jaishri N. Jethwaney*, who teaches advertising at the Indian Institute of Mass Communication, New Delhi, has provided a working definition in her book,

"Advertising is the art and science of building brands through persuasive communication and positioning them in consumers' perception with constant vigil on the market situation and consumer expectations".

The large number and wide variety of definitions only reflect the fact that advertising has become what it is by borrowing heavily from a wide variety of subjects - psychology, sociology, anthropology, economics, arts, literature, etc.

Also experts from a wide variety of backgrounds have contributed to the growth of advertising as both an industry and a separate academic discipline. And different people from different background who had different approaches to understanding the process, functioning and effects of advertising have developed a wide variety of definitions.

ADVERTISERS' EXPECTATIONS OF ADVERTISING:

Advertising helps in increasing customers for various products. In order to increase the number of consumers, organizations try to expand the demand for their products. Advertising in such a case would aim to turning non-users into users; attract users of a competitive brand; retain existing customers (both through product ads, reinforcing the message, as also through corporate ads aiming at building image of corporate houses). The specific expectations of advertisers include:

- Advertising helps increase primary demand (ads. for milk, eggs, vegetables, meat products, gold, diamond, etc., i.e., when a product category and not a particular brand is highlighted).
- Advertising aims at increasing the usage rate. It attempts to generate sales by increasing the variety of uses, the frequency of use, reducing the time between purchases (ads highlighting various uses of mixers and grinders, shampoo ads advising the viewers to wash their hair at least twice a week and the condensed milk ads dishing out various easy-to-make recipes from the product are some examples).
- Advertising also aims at reducing the time between purchases.
- Advertising helps to identify products and differentiate them from others; it aims at communicating information about the product, its features, and the location of its availability; it inducts consumers to try new products and suggests a variety of uses of the same product. It also stimulates the distribution of a product and builds brand preferences and loyalty.

In a nutshell, advertising has both business and communication roles, i.e., promoting the product and presenting the product.

CONSUMER'S EXPECTATIONS OF ADVERTISING:

Consumers expect information about the following in advertisements:

- Price or value
- Quality
- Performance
- Components or contents
- Availability
- Special offers
- Taste and Nutrition
- Packaging or shape
- Guarantees or warranties
- Safety

Advertising still remains an enigma to many. However, the post World War II generation has been fed so much of advertising that probably they do not think of a life without advertisements and promotions. Advertisers also on their part, appreciating the awareness level of the average consumer, are making advertisements, closer to life.

1.3 SUMMARY:

- Advertisements provide information; some ads entertain us, while some others try to educate us. All advertisements basically try to persuade us.
- Advertising began in the days of exchange of goods when artisans and producers started trading their products and produces. Since the earliest days advertising has been utilized to attract favourable attention to goods and services with a motive to increasing acceptance, sale or adoption.
- Advertising has now grown and evolved into a full-fledged industry. Now, it has become an essential part of business. Modern advertising generally refers to the use of mass media and other specialized advertising media to carry paid messages for commercial purposes, to advance any cause or ideology, to promote an event, place, institution, or a political candidate, etc.

- Advertising is an omnipresent and powerful element of modern business. It is also an inseparable part of contemporary societies. As a major communication force it plays an important role in the shaping and operation of the whole mass communication system.
- Advertising is a means of promoting products - goods, services, ideas, causes, places, people, institutions, political candidates and parties, etc. Advertising does this by conveying a message (commercial or social) to the target audience. It creates *distinct, differentiable* and *favourable images* for the advertised products.
- Advertising tries *to establish the presence of the advertised products, to create awareness, to reinforce this awareness by continuously reminding the consumers to achieve its ultimate goal of acceptance by the consumers.*
- Advertising is mostly carried out in a continuous and consistent fashion, i.e., in the form of advertising campaigns. This helps create a distinctive personality and a positive reputation for the product and also for the company.
- Advertising makes use of an extraordinarily heterogeneous range of channels or media of communication. These advertising media include *newspapers, magazines, radio, television, cinema, video, out-door media (wall-writing, banners, posters, neon signs, sign boards, hoardings, balloons, sky-writing etc.), transit media (all types of vehicles), printed publicity material (pamphlets, leaflets, brochures, catalogues, etc.) and a host of other media including show windows, in-store displays, office stationary, post all stationary, telephone directory, yellow pages direct mailers and of course, the Internet.*
- Advertising is the process of using advertisements to promote a product. It includes the sub-processes like planning, developing, preparing and producing, placing the advertisements in the selected media and finally evaluating the effect of the advertisements.
- According to the *Starch Formula*, to be effective an advertisement should be: *Seen, Read, or Heard; Believed; Remembered; and Acted upon.*
- Another model that illustrates how advertising works is the AIDA model. It stands for *Attention, Interest, Desire* and *Action*. This model has been modified as the AIDCA (*Attention, Interest, Desire, Conviction* and *Action*)

model. Another model that illustrates this is the PAPA model that stands for *Promise, Amplification, Proof and Action*.

- Russell Colley propounded a new concept regarding advertising, its purposes, and its functioning in his famous book "Defining Advertising Goals for Measured Advertising Results". Colley's model is known as the DAGMAR model. Colley has defined advertising as: "A paid mass communication, the ultimate purpose of which is to impart information, develop attitude, and induce action beneficial to the advertiser, generally the sale of a product."
- *The basic objective of advertising as a commercial mass communication mostly is to induce purchase. Advertising tries to succeed in this objective by trying to change the buying behaviour of potential customers, by sustaining or reinforcing the buying behaviour of existing customers, and of course, trying to create or maintain a favourable action towards the advertised product or company. (Professor J. E. Littlefield and Professor C.A. Kirkpatrick)*
- *"Advertising is salesmanship in print ". (Albert Laskar)*
- *"Advertising is any paid form of non-personal presentation and promotion of idea, goods, or services by an identified sponsor". (American Marketing Association)*
- *"Advertising is a business activity employing creative techniques to design persuasive communication in mass media that promote ideas, goods and services in a manner consistent with the achievement of the advertiser's objectives, the delivery of consumer satisfaction and the development of social and economic welfare". (Dorothy Cohen)*
- *"A fascinating fusion of business and art. The planner, the negotiator, the writer, the artist, the production expert, the management co-ordinator combine to form a team which delivers pertinent and hopefully first-rate advertising solutions to help clients achieve their business goals". (Institute of Practitioners in Advertising)*

- " *Advertising is the discovery and communication of a persuasive difference for a brand to the target prospect*". (Subroto Sengupta)
- "Advertising is the art and science of building brands through persuasive communication and positioning them in consumers' perception with constant vigil on the market situation and consumer expectations". (Prof. Jaishri N. Jethwaney)

1.4 KEY WORDS:

Persuasion: It is the art and craft of making people believe in what you have to say and more importantly, getting people to do the things you want done; and the way you want it done. Some advertisements provide information; some entertain us, while some others try to educate us. Basically all advertisements try to persuade us.

DAGMAR Model: Russell Colley propounded a new model known as the DAGMAR (Defining Advertising Goals for Measured Advertising Results) model. According to Colley, "All commercial communication that weigh on (or aim at) the ultimate objective of a sale must carry a prospect (recipient of advertising message) through four levels of understanding. The prospect must first be AWARE of the existence of a brand or a company. He must have a COMPREHENSION of what the product (or company) is and what will it do for him. He must ARRIVE at a mental conviction to buy the product. Finally, he must stir himself to ACTION".

1.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Define advertising in your own words. Write a detailed note on the basic concept of advertising.
2. Some people say advertising informs, some others say that it creates images. What do you think advertising does? Discuss in detail.
3. Discuss in detail the functions of advertising.
4. Discuss about advertising in detail giving at least three definitions.

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TYPES OF ADVERTISING

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LESSON STRUCTURE:

Advertising is a major tool of marketing communication. It informs people about the advertised products, it creates positive images; and it persuades. It does a lot of things. It has many different objectives and performs a wide variety of functions.

A wide range of products uses advertising. Then advertising uses many different types of media. Thus it is no surprise that there is a wide variety of advertising.

In this lesson, we shall discuss about the different types of advertising. We shall also focus on few of these in detail. This lesson shall be structured as follows:

- 2.0 *Objectives*
- 2.1 *Introduction*
- 2.2 *Presentation of Content*
 - 2.2.1 *Classification of advertising*
 - 2.2.2 *Classification by Target audience*
 - 2.2.3 *Classification by Geographic area.*
 - 2.2.4 *Classification by Medium*

- 2.2.5 *Classification by Purpose*
- 2.2.6 *Consumer Advertising*
- 2.2.7 *Corporate Advertising*
- 2.2.8 *Industrial Advertising*
- 2.2.9 *Social Advertising*
- 2.3 *Summary*
- 2.4 *Key Words*
- 2.5 *Self-Assessment Questions (SAQs)*
- 2.6 *References / Suggested Readings*

2.0 OBJECTIVES:

In the beginning advertising was very simple. Advertisers put signboards in front of their shops or sent *criers* (or *munadi walas*) to the main squares to let people know about the availability of products. Advertising in the beginning was purely informative.

With the passage of time, advertising has become highly persuasive, omnipresent and uses a wide variety of media. Also with the increasing complexity in the business and other fields, advertising has become a complex process.

And to add to this complex situation there are a wide variety of advertising. In this lesson, we shall discuss about these different types of advertising. The objectives of this lesson are:

- *To understand Classification of advertising*
- *To know about Classification by Target audience*
- *To understand about Classification by Area.*

- *To understand about Classification by Medium*
- *To know about Classification by Purpose*
- *Consumer Advertising*
- *Corporate Advertising*
- *Industrial Advertising*
- *Social Advertising*

2.1 INTRODUCTION:

We all know that it is very difficult to define. Simply because advertising does so many different things, it means differently to different people. For consumers, it provides information. For mass media it is the major source of revenue. For advertisers it is a means of reaching present and potential customers with selling messages.

Jeremy Bulmore, who was chairman of J. Walter Thompson advertising agency, provides the following definition,

'Advertising is any paid for communication intended to inform and/or influence one or more people'.

Another advertising giant *David Bernstein* gave this definition,

"Advertising is the origination and/or communication of ideas about products in order to motivate consumers towards purchase".

But these definitions do not tell the complete story. For example, matrimonial advertising is not meant for any purchase. Many ads simply provide information about the company's financial performance. Some ads create images. Some try to produce immediate sales, while some others aim at what is called soft sell. So this brings us to the question what advertising does? Or in other words why do companies advertise? The usual answer is 'to increase sales'. In fact, there is a saying in the field of marketing, 'to sell you have got to tell'.

No doubt advertising is done to provide a positive help to sales. But the effectiveness of advertising cannot always be measured in terms of sales. In fact, the results of advertising are not always immediate and cannot be measured precisely.

We can now safely say that there are many different types of advertising to perform the different functions.

2.2 PRESENTATION OF CONTENT:

Think of any country and any type of economy, advertising pervades every part of our society. The products we buy, the clothes we wear, the programmes we watch on TV, the newspapers we read and even the food we eat - all these things are influenced by advertising. Advertising

influences most of our decisions. It is one of the most vibrant of industries the world over. Many companies spend millions of rupees and dollars on advertising. This money makes the economy stronger.

Advertising is a vital and vibrant link in the modern economic chain. At a basic level, it provides information about product and service alternatives. We, as consumers, want and use this information.

And yes, whatever the critics say, *advertising works*. Advertising effectiveness can be judged from the fact that rarely any major business survives without advertising. And businesses survive by using different types of advertising as and when required. In this lesson, we shall discuss about the different types of advertising. The content of this lesson shall be presented as follows:

- *Classification of advertising*
- *Classification by Target audience*
- *Classification by Geographic area.*
- *Classification by Medium*
- *Classification by Purpose*
- *Consumer Advertising*
- *Corporate Advertising*
- *Industrial Advertising*
- *Social Advertising*

2.2.1 CLASSIFICATION OF ADVERTISING:

Today in the market place, there are a wide variety of advertisers. Also there are a wide variety of consumers whom the advertisers want to reach. And these advertisers want to achieve a variety of objectives. Accordingly, there exist different types of advertising. Advertising can broadly be classified according to the following criteria:

- *Target audience*
- *Geographic area.*
- *Medium*
- *Purpose.*

2.2.2 CLASSIFICATION OF ADVERTISING BY TARGET AUDIENCE:

Advertising is targeted at a particular segment of the population. This is known as the "target audience". Rarely any advertising is aimed at all kinds of people. Many times we see advertisements, which we do not like. It could be because of the fact that these advertisements are not aimed at us.

There are two main types of target audiences: *consumers* and *business*. Accordingly, there are two types of advertising.

CONSUMER ADVERTISING:

Most of the advertisements that we see in the major media like TV, radio, newspapers, magazines etc. are consumer advertisements. These are aimed at the consumers who buy the products for themselves or someone else for personal use. Manufactures, marketers, dealers or retailers sponsor these advertisements. Consumer advertising also includes services and ideas that are meant for general consumption.

BUSINESS ADVERTISING:

While majority of products are meant for the general population, quite a few products are meant for professional use. These include machines, machine parts and a variety of services. Advertisements of these kinds of products do not generally appear in the mass media. These ads are usually published in specialized business publications or professional journals.

Often these products are advertised directly through mail in the form of letters. Some times these products are advertised during exhibitions or trade shows. The general public is often not aware of this type of advertising. Business advertising is again of three types:

- *Industrial Advertising,*
- *Trade Advertising, and*
- *Professional Advertising.*

Industrial Advertising: Industrial advertising is meant for people who buy or influence the purchase of industrial goods and services. These goods and services are used in the manufacture of other products. Industrial goods include raw materials, machinery, equipments, semi manufactured goods, machine

parts. Industrial products also include those things that are used to conduct business, i.e. office machines, desks, computers, file cabinets etc.

The industrial services include insurance, book keeping or accounting, and maintenance. These kinds of products and services are advertised mostly in business or specialised publications and sometimes in general mass publications also.

Trade Advertising: The second type of business advertising is trade advertising. Trade means the chain of organizations that manufactures and marketers use to reach the final consumers. These include the stockiest, wholesalers, dealers and retailers. Trade advertising is done to achieve greater distribution by expanding the existing chain of outlets and encouraging existing outlets to stock more of the products.

Professional Advertising: Professional advertising, the third type of business advertising, is aimed at professionals like doctors, engineers, architects, teachers, lawyers etc. These advertisements appear in highly specialized professional journals.

Professional advertising has three objectives:

- *To convince professionals to buy particular brands of equipment or service for use in their work,*
- *To persuade professionals to use the product personally, and*
- *To encourage professionals to recommend or prescribe a specific product or service to their clients or patients.*

2.2.3 CLASSIFICATION OF ADVERTISING BY GEOGRAPHIC AREA:

On the basis of geographical area or reach, advertising can be classified in to four groups.

- *Local advertising*
- *Regional advertising*
- *National advertising*
- *International advertising*

Small organizations limit their business to the local, regional or the state level. The area covered is usually a city, district or a state. These advertisers use local media and local language. Such advertisements usually have a local flavour. Retail stores also undertake local advertising. Sometimes organizations doing their business at local levels adopt local advertising. Once success has been achieved, they spread to wider areas.

One good example of this is Nirma Washing Powder. It started selling in Gujarat in the initial days. Later on it spread to all parts of India. So their advertising which was confined to Gujarat in the beginning later spread to all over the country.

National advertising is undertaken by organizations doing business all over a country. When the target audience is spread all over the country, the advertising uses national media. In India, national advertising uses both Hindi and English languages. They use Doordarshan and other TV channels, all the major Hindi and English newspapers and magazines.

Business houses like Hindustan Lever, Godrej, Escorts, Tata, etc. spend crores of rupees every year on national advertising. Companies doing national advertising also do regional advertising to strengthen their position in specific regions. In many cases, big companies also conduct test launches in smaller regions for new or modified products before moving on to the national scene. In such cases they adopt regional advertising.

In the recent years, the world has experienced dramatic changes including cooperation in the political and business spheres. This has led to the emergence of strong multinational companies (MNC's). With the lifting of trade barriers and the opening of previously closed markets, MNCs now are spreading their businesses to many countries.

Cola giants Coke and Pepsi, fast-food giants like McDonald's, KFC and Pizza Hut, companies like UniLever, IBM, Sony etc. have got strong presence in hundreds of countries. These companies advertise internationally and use international media like the Time or Newsweek magazines, Readers Digest and the entire major international TV channels like CNN, Star, BBC, Discovery,

National Geographic, etc. Such companies also prepare different ad campaigns for different countries.

To facilitate efficient handling of such global advertising, major international advertising agencies have been consolidating their positions by taking over or establishing partnerships with major national agencies in different countries. As a result almost all major Indian ad. agencies now have tie ups with international agencies. Global advertising often uses uniform copy or uniform appeal for their companies.

2.2.4 CLASSIFICATION OF ADVERTISING BY MEDIUM:

Advertising tries to reach the target audience by using a variety of media. Accordingly advertising can be classified on the basis of the media used. The various types of advertising according to the media used are:

- *Print Advertising (Using Newspapers and Magazines)*
- *Broadcast Advertising (Using Radio and Television)*
- *Video Advertising*
- *Cinema Advertising*
- *Outdoor Advertising (Posters, Wall writing, Hoardings, Boards, Various types of sign boards, Banners, Balloons, Sky writing, etc.*
- *Transit Advertising (Using a variety of motor vehicles)*
- *Postal Advertising (Direct Mail Advertising - used by Readers Digest and many direct selling companies)*
- *Point of Purchase Advertising (POP advertising is usually printed publicity material like leaflets, brochures, danglers, pamphlets, posters or other special displays distributed or displayed at the places where products are sold.*
- *Internet Advertising*
- *Special Media Advertising (Advertisers sometimes use the backside of matchboxes, postal and other official stationary to give brief messages. These advertising messages are mostly social).*

2.2.5 CLASSIFICATION OF ADVERTISING BY PURPOSE:

A wide variety of business and other organizations undertake advertising to achieve a wide range of objectives. Advertising can be classified according to the purpose, i.e., on the basis of the sponsor's objectives. Advertisements promote goods, services or ideas. Some ads are meant to generate profit while some are not profit-oriented.

Some try to create primary demand for a product category, while others promote individual brands. Some ads try to sell and others try to create awareness and still others try to create good will. This way advertising can be classified as follows:

- *Goods Vs. Non-goods advertising.*
- *Commercial Vs. Non-commercial advertising*
- *Action Vs. Awareness advertising.*
- *Primary demand Vs. Selective demand advertising.*

GOODS VS. NON-GOODS ADVERTISING:

Most advertising promotes goods. These could be consumer goods or industrial goods and thus are directed at different target audiences and use different types of media. Such advertising is done to sell more of the product.

Non-goods advertising include those of services, ideas, organizations, places, etc. Services advertising include education, entertainment, hospitality, transportation, banking, insurance, etc. This kind of advertising is done to encourage more people to use the services.

Many times companies, organizations or institutions are advertised. These companies or firms might be manufacturing goods, service organizations, non-profit organizations or political parties. This kind of advertising is called corporate or institutional advertising.

The main objective of this kind of advertising is to promote the organization's mission or philosophy and win greater acceptance by the target audience. This is a public relations exercise that aims at creating good will and a positive image for the organization. One example is the Tata Steel campaign "We also make steel", where the ad tells us about the wide range of fields that 'Tata' operates in.

Sometimes organizations advertise to promote a social issue. Organizations also undertake advertising to counter public criticism. One recent example is the campaign by 'DHARA' when the company advertised about its withdrawing all DHARA brand oil packs from the market following a case of mustard oil adulteration.

Sometimes even persons (during elections) and places or events (to attract more visitors) are also advertised. These days we get lot of advertisements promoting sporting, musical and other events. Also films, and television programmes are being heavily advertised these days.

Of course one of the most important non-goods advertising is idea advertising. Social and other organizations undertake such advertising to promote their ideas and ideologies.

COMMERCIAL VS. NON-COMMERCIAL ADVERTISING:

Commercial advertising seeks profit. Non-commercial advertising seeks acceptance, help, support, donations or attitudinal changes. Goods and services advertising fall in the commercial category while advertising of ideas and some of the institutional advertising fall under the non-profit category. Social advertising is non-commercial advertising, as it does not seek profit.

ACTION VS. AWARENESS ADVERTISING:

This concept of classifying advertising on the basis of the expected consumer response was first introduced by advertising professionals *Stan Rapp* and *Tom Collins* in their book '*Maxi Marketing*'. Rapp and Collins were of the view that some ads are intended to bring about immediate action while others have long term goals.

Action advertising, also known as 'hard sell' advertising, seeks immediate and direct response from the audience. The best examples are the 'Sale' ads and direct mail ads, which give coupons and encourage direct response.

Awareness advertising has long-term objectives. It tries to first create awareness about the product advertised and a positive image for the product.

This leads to the action. When used by commercial products and services, this kind of advertising is called 'soft sell' advertising.

Most of the social ads are again intended for creating awareness. The AIDS awareness campaign run by National Aids Control organization (NACO) is a good example of this. However, only few ads are either completely action-oriented or awareness oriented. Most of the advertisements are a mixture of both.

PRIMARY DEMAND VS. SELECTIVE DEMAND ADVERTISING:

Most of advertisements try to create selective demand. That is, they promote a particular brand. However, some advertisements try to promote a product category as a whole. A campaign for the promotion of condoms tries to generate primary or general demand for the entire product category and not individual brands.

Other examples are the ads by the National Egg Coordination Committee (SUNDAY HO YA MONDAY, ROZ KHAO ANDE) and the National Dairy Development Board (Operation Flood) try and encourage more consumption of eggs and milk respectively.

Such ads are often undertaken by cooperatives and thus known as co-operative ads. At another level few retail stores also get together and advertise on a co-operative basis.

2.2.6 CONSUMER ADVERTISING:

Advertising is done for many different purposes. Advertising is usually meant for specific groups of people. In advertising terminology, these specific groups are called target audience. And the most common target audience in advertising is the consumers. Most of the products are meant for the consuming class. Thus most of advertising is meant for the consumers.

Consumer advertising is the way in which the large manufacturers or marketers communicate directly with their end users, i.e., the consumers. Many varieties of products are advertised as part of consumer advertising. These include: *food items, clothing, household goods, toiletries, leisure goods, two-*

wheelers and cars, drinks, etc. Also included in this category are: *books, magazines, tourism, and entertainment.*

Consumer advertising is often always high-spending, glossy, and repetitive in nature. This kind of advertising is of high impact variety. Often, this kind of advertising dominates the media space in terms of sheer volume and visibility.

2.2.7 CORPORATE ADVERTISING:

It is common knowledge that advertising of goods is the most common type of advertising. But a sizeable portion of advertising is done to promote companies or organizations. This kind of advertising is called *industrial advertising* or *institutional advertising*. This type of advertising is popularly known as *corporate advertising*.

Corporate advertising tries to create a clear understanding with regard to what the company stands for. Corporate advertising helps build corporate identity. This, over a period of time, leads to the formation of a definite, distinct, and positive corporate image. This image helps in greater acceptance of the institution or organization as a whole. This ultimately leads to greater acceptance of the company's products.

Corporate advertising is done as part of the PR activities. General advertising like advertising of goods, services, etc., is directed at specific target audiences. But corporate advertising is directed at multiple target audiences. Corporate advertising is directed at consumers, investors, employees, the Government, the concerned organizations, etc. This is an attempt at gaining a better acceptance. Better acceptance leads to building and sustaining mutually beneficial relationships between the company, on one side, and the various target audiences, on the other side.

Corporate advertising is done for the following purposes:

- *To add value to the products of the company.*
- *To generate trust among the target audience.*
- *To generate goodwill among employees, shareholders, investors, Government departments, media, and general public, etc.*

2.2.8 INDUSTRIAL ADVERTISING:

We have already discussed that industrial advertising is meant for people who buy or influence the purchase of industrial goods and services. Industrial goods include raw materials, machinery, equipments, semi manufactured goods, machine parts. Industrial products are used in the manufacture of other products and things that are used to conduct business, i.e. office machines, desks, computers, file cabinets etc.

The industrial services include insurance, book keeping or accounting, and maintenance. This is also called *business-to-business* advertising. The target audiences of industrial advertising are much smaller and more specialized.

Most of the industrial goods and services opt for personal selling and sales promotion as major promotional tools. Such goods and services use very less amount of advertising. Industrial goods and services are advertised mostly in business or specialized publications and sometimes in general mass publications also.

2.2.9 SOCIAL ADVERTISING:

An increasing portion of advertising today is done to promote social issues or causes. Such advertising, generally referred as social advertising, is also called non-profit advertising. The main reason behind this nomenclature is that such advertising is not aimed at making a profit.

Government departments, NGOs, and even many private business organizations do a lot of social advertising.

One major change in the social advertising scenario today is the adoption of marketing practices to promote social causes. Social marketing has emerged as a major force today. It is being increasingly used.

2.3 SUMMARY:

- In the beginning advertising was very simple. Advertisers put signboards in front of their shops or sent *criers* (or *munadi walas*) to the main squares

to let people know about the availability of products. Advertising in the beginning was purely informative. Now, advertising has become highly persuasive, omnipresent and uses a wide variety of media. Also with the increasing complexity in the business and other fields, advertising has become a complex process.

- Advertising is a vital and vibrant link in the modern economic chain. At a basic level, it provides information about product and service alternatives. We, as consumers, want and use this information. Advertising effectiveness can be judged from the fact that rarely any major business survives without advertising. And businesses survive and thrive by using different types of advertising as and when required.
- Most of the advertisements that we see in the major media like TV, radio, newspapers, magazines etc. are consumer advertisements. These are aimed at the consumers who buy the products for themselves or someone else for personal use. Manufacturers, marketers, dealers or retailers sponsor these advertisements. Consumer advertising also includes services and ideas that are meant for general consumption.
- While majority of products are meant for the general population, quite a few products are meant for professional use. These include machines, machine parts and a variety of services. Advertisements of these kinds of products do not generally appear in the mass media. These ads are usually published in specialized business publications or professional journals. Business advertising is again of three types *industrial*, *trade* and *professional*.
- Industrial advertising is meant for people who buy or influence the purchase of industrial goods and services. These goods and services are used in the manufacture of other products. Industrial goods include raw materials, machinery, equipments, semi manufactured goods, machine parts. Industrial products also include those things that are used to conduct business, i.e. office machines, desks, computers, file cabinets etc.
- Trade means the chain of organizations that manufacturers and marketers use to reach the final consumers. These include the stockiest, wholesalers, dealers and retailers. Trade advertising is done to achieve

- greater distribution by expanding the existing chain of outlets and encouraging existing outlets to stock more of the products.
- Professional advertising, the third type of business advertising, is aimed at professionals like doctors, engineers, architects, teachers, lawyers etc. These advertisements appear in highly specialized professional journals. Professional advertising has three objectives: To convince professionals to buy particular brands of equipment or service for use in their work, To persuade professionals to use the product personally, and To encourage professionals to recommend or prescribe a specific product or service to their clients or patients.
 - Small organizations limit their business to the local level. The area covered is usually a city. These advertisers use local media and local language. Such advertisements usually have a local flavour. Retail stores also undertake local advertising. This is called local advertising.
 - National advertising is undertaken by organizations doing business all over a country. When the target audience is spread all over the country, the advertising uses national media. In India, national advertising uses both Hindi and English languages. They use Doordarshan and other TV channels, all the major Hindi and English newspapers and magazines. Business houses like Hindustan Lever, Godrej, Escorts, Tata, etc. spend crores of rupees every year on national advertising. Companies doing national advertising also do regional advertising to strengthen their position in specific regions.
 - Cola giants Coke and Pepsi, fast-food giants like McDonald's, KFC and Pizza Hut, companies like UniLever, IBM, Sony, etc. have got strong presence in hundreds of countries. These companies advertise internationally and use international media like the Time or Newsweek magazines, Readers Digest and the entire major international. TV channels like CNN, Star etc. Such companies also prepare different ad campaigns for different countries. To facilitate efficient handling of such global advertising, major international advertising agencies have been

- consolidating their positions by taking over or establishing partnerships with major national agencies in different countries.
- Most advertising promotes goods. These could be consumer goods or industrial goods and thus are directed at different target audiences and use different types of media. Such advertising is done to sell more of the product.
 - Non-goods advertising include those of services, ideas, organizations, places, etc. Services advertising include education, entertainment, hospitality, transportation, banking, insurance, etc. This kind of advertising is done to encourage more people to use the services.
 - Commercial advertising seeks profit. Non-commercial advertising seeks acceptance, help, support, donations or attitudinal changes. Goods and services advertising fall in the commercial category while advertising of ideas and some of the institutional advertising fall under the non-profit category. Social advertising is non-commercial advertising, as it does not seek profit.

2.4 KEY WORDS:

Consumer Advertising: Consumer advertisements are aimed at the consumers who buy the products for themselves or someone else for personal use. Manufacturers, marketers, dealers or retailers sponsor these advertisements. Consumer advertising also includes services and ideas that are meant for general consumption.

Business Advertising: Quite a few products are meant for professional use. These include machines, machine parts and a variety of services. Advertisements of these kinds of products are called business ads. These ads are not generally appear in the mass media. These ads are usually published in specialized business publications or professional journals. Business advertising is again of three types *industrial*, *trade* and *professional*.

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CNN, Star etc. Such companies also prepare different ad campaigns for different countries.

Goods Advertising: Most advertising promotes goods. These could be consumer goods or industrial goods and thus are directed at different target audiences and use different types of media. Such advertising is done to sell more of the product.

Non-goods Advertising: Non-goods advertising include those of services, ideas, organizations, places, etc. Services advertising include education, entertainment, hospitality, transportation, banking, insurance, etc. This kind of advertising is done to encourage more people to use the services.

Institutional Advertising: The main objective of this kind of advertising is to promote an organization's mission or philosophy and win greater acceptance by the target audience. This is a public relations exercise that aims at creating good will and a positive image for the organization.

Commercial Advertising: Commercial advertising seeks profit. Non-commercial advertising seeks acceptance, help, support, donations or attitudinal changes. Goods and services advertising fall in the commercial category.

Non-commercial Advertising: Non-commercial advertising seeks acceptance, help, support, donations or attitudinal changes. Advertising of ideas and some of the institutional advertising fall under the non-profit category. Social advertising is non-commercial advertising, as it does not seek profit.

2.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss the classification of advertising in detail. Give suitable examples.
2. Write a detailed note on classification of advertising by media used citing examples.
3. Discuss the classification of advertising with regard to the target audience in detail citing examples.
4. Write a detailed note on commercial advertising and non-commercial advertising citing examples.

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ADVERTISING & PUBLIC RELATIONS (Paper – III)

BLOCK – B UNIT – I Lesson – 3

**STRATEGIES & appeals
in
ADVERTISING**

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LESSON STRUCTURE:

Advertising is a major tool of promotion i.e., marketing communication. It has many different objectives and performs a wide variety of functions. A wide range of products uses advertising. Then advertising uses many different types of media. And advertising is a complex process.

Advertising is part strategy, part planning, part execution; and the rest is left to the target audience. Thus advertising uses strategies so that it becomes successful. In addition advertising uses appeals to motivate the target audience.

In this lesson, we shall discuss about the different advertising strategies. We shall also focus on advertising appeals in detail. Finally, we shall also discuss about target audience. This lesson shall be structured as follows:

- 3.0 *Objectives*
- 3.1 *Introduction*
- 3.2 *Presentation of Content*
 - 3.2.1 *Advertising Strategies*
 - 3.2.2 *Advertising Appeals*
 - 3.2.3 *Target Audience in Advertising*
- 3.3 *Summary*
- 3.4 *Key Words*
- 3.5 *Self-Assessment Questions (SAQs)*
- 3.6 *References / Suggested Readings*

3.0 OBJECTIVES:

We often confuse advertising to be just the visuals and copy. But advertising is all about communication of commercial or social messages. Successful advertising is more about planning, strategies, and proper execution. Also important are the appeals used in the ads. Finally, all these should be in accordance with the target audience.

In this lesson, we shall discuss about advertising strategies, advertising appeals, and target audience. Specifically, the objectives of this lesson are:

- *To have an Introduction to Advertising Strategies*
- *To understand and know more about Advertising Appeals*
- *To understand the Target Audience in Advertising*

3.1 INTRODUCTION:

Advertising is a promotional tool. Promotion is part of marketing. Thus advertising is just a small part of advertising. And it is important to understand that any

strategizing and planning with regard to advertising is guided by the strategies and planning decided for marketing.

Every task starts with deciding the objectives. These are what one aims to achieve. The next step is to decide the strategies. Strategies provide answers to how the objectives can be achieved. Strategies are broad guidelines about how to execute the task.

Marketing strategy involves selection of the target audience and selecting the marketing mix. Marketing mix means the combination of the four P's of marketing. It involves decisions with regard to the product, the price, the placement or distribution, and the promotion. The strategies with regard to promotion involve decisions about the promotion mix. This is the combination of personal selling, sales promotion, public relations, and advertising.

In this lesson, we shall discuss about *advertising strategies*, *advertising appeals*, and *target audience*.

3.2 PRESENTATION OF CONTENT:

Well-panned and well-executed strategies form the backbone of successful advertising. In addition, it is essential that advertisements motivate people. The major tools used for this purpose are the advertising appeals. In this context, the target audience becomes very important. In this lesson, we shall discuss about strategies, appeals, and target audience in advertising. The content of this lesson shall be presented in the following order:

- *Advertising Strategies*
- *Advertising Appeals*
- *Target Audience in Advertising*

3.2.1 ADVERTISING STRATEGIES:

The term strategy, like many other terms used in marketing and advertising, come from the military. Strategy means a broad guideline. For example, in a war situation the first thing that is decided is the strategy- whether to fight head-on

(frontal attack), to attack from the flanks, to attack from all sides, or to have a guerrilla attack. After the strategy is decided, then the details are worked out in the form of plans and tactics.

Coming to advertising, the advertising strategy is a broad guideline about how advertising will be prepared and presented. Advertising strategy helps us decide the type of approach. The advertising strategy is derived from the advertising objectives. It outlines the impressions the campaign wants to create. Some of the common advertising strategies are:

- *Generic Strategy*
- *Pre-emptive Claim Strategy*
- *Unique Selling Proposition Strategy*
- *Brand Image Strategy*
- *Product Positioning Strategy*

GENERIC STRATEGY:

Market leaders mostly use this strategy. This strategy is useful for market leaders who ignore the presence of competitors. Generic strategy helps create an impression as if the product is the only choice available in the market.

One good example of this strategy is the recent *Coca Cola* ad campaign. This campaign uses the generic strategy and presents *Coca Cola* as *Thanda Matlab Coca Cola*. Through this campaign an impression is created as if no other cold drink or chilled drink exists in the market.

Let's discuss this in detail. *Coca Cola* is a cola drink. There are other cola drinks in the market. In addition, there are many aerated soft drinks in the market. Then there are many more drinks that are served chilled. All these drinks including cola drinks, other flavoured soft drinks, packaged juices, and home-made beverages like serbats, sikanji, nimbu paani, etc., come under the category of *Thanda*. But through this campaign an attempt has been made to present

Coca Cola as the only aerated, packaged, flavoured soft drink that is served chilled.

Another example is the campaign by Maruti that asked people *Which Maruti do you drive?* That is as if no other vehicle existed in the market.

PRE-EMPTIVE CLAIM STRATEGY:

Here the brand is the first to claim a particular feature. In the minds of the people, it becomes associated with that brand. For example every body associates PUF with Godrej refrigerators while it is present in all fridges.

Advertising often highlights one or more features of the advertised brand. These include the physical features of the brand like size, shape, fragrance, quantity, etc. Then there are the functional features. These include how well the brand functions. Often a brand does not have any unique feature. However, most brands have multiple features. In case, the competitors do not claim one of these features, then one is free to make the first claim.

For example, most toothpaste in India has clove oil as an essential ingredient that works as a pain reliever. But one toothpaste brand made the first claim in this regard. Following this no other toothpaste brand dared to make this particular claim.

Another example is the *Videocon* campaign that claims- *Bada hai to Behtar hai.*

UNIQUE SELLING PROPOSITION (USP) STRATEGY:

Here the campaign talks about some feature, which is unique to that advertised brand and is not available in others. It could be a physical feature or a functional feature.

BRAND IMAGE STRATEGY:

When there are no strong differentiating features among the competitors, then brands try and create images. For example, Pepsi is the 'new generation drink'; Maggi Hot and Sweet tomato sauce is 'different' etc.

PRODUCT POSITIONING STRATEGY:

Some times products or brands are positioned different and distinct from competing brands. For example, Maggi noodle is a "two minute snack".

ADVERTISING APPROACHES:

All the above advertising strategies try to set the brand apart from its competitors. After deciding the strategy, the next important thing is to decide the approach. This involves how the product story will be told.

Here one can take an informational approach where one gives straightforward facts. This approach is suitable for high-involvement products like *slow moving consumer goods* (Cars, TV, fridge, washing machines etc.) where consumers are looking for information to make the purchase decision.

The other approach is the *associational* or *emotional* approach. This approach is adopted for low-involvement goods where consumers do not need much information to take buying decisions. Here advertising tries to establish images or touch emotions.

In addition to these two broad approaches, some other commonly used approaches are:

- *Humour*
- *Drama*
- *Action*
- *Slice-of-life*
- *Special Characters*

- *Locales or locations*
- *Children*
- *Animals*

These are used to tell the product story in an attractive, easy-to-understand, easy- to- accept, and effective manner. For example, many ads use humour. Similarly drama and action are essential parts of many ads. *Cadbury Gems* uses a caricature of James Bond. *Boomer* bubble gum uses a rubber man. *MRF* tyre uses a muscular man to denote strength. *Ceat* tyre uses a Rhinoceros to denote toughness.

3.2.2 ADVERTISING APPEALS:

An advertising appeal is any thing that motivates a person to action. Human beings are called *bundles of wants*. A human being is a strange mix of hopes, ambitions, needs, interests, goals, etc., which motivate him. Various advertisements try to appeal to some of these manifold motives that force people to take action.

An advertising appeal is nothing but a promise of a benefit the advertised product will provide to the buyer. It is said that people do not just buy a product. They buy the promise or hope of achieving something or getting something through the product. For example, the possible promises or appeals for a home appliance could be - comfort, convenience, economy of installation, economy of operation, cleanliness, dependability and durability, safety, multiple operations, many and varied features, trouble free operation and smart looks. How ever, advertisers use only those appeals that:

- *Are most important to the consumers,*
- *Are not used by competitors,*
- *Are specific to the brand.*

Also three important characteristics need to be considered before selecting the appeals. The appeals need to be:

- *Meaningful,*
- *Distinctive and*
- *Believable.*

An appeal should answer the question '*what does this product or brand have to offer that the others (competitors) don't have*'. This distinctiveness or difference from competing products should be conspicuous and demonstrable, so that it can be talked about and showed in the advertisement. The final characteristic of an appeal is believability. Consumers spend a lot of money and thus they are skeptical or doubtful about the usefulness of the product. They would buy the product only when they believe in the promises made. Sometimes advertisers try to solve this problem of skepticism or doubt by trial offers, guarantees, money back offers and similar assurances.

Now the question arises, how does one find the appeal or appeals? Sometimes a product has a distinct characteristic. This could be either a physical feature like *size, shape, fragrance, weight, etc.* Or a functional feature like *how well it cleans, how well it works, how long it performs, how little maintenance it requires, etc.*

One of the problems faced by advertising people is not about finding the possible appeals for a product but selecting the most appropriate appeals that would attract the consumers. A lot of research is conducted by ad agencies to find out the most appropriate appeals.

An advertising appeal can be defined as the 'basic use, service, or satisfaction that the product can give and that the advertisement attempts to present to the customer as a reason to buy'. An advertising appeal represents the blending of two concepts - buying motives and selling points. These two elements are combined into a 'reason to buy'. This helps the prospective consumer relate to the product's benefits. Advertising appeals are usually of two types: emotional and rational. Some times moral appeals are used

- particularly in social advertising. Moral appeals are rarely used in commercial advertisements.

Emotional appeals: A comprehensive list of emotional appeals is given below:

- Ambition
- Avoiding hard labour
- Duty
- Guilt
- Hero worship
- Personal Appearance
- Possession
- Style and beauty
- Social recognition
- Sports, etc.
- Appetite
- Curiosity
- Entertainment
- Happy home life
- Home comfort
- Security
- Romance
- Sympathy for others
- Social approval

The major rational appeals include:

- Cleanliness
- Economy of purchase
- Protection of others
- Safety
- Dependability in quality
- Dependability in use
- Efficiency on operation or use
- Enhancement of earnings
- Opportunity of more leisure time.
- Durability
- Economy of use
- Rest or sleep
- Variety of selection
- Health

Rational appeals are directed at the consumer's practical and functional need for the product. Emotional appeals, on the other hand, are directed at the consumer's psychological, social or symbolic needs. Both these types of appeals are used in a variety of combinations for different products and situations. These appeals help in creating a personality for the product and also stimulating consumer interest, desirability and action.

3.2.3 TARGET AUDIENCE:

One of the major decisions in advertising is to decide the target audience. This means the advertiser has to first identify the consumers. These include the present and the potential buyers. In marketing terms, they are called the target market. In advertising terms, they are called the target audience.

Advertising people finalize the target audience, find their characteristics (geographic, demographic and psycho-graphic). These characteristics help create effective advertising messages and also to determine the media to be used to reach them.

Target market or the target audience includes present and potential customers. It also includes those people who influence the buying decision.

For example, in case of many products kids influence the buying of certain household products. Doctors influence buying of medicines by way of prescribing. So do pharmacists. Similarly architects and designers influence the purchase of materials used for building and decorating houses.

In addition to geographic, demographic and psycho-graphic features, the target audience is also profiled in terms of personality and life-style of the typical audience members.

3.3 SUMMARY:

Advertising is part strategy, part planning, part execution; and the rest is left to the target audience. Thus advertising uses strategies so that it becomes successful. In addition advertising uses appeals to motivate the target audience.

Strategy means a broad guideline. After the strategy is decided, then the details are worked out in the form of plans and tactics.

Advertising strategy is a broad guideline about how advertising will be prepared and presented. It outlines the impressions the campaign wants to create. Some of the common advertising strategies are: *Generic Strategy, Pre-emptive Claim Strategy, Unique Selling Proposition Strategy, Brand Image Strategy, and Product Positioning Strategy.*

An advertising appeal is the promise of a benefit the advertised product will provide to the buyer. For example, the possible promises or appeals for a home appliance could be - comfort, convenience, economy of installation, economy of operation, cleanliness, dependability and durability, safety, multiple operations, many and varied features, trouble free operation and smart looks.

Rational appeals are directed at the consumer's practical and functional need for the product. Emotional appeals, on the other hand, are directed at the consumer's psychological, social or symbolic needs. Both these types of appeals are used in a variety of combinations for different products and situations.

Target market or the target audience includes present and potential customers. It also includes those people who influence the buying decision.

3.4 KEY WORDS:

Advertising Strategy: *Advertising strategy is a broad guideline about how advertising will be prepared and presented. It outlines the impressions the campaign wants to create. Some of the common advertising strategies are: Generic Strategy, Pre-emptive Claim Strategy, Unique Selling Proposition Strategy, Brand Image Strategy, and Product Positioning Strategy.*

Generic Strategy: Mostly market leaders use this strategy. This strategy is useful for market leaders who ignore the presence of competitors. Generic strategy helps create an impression as if the product is the only choice available in the market. One example is the campaign by Maruti that asked people *Which Maruti do you drive?* That is as if no other vehicle existed in the market.

Pre-emptive Claim Strategy: Here the brand is the first to claim a particular feature. In the minds of the people, it becomes associated with that brand. For example every body associates PUF with Godrej refrigerators while it is present in all fridges. Another example is the *Videocon* campaign that claims- *Bada hai to Behtar hai.*

Unique Selling Proposition (USP) Strategy: Here the campaign talks about some feature, which is unique to that advertised brand and is not available in others. It could be a physical feature or a functional feature.

Brand Image Strategy: When there are no strong differentiating features among the competitors, then brands try and create images. For example, Pepsi is the 'new generation drink'; Maggi Hot and Sweet tomato sauce is 'different' etc.

Product Positioning Strategy: Some times products or brands are positioned different and distinct from competing brands. For example, Maggi noodle is a "two minute snack".

Advertising Appeal: An advertising appeal is the promise of a benefit the advertised product will provide to the buyer. For example, the possible promises or appeals for a home appliance could be - comfort, convenience, economy of installation, economy of operation, cleanliness, dependability and durability, safety, multiple operations, many and varied features, trouble free operation and smart looks. However, advertisers use only those appeals that: *Are most important to the consumers, Are not used by competitors, Are specific to the brand.* Also three important characteristics need to be considered before selecting the appeals. The appeals need to be: *Meaningful, Distinctive and Believable.*

Rational Appeals: Rational appeals are directed at the consumer's practical and functional need for the product. These include: Cleanliness, Durability, Economy of purchase, Economy of use, Protection, Rest or sleep, Safety, Variety of selection, Dependability in quality, Health, Dependability in use, Efficiency on operation or use, Enhancement of earnings, and Opportunity of more leisure time.

Emotional Appeals: Emotional appeals, on the other hand, are directed at the consumer's psychological, social or symbolic needs. These include: Ambition, Appetite, Avoiding hard labour, Curiosity, Duty, Entertainment, Guilt, Happy home life, Home comfort, Personal Appearance, Possession, Romance, Security, Social recognition, Style and beauty, Sympathy for others, and Task, etc.

Target Market: Target market or the target audience includes present and potential customers of the advertised brand. It also includes those people who influence the buying decision.

3.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Write a detailed note on advertising strategies citing suitable examples.
2. Write a detailed note on advertising appeals citing suitable examples.
3. Discuss in detail the emotional and rational appeals.
4. Write a note on how advertising appeals are chosen.

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ADVERTISING AS PERSUASIVE COMMUNICATION

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LESSON STRUCTURE:

Advertising performs many roles. It performs an *information* function. It provides information about the advertised product, its features, etc. Advertising performs a *persuasion* function. It tries to persuade consumers to buy specific brands or to change their attitudes towards the product or company or an issue. Advertising performs a *reminder* function. It constantly reminds consumers about a product so that they keep buying it. On the whole, advertising performs an important marketing role as a tool of promotion or marketing communication.

In this lesson, we shall first discuss about sales promotion. We shall also focus on advertising as persuasive communication. Finally, we shall discuss about advertising as a marketing tool. This lesson shall be structured as follows:

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Presentation of Content
 - 4.2.1 Sales Promotion
 - 4.2.2 Advertising as Persuasive Communication

- 4.2.3 Advertising as a Marketing Tool
- 4.3 Summary
- 4.4 Key Words
- 4.5 Self-Assessment Questions (SAQs)
- 4.6 References / Suggested Readings

4.0 OBJECTIVES:

The objectives of this lesson are as follows:

- *To Understand the concept and Process of Sales Promotion*
- *To Understand Advertising as Persuasive Communication*
- *To Know more About Advertising as a Marketing Tool*

4.1 INTRODUCTION:

Advertising is an inseparable part of marketing and business. It is an inescapable part of our lives today. Advertising, promotion, and marketing are here to stay. They play important roles in almost all aspects of life and society today.

Manufacturers and marketers develop products and put them in the market place in shops, show rooms, departmental stores, and shopping malls. Marketers and others use advertising, personal selling and sales promotion to attract potential customers to the sales out lets.

In this lesson, we shall discuss about sales promotion. We shall also discuss advertising as persuasive communication. We shall also discuss about advertising as a marketing tool.

4.2 PRESENTATION OF CONTENT:

The content of this lesson shall be presented as follows:

- *Sales Promotion*
- *Advertising as Persuasive Communication*
- *Advertising as a Marketing Tool*

4.2.1 SALES PROMOTION:

Noted marketing experts *Al Ries* and *Jack Trout* rightly correlated *marketing as war*. Marketing is no less than war. And the market places, specifically the sales outlets are the battle places.

In this regard, let us first see what marketing tries to achieve. The most basic marketing objectives are:

- *Introducing new products,*
- *Encouraging new customers to buy the product,*
- *Inducing present customers to buy more,*
- *Obtaining more shelf space,*
- *Maintaining sales in off-seasons, and*
- *Fighting competition.*

Marketing communication or promotion helps in reaching these objectives. As marketing communication tool, sales promotion contributes immensely towards achieving most of these objectives.

Now what is sales promotion? It includes all the activities that are geared towards promoting sales. That is, sales promotion aims at increasing sales. Sales promotion activities are broadly of two types: trade-related sales promotion, and consumer-related sales promotion. A third type of sales promotion is done to encourage the sales force to sell more.

Trade-related sales promotion is done as part of push strategy. Here the trade chain - wholesalers, dealers, stockists, and retailers – is encouraged to stock more and push the product. Consumer-related sales promotion is part of the pull strategy. Here the consumers are encouraged to start and continue buying a particular brand or patronize a particular retail store.

TRADE-ORIENTED SALES PROMOTION:

The following are the various trade related sales promotion practices or techniques.

- *Trade Allowances,*
- *Buy-back Allowances,*
- *Point-of-Purchase Displays,*

- *Trade Incentives,*
- *Contests.*

CONSUMER-ORIENTED SALES PROMOTION:

A wide variety of practices are adopted for consumer-oriented sales promotions. In addition to the wide variety, another strength of consumer-oriented sales promotions is flexibility. Consumer-oriented sales promotion practices are used both singly and in any combination. Both marketers and retailers use consumer-oriented sales promotions practices.

Major consumer-oriented sales promotions practices or techniques are:

- Coupons,
- Refunds and Rebates,
- Sweepstakes or Lucky Draws,
- Contests,
- Premiums or Bargain Prices,
- Free Samples, and
- Frequent-User Incentives.

4.2.2 ADVERTISING AS PERSUASIVE COMMUNICATION:

Advertising, at a basic level, is mass communication of messages for achieving specific objectives. Advertising is dissemination of information. It creates images. It sustains the images. Advertising builds brand awareness. It creates brand loyalty.

Advertising is persuasion. Advertising is a major tool of marketing communication. Advertising is persuasiveness communication of marketing-related-messages (information and images). It affects individuals, businesses, economies and societies as a whole.

Before we discuss advertising as persuasive communication, let us discuss what communication is? Only then we shall be able to understand how consumers respond to advertising messages.

COMMUNICATION DEFINED:

Originating from the Latin word '*communis*' meaning *commonness*, communication has been defined as dissemination of information, exchange or sharing of ideas, etc. Generally, communication is the process of establishing commonness between a source and a receiver. A source uses words, pictures, sounds and colours, etc. to communicate.

What is communicated is called the message or content. Then a medium is required for the exchange or transmission of the message. Once transmitted, the receiver receives it. Often the receiver reacts and responds to the message and sends a feedback. Then in the process of communication there are obstacles or barriers that are called noises. Also included in the process of communication are sub-processes like encoding (developing the message and giving it a form for both transmission and understanding) and decoding (assigning meanings to the symbols used in the messages).

Often we do not think much about the processes of communication simply because it occurs naturally. Also we tend to take communication for granted. But the process of communication is usually a series of sub-processes.

The process of communication starts with a *decision to communicate*. It is followed by *collection, compilation, collation of information* and facts. Next the collected information needs to be *encoded* into a transmittable form. This is followed by *transmission*. In the next stage, the message is *received*.

Next it has to be *internalised*, which is followed by *decoding*. Next process is *comprehension*, which is followed by *assessment* of the message. If we like the message i.e. if it is compatible without field of experience, then we *accept* it. Otherwise we *reject* it. Then we *react* to it. Next if we want we *respond* to it. Also involved is the process of retention.

Often all these processes take place simultaneously. So we take them for granted. The process of communication involves a series of sub-processes. And to understand the complete process of communication we need to have a fairly good idea about these sub-processes.

ADVERTISING AND PERSUASION:

Now let us discuss advertising as persuasive communication. The advertisers are the communicators or senders. Here the senders have definite objectives. They do not develop the message. It is developed by an advertising agency. Agencies also help in conducting research, setting objectives, defining target audience, planning and of course, preparation of the advertising message and selection of the advertising media. The advertising messages are given transmittable forms like print advertisements, radio or TV advertisements, outdoor advertisements, etc.

The media used here are generally the mass media. But other media like outdoor media, transit media are also used. A lot of research and planning is done for the preparing of advertisements

and media selection. Up to this stage the advertisers (as senders) and the advertising agencies (as message developers and placers) are in control.

Once advertisements are published, broadcast or placed in any other media, the ball moves to the consumers' court. Hence the *theory of selectivity* comes into play. First not every desired target audience receives the messages. Also many outside the target audience also receive the advertising messages. Once the message is received, all receivers go through the process of selective attention, selective perception, and selective retention.

And of course, the responses to advertising message vary from consumer to consumer. The response process is different in advertising than in general communication. That is because it is persuasion.

Like any persuasion, advertising is basically goal-oriented. It is done with specific objectives. Advertisers want target audience members to react and response favourably to their objectives, which could be to create awareness, to change perception, to register brand names, to change or sustain brand image or corporate image, etc. So the success or failure of any advertising message depends on how advertising functions or rather how target audience members respond to the advertising message.

The advertising response process passes through several steps. First the advertising message reaches a consumer. The consumer comes to learn about the product, brand or company advertised.

Next the consumer develops attitudes or perception. Only then the consumer takes any action. The various steps of the consumer response process can be broadly categorised into three groups or stages. These are called the *cognitive stage*, *affective stage* and the *behavioural stage*. In fact, each of these stages has one or more stages.

While there are many such models we shall discuss only four models of advertising response process. These are:

- *The AIDA Model,*
- *The Hierarchy of Effects Model,*
- *The Innovation Adoption Model, and*
- *The Information Processing Model.*

AIDA Model: The AIDA model is perhaps the most discussed model of advertising response. As the name suggests AIDA is an abbreviation that stands for *attention, interest, desire* and *action*. This model suggests that the buyer passes through these stages of attention arousal, interest creation, desire creation and action successively.

This is similar to the personal selling process as undertaken by a sales person. A sales person first gets the customer's attention, than arouse some interest in the brand or product. This is followed

by arousal of desire in the customer, which leads to action, i.e., purchase. Sales personnel in the personal selling process are often able to get purchase commitments and close the sale.

But advertising does not lead to this kind of closing of sale. What advertising does is that it creates an atmosphere for sale. Advertising helps the customer to accept the product or brand mentally. This is called pre-sell.

Hierarchy of Effects Model: Robert Lavidge and Gary Steiner developed this model. Here again the customer passes through a sequence of steps. These steps are *awareness, knowledge, liking, preference, conviction* and *purchase*. This model is based on the premise that advertising does not lead to any immediate behavioural response or purchase. In fact, a series of effects occur before the final action or purchase is undertaken.

Innovation Adoption Model: This model works on the principle of *diffusion of innovations*. And this model represents the stages, which a customer passes through before adopting a product. These steps in this model are *awareness, interest, evaluation, trial* and *adoption*. Followers of this model provide trial offers to potential consumers by demonstration, sampling, test-drives, or allowing consumers to use a product with minimal commitment like money-back offers. After trial, consumers either adopt or reject the product.

Information Processing Model: William McGuire developed this model. This model assumes the consumer as a problem solver who indulges in information processing to solve the problem. Here again a series of steps are involved. These include *presentation, attention, comprehension, yielding, retention* and *behaviour*.

According to this model once the advertising message is presented the consumers need to understand or comprehend the message. The next stage is yielding. This means the consumers have to like the message. The next stage is retention. This is an additional stage (not found in the models discussed earlier). Retention of the advertising message is important, as advertising is not generally designed to motivate consumers to take immediate action. As most of the purchase decisions and actions are delayed, retention is very important to all advertising situations.

Advertisers and agencies for both planning and evaluating advertising campaigns use these models. Advertisers can set specific objectives like creating awareness. Or campaigns can have a set of objectives. The campaigns can be planned accordingly. Also the advertiser can immediately measure the effectiveness of a campaign

in terms of how much of awareness has been created, how many consumers like the message, how many recall the ad message, etc.

4.2.3 ADVERTISING AS A TOOL OF MARKETING:

The American Marketing Association defines advertising a “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchange that satisfy individual (customer) and organizational objectives.”

Accordingly, organizations try to create products that satisfy customers’ needs. This requires a set of coordinated activities. Advertising plays an important role here. It provides the customers with both information about the product and also presents the perceived satisfactions.

The process of marketing involves three major steps. These are:

- *Satisfying customer needs and wants,***
- *Coordinating marketing efforts across the organisation, and***
- *Achieving long-term goals.***

MARKETING MIX:

At a functional level, the marketing process is about finalising the *marketing mix*. Marketing has four major components. These are *product, price, place, and promotion*. These are also called the *controllable variables* of marketing as marketers have control over these components. Marketers often vary these variables for the purpose of satisfying customer needs and wants. Some marketers create high quality products and put a high price tag. Some marketers opt for personal selling, while others choose sales promotion. However, most marketers opt for advertising.

But first let us discuss how advertising and marketing are related? We have discussed that promotion is an important ingredient of marketing. Promotion involves letting the customers know about the appropriateness of the product, the affordability of the price, and the availability and accessibility of the product. All these are done in an appealing manner. That means the promotion of products has to be appealing, attractive, and adequate.

PROMOTION MIX:

There are four promotional tool options available to marketers. These are Sales Promotion, Personal Selling, Public Relations, and Advertising. Like in case of the marketing mix, marketers decide about which promotional tools need to be used and to what extent. This is called the promotion mix.

Earlier marketers used these promotional tools separately, with separate planning, separate execution, etc. But now marketers adopt an integrated approach.

Promotion at a basic level means communication. This is also called marketing communication. With the adoption of the integrated approach, promotion is now called *integrated marketing communication*.

Now let us discuss about the different tools of promotion or integrated marketing communication. Personal selling is a very effective tool of promotion. It works wonderfully for certain products. Most industrial goods, many services, etc., use personal selling. However, it is not a feasible tool for all the products, particularly for consumer goods. It is difficult to reach each and every prospective buyer of consumer goods. Personal selling requires a large sales force, is more time consuming, and the costs involved are very high.

We have already discussed about sales promotion in this lesson. Sales promotion is effective when customers reach the sales outlets. But it cannot always attract customers to the shops or outlets. In fact, most of the schemes and offers as part of sales promotion are communicated to the consumers through advertising.

The third tool of promotion is public relations. PR aims at creating and sustaining mutually beneficial relations between the organization and all the different groups related to it. These groups include the customers, employees, the shareholders, investors, the Government, and the media. PR is a long-term process. It helps create good will and a positive image of the company. This in turn helps in the marketing process. Both PR and marketing have a similar goal. Both aim at creating and sustaining loyalty.

Now we come to advertising. It is the most talked about marketing communication tool. That is because of the high volume and high visibility of advertising. Advertising is omnipresent. It is considered almost omnipotent.

The most important thing to understand here is that advertising is quite successful on its own. Also it helps all other promotional tools. Advertising is an integral part of PR and sales promotion. It also helps the sales force to a great extent.

We can now safely conclude that advertising plays an important role as a tool of marketing. It plays important roles in informing, persuading, and reminding. Also it helps in the marketing process indirectly.

Advertising *reaches* people with information and images. It keeps *reminding* them about the product and its appropriateness. Then advertising *reinforces* the brand name, the brand image, and the corporate image.

- Sales promotion includes all the activities that are geared towards promoting sales. It aims at increasing sales. Sales promotion activities are broadly of two types: trade-related sales promotion, and consumer-related sales promotion. A third type of sales promotion is done to encourage the sales force to sell more.
- Trade-related sales promotion is done as part of push strategy. Here the trade chain - wholesalers, dealers, stockists, and retailers – is encouraged to stock more and push the product. Consumer-related sales promotion is part of the pull strategy. Here the consumers are encouraged to start and continue buying a particular brand or patronize a particular retail store.
- The various trade related sales promotion practices or techniques are: *Trade Allowances, Buy-back Allowances, Point-of-Purchase Displays, Trade Incentives, Contests.*
- A wide variety of practices are adopted for consumer-oriented sales promotions. Both marketers and retailers use consumer-oriented sales promotions practices. Major consumer-oriented sales promotions practices or techniques are: Coupons, Refunds and Rebates, Sweepstakes or Lucky Draws, Contests, Premiums or bargain Prices, Free Samples, and Frequent-User Incentives.
- **Like any persuasion, advertising is basically goal-oriented. It is done with specific objectives. Advertisers want target audience members to react and response favourably to their objectives, which could be to create awareness, to change perception, to register brand names, to change or sustain brand image or corporate image, etc. So the success or failure of any advertising message depends on how advertising functions or rather how target audience members respond to the advertising message.**
- **There are four models of advertising response process. These are: *The AIDA Model, The Hierarchy of Effects Model, The Innovation Adoption Model, and The Information Processing Model.***
- **The AIDA model is perhaps the most discussed model of advertising response. AIDA is an abbreviation that stands for *attention, interest, desire and action.* This model suggests that the buyer passes through these stages of attention arousal, interest creation, desire creation and action successively.**
- **Hierarchy of Effects Model suggests that the customer passes through a sequence of steps. Then steps are *awareness, knowledge, liking, preference, conviction and purchase.* This model is based on the premise that advertising does not lead to any immediate behavioural response or purchase.**

- **The Innovation Adoption Model works on the principle of *diffusion of innovations*. And this model represents the stages, which a customer passes through before adopting a product. These steps in this model are *awareness, interest, evaluation, trial and adoption*.**
- **William McGuire developed the Information Processing Model. This model assumes the consumer as a problem solver who indulges in information processing to solve the problem. The steps are involved in this model are *presentation, attention, comprehension, yielding, retention and behaviour*.**
- **Promotion at a basic level means communication. This is also called marketing communication. With the adoption of the integrated approach, promotion is now called *integrated marketing communication*. Here all the tools of promotion are used in a well-coordinated manner.**
- **Personal selling is a very effective tool of promotion. It works wonderfully for certain products. Most industrial goods, many services, etc., use personal selling. However, it is not a feasible tool for all the products, particularly for consumer goods. It is difficult to reach each and every prospective buyer of consumer goods.**
- **Sales promotion is effective when customers reach the sales outlets. But it cannot always attract customers to the shops or outlets. In fact, most of the schemes and offers as part of sales promotion are communicated to the consumers through advertising.**
- **Public Relations aims at creating and sustaining mutually beneficial relations between the organization and all the different groups related to it. These groups include the customers, employees, the shareholders, investors, the Government, and the media. PR is a long-term process. It helps create good will and a positive image of the company.**
- **Advertising *reaches* people with information and images. It keeps *reminding* them about the product and its appropriateness. Then advertising *reinforces* the brand name, the brand image, and the corporate image.**

4.4 KEY WORDS:

Advertising as Persuasion: **Like any persuasion, advertising is basically goal-oriented. It is done with specific objectives. Advertisers want target audience members to react and respond favourably to their objectives, which could be to create awareness, to change perception, to register brand names, to change or sustain brand image or corporate image, etc. So the success or failure of any advertising message depends on how advertising functions or rather how target audience members respond to the advertising message.**

AIDA Model: The AIDA model is perhaps the most discussed model of advertising response. AIDA is an abbreviation that stands for *attention, interest, desire and action*. This model suggests that the buyer passes through these stages of attention arousal, interest creation, desire creation and action successively.

Hierarchy of Effects Model: Robert Lavidge and Gary Steiner developed this model. Here again the customer passes through a sequence of steps. These steps are *awareness, knowledge, liking, preference, conviction and purchase*. This model is based on the premise that advertising does not lead to any immediate behavioural response or purchase.

Innovation Adoption Model: This model works on the principle of *diffusion of innovations*. And this model represents the stages, which a customer passes through before adopting a product. These steps in this model are *awareness, interest, evaluation, trial and adoption*.

Information Processing Model: William McGuire developed this model. This model assumes the consumer as a problem solver who indulges in information processing to solve the problem. The steps involved in this model are *presentation, attention, comprehension, yielding, retention and behaviour*.

Trade-Oriented Sales Promotion: The various trade related sales promotion practices or techniques are *Trade Allowances, Buy-back Allowances, Point-of-Purchase Displays, Trade Incentives, and Contests*.

Consumer-Oriented Sales Promotion: A wide variety of practices are adopted for consumer-oriented sales promotions. Major consumer-oriented sales promotion practices or techniques are: *Coupons, Refunds and Rebates, Sweepstakes or Lucky Draws, Contests, Premiums or bargain Prices, Free Samples, and Frequent-User Incentives*.

Promotion: Promotion at a basic level means communication. This is also called marketing communication. With the adoption of the integrated approach, promotion is now called *integrated marketing communication*. Here all the tools of promotion are used in a well-coordinated manner.

Personal Selling: It is a very effective tool of promotion. It works wonderfully for certain products. Most industrial goods, many services, etc., use personal selling. However, it is not a feasible tool for all the products, particularly for consumer goods. It is difficult to reach each and every prospective buyer of consumer goods.

Sales Promotion: It is effective when customers reach the sales outlets. But it cannot always attract customers to the shops or outlets. In fact, most of the schemes and offers as part of sales promotion are communicated to the consumers through advertising.

Public Relations: PR aims at creating and sustaining mutually beneficial relations between the organization and all the different groups related to it. These groups include the customers, employees, the shareholders, investors, the Government, and the media. PR is a long-term process. It helps create good will and a positive image of the company.

Roles of Advertising: Advertising performs three important roles. It *reaches* people with information and images. It keeps *reminding* them about the product and its appropriateness. Then advertising *reinforces* the brand name, the brand image, and the corporate image.

4.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Write a detailed note on sales promotion.
2. Discuss in detail the role of advertising as persuasive communication.
3. Discuss in detail the marketing role of advertising in detail.

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ADVERTISING & PUBLIC RELATIONS (Paper – III)

BLOCK – C UNIT – I Lesson – 5

ADVERTISING AGENCY

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LESSON STRUCTURE:

Advertising is omnipresent. It reaches every imaginable place on earth. It is intrusive. It intrudes in to the privacy of our bedroom. Sometimes it is entertaining and sometimes it is annoying. Advertisements, what ever people say about them, try to *inform*, *educate* or to *persuade*. Advertisements let us know about the various options available in the market. And advertisements help us take informed-buying-decisions.

Now the question is how advertising is created? More importantly here, who creates advertisements? The answer is advertisements are created by *advertising agencies*.

In this lesson, we shall discuss about advertising agencies. We shall also focus on creativity in advertising. Finally, we shall discuss advertising media planning. This lesson shall be structured as follows:

5.0 *Objectives*

5.1 *Introduction*

- 5.2 *Presentation of Content*
 - 5.2.1 *Advertising Agencies*
 - 5.2.2 *Creativity in Advertising*
 - 5.2.3 *Media Selection*
 - 5.2.4 *Newspapers as Medium of Advertising*
 - 5.2.5 *Magazines as Medium of Advertising*
 - 5.2.6 *Radio as Medium of Advertising*
 - 5.2.7 *Television as Medium of Advertising*
- 5.3 *Summary*
- 5.4 *Key Words*
- 5.5 *Self-Assessment Questions (SAQs)*
- 5.6 *References / Suggested Readings*

5.0 OBJECTIVES:

To beginners, advertising often seems a highly glamorous profession. Advertising is thought to be a lot of fun. Many people think that advertising is all about good-looking models, some humour, good music and a lot of money.

But advertising is a serious business. It involves many players. First, there are the advertisers who have products *goods, services or ideas* to promote. They spend the money for this purpose. Then there are the advertising media - from newspapers, radio, television to outdoor media, Internet, etc. Most of the money-spent advertising goes to the media. Thirdly, there are the consumers who receive the ad messages. In advertising language they are called the target audience.

So who creates advertisements? Only in few cases the advertisers prepare the advertisements. But in majority of cases, advertisements are created by special organizations called *advertising agencies*. These agencies not only prepare the advertisements, they also do the necessary planning and also place the advertisements in appropriate media.

In this lesson, we shall discuss the various aspects of advertising agencies. We shall also focus on advertising creativity, and media selection. The objectives of this lesson are:

- *To understand the Structure and Functioning of Advertising Agencies*
- *To know about Creativity in Advertising*
- *To understand the process of Media Selection*
- *To know about Newspapers as Medium of Advertising*
- *To know about Magazines as Medium of Advertising*
- *To know about Radio as Medium of Advertising*
- *To know about Television as Medium of Advertising*

5.1 INTRODUCTION:

The basic objectives of advertising are to gain consumer acceptance and loyalty. To achieve these goals, advertising has to do more than merely transmit some information. Rather, it must tell a story, *the product story*, to potential customers. The communication process in advertising must convert *information in to perceptions*. It is these perceived values that differentiate among brands and help build the *brand equity*.

Successful advertising add perceived value to brands of various products like goods, ideas, services etc. by: *Giving the product a personality, Communicating in a manner or tone liked and understood by the potential customers, and Setting the brand apart from its competitions.*

Advertisers want their brands to have some positive perceived values. *Amul* chocolate is " *a gift for some one you love*". *Cadbury* chocolate is something special (*Kuch Khas Hai*). *Kawasaki Bajaj* is the "*no problem bike*". *Luna* is the "*no tension moped*" (*Luna Mein hai no tension*). *Lux* is the "*beauty soap of film stars*".

5.2 PRESENTATION OF CONTENT:

Most advertisers assign this job of informing the target audience and creating images to advertising agencies. Now the question arises how agencies do their job. The answer is that they *plan*; they *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 personnel

can be hired. And the advertiser for placing the ads can buy media space or time. So why do advertisers hire ad agencies? We shall discuss these reasons in this lesson. Also we shall discuss more about ad agencies. In addition, we shall also focus on Creativity in Advertising, Media Selection, and various Media of Advertising such as Newspapers, Magazines, Radio, and Television.

The content of this lesson shall be presented as follows:

- *Advertising Agencies*
- *Creativity in Advertising*
- *Media Selection*
- *Newspapers as Medium of Advertising*
- *Magazines as Medium of Advertising*
- *Radio as Medium of Advertising*
- *Television as Medium of Advertising*

5.2.1 ADVERTISING AGENCIES:

Advertising agencies are basically intermediaries. Primarily they help advertisers plan and produce advertisements and place them in appropriate media. We can define an advertising agency as:

"An independent organization with creative and managerial expert who specialize in the development and preparation of advertising plans, advertisements, and other promotional tools and arrange for the selection and purchase of advertising space and time in the various advertising media to reach the target audience with the relevant message".

REASONS BEHIND HIRING AD AGENCIES?

Advertising is a highly complex business. It requires multifaceted expertise and experience. It involves objectivity. It involves huge investments and many other things. So let us discuss the reasons why advertisers hire ad agencies.

Expertise and Experience: An advertising agency brings together people with the required expertise and experience of the various sub-disciplines of advertising. So we have copywriters, visualizers, researchers, photographers, directors, planners and people who get business and deal with clients working in ad agencies. All these people have both expertise and varied experience in their respective sub fields.

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.

An ad agency acquires experience by working with a variety of clients and in a variety of market situations. Also the varied background of its employees provides a much broader perspective.

Objectivity and Professionalism: Advertising agencies are highly professional. Objectivity is a major virtue of ad agencies. They operate in a strange way. While they take up advertising for others, agencies hardly advertise themselves. What gets them business is their reputation. And reputation is built up by their professionalism and objectivity.

If an organization hires some people to do its advertising, they cannot be objective all the time. They have to work under a lot of constraints. However, ad agencies being *outside intermediaries* can be objective. They offer independent and detached viewpoints and suggestions based on objective analysis.

Cost Effectiveness: 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 field 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 percent of advertisers the world over hire ad 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.

TYPES OF AD AGENCIES:

Now before discussing further about advertising agencies, let us see what other options are available. In fact, there are two other options before an advertiser:

- *An in-house agency, and*

- *Specialized service organizations.*

An in-house agency is a full-fledged advertising agency that is owned by one advertiser and which looks after all the advertising requirements of the owner. In some cases an in-house agency also takes up outside jobs. One example of this is 'Mudra'. It is the in-house agency of the *Reliance Group*.

The second option available to advertisers is the specialized services organizations. These are called "creative boutiques". There are many such organizations that offer specialized services like copy-writing, designing, media planning, etc. While these organizations provide excellent out-put, it often becomes difficult to strike a balance among the output of different such organizations.

There is a third option available to advertisers - specialized agencies. Such agencies specialize in specific areas like health care advertising, financial advertising, recruitment advertising, etc. There are agencies, which specialize in media planning and media buying only.

Here in this lesson, we shall discuss in greater detail about full-service agencies. Such agencies usually provide all the basic services related to advertising, i.e., research services, account services, creative services and media services. Many full-service agencies also provide a lot of additional services related to advertising, marketing and publicity.

ORIGIN AND DEVELOPMENT OF ADVERTISING AGENCIES:

It was in the USA where the concept of advertising agency originated and developed. In the beginning there were advertising agents. But it took more than a century before the first advertising agency was set up. *Volney B. Palmer* was the first such space-salesmen to start an advertising agency in Philadelphia in 1841. Soon other such agencies opened.

The first big change came in the 1850's when George P. Rowell introduced the concept of space-whole-selling. This involved buying large blocks of space for cash at very low rates and retailing smaller units (usually squares of one column width) at a much higher rate.

The functions of advertising agencies changed from acting as salesmen and selling advertising space to creating advertisements by combining planning, copy, art work, producing final print-ready plates of ads and placing the ads in newspapers and magazines from whom they received a commission.

From those early days advertising agencies have passed through many changes. Now advertising agencies the world over is in what is called the reengineering phase. Takeovers, mergers, strategic tie-ups are occurring everyday. This way we now have transnational advertising agencies that have branches in all major countries of the world.

Another big change in the present days is that agencies are providing integrated services. Most major ad agencies try to coordinate a client's entire marketing communication (promotion) and more.

So in addition to advertising, they are handling public relations, direct marketing, brand designing, brand nomenclature, packaging, exhibitions, road shows and other sales promotion activities including training sales forces, etc.

ORGANIZATIONAL STRUCTURE OF AD AGENCIES:

Advertising agencies vary in size and the type of services they provide. As we have discussed earlier, there are full-service agencies, which provide the basic services of account management, research, creative development and media services. Then there are specialized services that deal with specific services. Some agencies specialize in certain specific areas of advertising like financial advertising, television advertising, outdoor advertising, etc.

Recently, many agencies have come up which specialize in Internet advertising only.

Also the size of agencies ranges from one-person creative boutiques to large transnational agencies that employ hundreds of people. Accordingly, there is no standard organizational structure for ad agencies. The structure of an agency usually depends upon the type of services it offers and the number of people it employs. A small or medium sized agency offering the basic services will have a basic organizational structure like:

Proprietor/Managing Director

<i>Accounts</i>	<i>Creative</i>	<i>Media</i>	
<i>Administrative</i>			
<i>Dept.</i>	<i>Dept.</i>	<i>Dept.</i>	<i>Dept.</i>

(Basic structure of a medium size full-service ad agency)

Depending on the type and number of services provided, some additional departments like Research Dept., Production Dept. etc. can be added to the above structure. And for agencies that offer additional services like Public Relations and Exhibitions, separate departments for these additional services are created in the agency. A typical full service agency with large number of staff will have the following organizational structure.

Agency Head

<i>Account</i>	<i>Research</i>	<i>Creative</i>	<i>Production</i>	<i>Media</i>	
	<i>Admn.</i>				
<i>Mgmt. Dept.</i>	<i>Dept.</i>	<i>Dept.</i>	<i>Dept.</i>	<i>Dept.</i>	<i>Dept.</i>

<i>Account</i>	<i>Research</i>	<i>Creative</i>	<i>Production</i>	<i>Media</i>	
<i>Mgmt.</i>	<i>Director</i>	<i>Director</i>	<i>Manager</i>	<i>Manager</i>	
<i>Director</i>					

<i>Account</i>	<i>Research</i>	<i>Creative</i>	<i>Production</i>	<i>Media</i>	
<i>Managers</i>	<i>Managers</i>	<i>Group</i>	<i>Executives</i>	<i>Planners</i>	
		<i>Heads</i>			

<i>Account</i>	<i>Research</i>	<i>Copy</i>	<i>Production</i>	<i>Media</i>	
<i>Planners</i>	<i>Assistants</i>	<i>Supervisors</i>	<i>Assistants</i>	<i>Executives</i>	

Account Executives *Field Assistants* *Copy Writers* *Media Assistants*

Junior Account Executives *Art Directors*
Visualisers

Studio Managers

Finishing Artists

(Organizational Structure of a Typical Ad Agency)

THE FULL-SERVICE ADVERTISING AGENCY:

In simple words, a full service-advertising agency offers all the services required to execute the client's advertising campaign. These services are account planning, research, and creation of ads, production, placement and evaluation of ads.

If we go by this definition, then we shall find very few full-service agencies, as most agencies do not offer all the services themselves.

For example, very few agencies provide complete research services. Similarly very few agencies have facilities to produce radio and TV ads. However, most full-service agencies get all these things done for the clients - whether through their own expertise and facilities, or they get it done by outside specialists.

Today, in fact, advertising agencies provide many extra services in addition to these basic services. Now before discussing further let us discuss what are the services of an ad agency, what are its functions and what are the basic departments of an ad agency:

FUNCTIONS

SERVICES

DEPARTMENTS

Account Management Dept.	Account Services	Account
Research Function Dept.	Research Services	Research
Creative Function Dept.	Creative Services	Creative
Media Function	Media Services	Media Dept.
Administrative Function	—	Admn. Dept.

ACCOUNT MANAGEMENT:

Accounts, in advertising language, mean *a piece of the client's business*. So in very simple words, account management is managing or looking after the client's advertising business.

The Account Management department first gets the business or account by convincing the client that their agency can deliver the goods. Usually agencies get the accounts through two ways - *pitching* and *empanelling*. We shall discuss these in detail later.

It is said that people working in the Account Management Department (Account Managers, Account Executives, Client Service Personnel), or *account handlers* as they are generally known as, are the client's representative at the ad agency and the agency's representative to the client.

As the link between the client and the agency, the role of an account manager is to define what kind of advertising the client needs and then coordinate all the resources of the agency to deliver it to the client's satisfaction. An account manager needs to know all aspects of the advertising process from start to finish in addition to a thorough understanding of the client's business. This way the account manager can coordinate everything properly. So what it takes to be an account manager:

- *Jack-of-all-trades and master of some,*
- *Punctuality or delivering before the deadline,*
- *An eye for details,*

- *Quality consciousness,*
- *Ability to coordinate,*
- *Strong understanding of the advertising process,*
- *Strong communication skills,*
- *Team spirit and leadership,*
- *A sense of urgency,*
- *Excellent organizational skills,*
- *Ability to handle many things at one time, and*
- *Ability to remain calm under pressure.*

RESEARCH FUNCTION:

The basic raw material for creating good advertising campaigns is information. Ad agencies require information about the product (brand) and its competitors, the company and its competitors, the market place, the consumers (their latent needs, wants and their buying behaviour), the media (the circulation, readership, listener ship, viewer ship, rates, options and prestige, etc).

Client provides some of this information. But for rest of the information, agencies conduct research. However, only a few agencies the world over provide this research service on their own. They usually depend on readymade material prepared by specialist research organizations (IMRB, ORG-MARG, Nielson's etc) or ask these organizations to conduct the required research.

CREATIVE DEVELOPMENT:

Developing great selling ideas and advertising that is liked and acted upon is perhaps the very objective that every agency aims for. The people who do it are the creative people. These people take all the information collected by the account manager and the strategy developed by the account planner. And they turn these information and strategy into perceptions. Next, they turn the perceptions into words and pictures.

As words and pictures are like the heart and soul of advertising, usually copy writers (people who write copy or the written text of the ads) and artists

(who visualize and conceptualize the visual part and also decides the layout) work together. Copywriters and artists working in pairs complement each other.

MEDIA FUNCTION:

'Media' services in advertising language means *selection, booking, purchase of media space or time, and placement of advertisements according to the prepared schedule*. This involves media planning and media buying. And both these have emerged as highly specialized areas.

In fact, media planning and media buying have become independent areas and many specialized organizations have come up which deal with media planning and media buying respectively.

Some full service ad agencies do not have a media department at all. They depend on media planning organizations to create the media plan or to select the media, the vehicles, and the options and of course to prepare the schedule. Then accordingly they ask media buying organizations to book advertising space and time in the relevant media. Some agencies do the media planning on their own and leave the job of media buying to specialized organizations.

PRODUCTION:

Although this is a very important aspect of advertising many agencies do not have production departments. A production department requires many experts in the field of production (photographer, finishing artists, illustrators, computer experts, jingle writers, music directors, musicians, directors, etc). Also highly expensive equipment are required.

Having all these technical experts and the equipment demands heavy investment. So agencies leave this part of advertising operation to organizations that specialize in such fields. However, most of the agencies have functional art studios and sufficient computer facilities.

ADDITIONAL SERVICES PROVIDED BY AGENCIES:

Advertising agencies offer the following additional services. This list, however, does not include all the additional services.

- *Public Relations,*
- *Media relation,*
- *Election campaign management,*
- *Direct marketing,*
- *Exhibitions,*
- *Road shows and Event management,*
- *Marketing research,*
- *Brand nomenclature,*
- *Brand designing,*
- *Packaging,*
- *Training of sales force,*
- *Sales promotion, and*
- *Internet and on-line advertising.*

AGENCY COMPENSATION:

As in case of the size and the organizational structure, the way the agencies are compensated also vary. In fact, there are three ways of agency compensation:

- *Media commissions*
- *Mark up on costs, and*
- *Fee system.*

5.2.2 CREATIVITY IN ADVERTISING:

Creativity is associated with creating new things. It means differently to different people. For poets, it is the spontaneous outburst of deep inner feelings. For painters, it is expressing some abstract idea that is hardly understood by others. Creativity in most of the creative fields like music, writing, poetry, dance, painting, sculpting, etc. is concerned with the artist's self expression. As it is perceived differently in different fields, creativity is hard to define.

Creativity in advertising is not self-expression. It is planned and calculated communication. It has a specific motive of persuading or motivating. And it is always goal oriented as it tries to achieve some goal or objective.

Simply put, creativity is the power or quality of creation, which means the presentation of new concepts in an artistic embodiment or manner. New concepts and artistic embodiments are okay for fine arts. But for advertising what sells more is creative.

People often think of creativity as clever word play or cute pictures. However, creativity in advertising is not about being clever or cute. Such a mindset often leads to confusion. Advertising creativity is actually about clarity. And it is clarity that makes advertisements persuasive and effective. And as advertising great Claude Hopkins once put, " advertising is showing your prospective buyers why it is in their interest to buy the advertised goods".

And we may put the ABC of creativity in advertising as: APPROPRIATENESS, BREVITY, and CLARITY.

It is often said in the field of advertising that we do not want creativity, we want the sales graph to climb. As the sole objective of companies is to sell more, advertising also should aim at achieving this objective. Creativity in advertising is all about vigorous, vital, compelling and persuasive messages that effectively achieve their objectives.

Here two things come to the fore - advertising's role as a link between the product and the audience, and the relevance of the advertising message. On the basis of these two things, some people define creativity in advertising as creating "unique and relevant connections". These 'unique but relevant connections' are nothing but solutions to the consumer's problems.

Some people suffer from dandruff. Advertisements of a shampoo company try to provide solutions to this problem (Dho dalenge of All Clear). One common problem of housewives is spots on clothes. Ads of one company offer them a solution by saying 'Dhoondte Rah Jayoge'.

And it is rightly said that 'people don't buy soap, they buy hope' - the hope of beautiful skin. In case of home appliances, the hope is to save a lot of time

and hard work; for a shampoo it is beautiful, long and dandruff free hair; for lipsticks it is beautiful lips, and so on. Creativity in advertising is there in the idea generation stage and the execution stage. In this lesson we shall discuss the following aspects of creativity in advertising: copywriting and appeals.

COPY WRITING:

The term 'copy' has been in use since the days of early printing when the compositor was given a manuscript and told to copy it. Soon the manuscript became known as the copy. Now in advertisements copy means all the words in the ad - whether written (printed) or spoken.

Now let us see how an advertisement works. It begins with the PROMISE OF BENEFIT. It then provides AMPLIFICATION or elaborations. The next thing an ad does is providing PROOF. And finally it ends with a request or call for ACTION. Advertising professionals call this the PAPA (Promise, Amplification, Proof and Action) formula.

Usually the promise or benefit is expressed at the beginning through the headline. The sub headline and the body copy provide amplification and proof. Finally the end part of the body copy and sometimes the slogan make a request or call for action.

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 introduces the product, makes the promise statement or puts a question. It basically tries to attract the attention of the readers and create curiosity so that the reader reads further. The major types of headlines are:

- Direct promise of benefit,
- News (of the product),
- Curiosity or provocative, and
- Command headlines.

Direct promise 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. Either by 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 to read the copy and the promise is made in the copy.

In command headlines, the readers are urged to buy the product by promising a reward. For example 'Buy one, get one free' or 'buy three for the price of two' or 'use this product and save electricity etc. Usually command or ask the readers to buy.

Another type of headline is the select headline. This is directed at the headline scanners. Such a headline selects its own audience. Examples of such headlines are - attention all housewives, for all young men over thirty etc. Such headlines can reach selected groups by either addressing them directly or by discussing their specific problems.

The sub-headline:

This is not always used in ads. However, when the advertiser wants say a lot at the beginning but the headline cannot do the job, then the sub headline is used. The headline and sub headline together can contain a longer message. The sub headline usually spells out or elaborates the promise made in the headline or it stresses on the product's unique features.

Body copy:

Most readers want to know many facts before they decide upon buying the product. These details are given in the 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 sub headline 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 readers 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 readers want 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.

The final aspect in an advertisement is a call for action. Through this, most advertisements try to strengthen the reader's determination to buy or continue buying. The call for action takes several forms in an advertisement. It is usually part of the body copy. 'Visit our dealers', 'See the product in action', 'Send for a free booklet on how to get the best out of our product', 'Write to us at the following address', 'Call your local dealer for a free demonstration', 'Fill this coupon for a free information booklet', etc. are examples of calls for action.

The above-mentioned format represents how a complete selling story is to be presented through headline, subheads, body copy and slogan in the promise, amplification, and proof and action formula.

Style of copy:

Advertisements, like people, have personalities of their own. We have discussed the format of advertising copy so far. Now let us discuss the style. It is the way of presenting information. Advertisers follow two basic approaches - the factual approach and the emotional approach.

Factual approach -

The factual or rational approach deals with reality or what actually exists. We talk about the product in terms of what it is, how it is made, what it does etc. It is not just listing the features of the product. It calls for focusing on those facts about the product that are of most importance to the reader, and then explaining their advantages.

Most of the slow moving consumer goods (SMCG's) like cars, television sets, refrigerators etc. use such an approach. Facts have many facets. Like the statement 'the glass is half full, the glass is half empty' are both factually correct.

But the difference lies in the interpretation and the viewpoint of the person making the statement.

Advertising copy writing demands a special skill of presenting only those aspects of the product that interest the reader. For example, instead of saying it is a new gift, you can say that it is "The gift you never stop opening". Another good example is the slogan 'no one can eat just one' of Raffles Lays. So get the facts and present them in such away that it stirs the reader's imagination.

Emotional Approach:

In the factual approach, we collect and present facts that are real, existing and are demonstrable. But there are certain aspects that cannot be measured, weighed or seen and touched. These subjective values can only be felt or experienced.

For example one Suzuki ad had this headline 'SUZUKI Conquers Boredom'. This copy follows it:

Life has always been what you make it. Excitement or just routine. And the line between freedom and feeling trapped can be as simple as two wheels - something like getting on a Suzuki and breaking away. Getting out to see the rugged land you never see from inside your car... Its your life. And you can make it anything you like. A phone call to your nearest Suzuki dealer can be a whole new beginning.

An ad for Bombay Sapphire gin that used this approach had a headline - Pour something priceless.

Advertisements don't use only the factual or the emotional approach. They mostly use both the approaches in combination. However, fast moving consumer goods (FMCG) like chocolates, cigarettes, toothpastes, soaps, etc. mostly use the emotional approach.

Slogans:

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. A slogan is a short and catchy phrase that gets the attention of the audience, is easy to remember and comes off the tongue easily.

A slogan can be of many types. It could help to describe the uses of a product, suggest the special advantage or importance of the product, create an overall image of the company, (You are in good hands, We bring good things to life, Believe in the best, Better than the best etc.), guard against substitutes (COCACOLA is the real thing; Gold Spot: the zing thing).

Slogans are mostly emotionally charged. They motivate the audience. A slogan is so designed that it can be repeated and remembered.

Checklist for copy:

After writing the copy it should be checked to review against the following questions: Is it arresting? Is it clear? Is it simple? Does it give information that the reader requires? Are all claims (at least the factual ones) supportable? Is it believable? Does it deliver the intended message about the product properly?

Characteristics of good advertising copy:

Fun to be with, charming, conversational, friendly, empathetic, single minded and purposeful, provocative, sincere, and unconventional. A good advertisement has to have all or most of these characteristics. Only then it would succeed in persuading people. Advertising copy often uses humour and smart word play. This is not done to compress people. Rather the objective is to express or convey the message in an interesting way.

Advertising copy often reads or sounds like a conversation between two people. Most of the times a casual tone and common words are used as in case of everyday conversations. This leads to familiarity and better acceptance of the message.

Never ever advertising copy antagonizes or is rude. The tone and approach of ad copy is always friendly. The words always try to create a bond or relationship - often giving us friendly suggestions and advise.

After reading or watching some advertisements, we often feel, "hey, this ad is talking about me and my problem". This ability to understand the prospective customer's problems and trying to solve these problems creates a strong rapport with the audience.

Advertising copy never samples. It does not stray from its purpose. Advertising copy, almost always, is the result of well throughout planning and it emphasizes what it must emphasize. Also advertising copy is goal oriented. Whatever be its objective - to inform, to make people aware, to create brand differentiation or loyalty - it always tries to succeed.

Advertising copy provides new information, new experiences, and new feelings. Also advertising copy is written in an interesting way. All these involve the audience.

Advertising copy often leads the audience to think. It could provoke such thoughts like, "hey, I never know about that", or "Is not that something new", or "I never thought about it that way".

Advertising copy is mostly truthful and sincere. Hence it is believable.

How do I start?

Writing advertising copy involves many a limitations. One has to write to beat the deadly deadline i.e. one faces the constraint of time while writing advertising copy. Faced with such daunting constraints, copywriters often go blank in the mind. This often happens when one has blank paper in front. This disease is called blank paper anxiety or writer's mental black.

How does one over come this problem? Let us try the following tricks. So you are not getting any words. Well, what about starting with pictures? No, you don't have to draw or paint. Just think about some relevant picture or visual. And describe the picture on paper. Now you get some words, which could lead to more words.

Still no words are coming? Try this then. Pretend that you don't know anything about the product. Ask questions to your self about the product, about the prospective customers, about their buying habits, about the use pattern of the product etc. If you have a partner, ask him. Play with questions and write down the answers. And you will get some words on paper.

If asking questions about just the product does not help, then ask questions about the competitors Make fun of the competitors. May great

advertisements have been created this way. One example is the Captain cook powdered salt where this brand has been compared with the Tata salt.

Some times none of the above methods work. Now let us discuss what experts have to say writing experts claim that people find it difficult to write because same basic problems on their approach to writing. These include:

People believe that nothing is worth putting on paper unless it is in the final shape.

Many people think that good writing is always spontaneous writers get into a writing mood and the words just flow from the pens in ease of poetry.

These beliefs are pure nonsense. What people often forget is that writing is not just a means of recording our thoughts on paper. It is also a method of creating new thoughts. And good writing always involves rewriting and lots of it.

So before you set out to write, keep the rules aside. Forget about grammar, punctuation spelling, cohesion etc. for the time being. You can think about these things once you finish the first draft. Just remember the first draft is for your eyes only. So forget about the rules and start writing.

To begin with explore. And get some words on paper. In the beginning do not think about writing great advertising copy Just write what comes to your mind. Collect the basic information. Try and give it some shape. You can develop a conversation may be between two users of the brand, between a user and a non-user, may be between an expert and potential users or even between the product and the consumer. Or try and develop what an expert's view would be or what a satisfied customer's views are.

Try as many methods as you can. These different methods provide you a lot of 'options'. And as you go along writing you would overcome your anxiety and fear and thoughts would flow more easily.

More importantly if you write down everything that comes to your mind, you would not forget any thing. You will have all the options on paper.

All these methods are part of what is the 'pre-writing' stage. This state involves 'free writing' - free from rules, free from fear and anxiety and free from the burden of writing great advertising copy.

The next step is rewriting. Advertising guru David Ogilvy once wrote a detailed description of a product in around 3,000 words. Then it took him some twenty rewriting to reduce it to 30,000 crisp words. On many occasions he wrote dozens and dozen of headlines for a particular advertisement and asked his colleagues to select the best.

Good writing is like the act of polishing diamonds. More one polishes diamonds, more is the shine and brightness that comes out and the pieces become more beautiful. Similarly, the more we rewrite the more polished the advertising copy becomes. Rewriting or polishing involves the following things.

Organizing the information property.

Cohesion.

- Liveliness
- Style
- Grammar
- Spelling
- Punctuation

Features of Good Advertising Copy

Noted British Advertising expert David Bernstein devised a four-principle formula for effective copy writing. This is called the VIPS formula. This includes the following:

- o *Visibility*
- o *Identification*
- o *Promise*
- o *Simplicity*

Visibility: A good advertisement draws the attention of the audience members (readers, listeners, viewers etc.) What attracts people to an advertisement is its visibility. Visibility also makes an advertisement stand out from a clutter of ads.

Legendary adman Leo Burnett once wrote the following about visibility: Best attention comes from the entirely natural interest of the audience, built around the product advertised". Attention for attention's sake and visibility for visibility's sake is not effective enough. It might draw the attention but would not convey the selling message. And visibility should be related to the product and the audience. Using scantily clad beautiful models for pens, suitcase, tyres etc. don't convey any selling message.

Albert Lasker, who is considered as the father of modern advertising, once said that, "If people do not read your advertisement, they can not remember it. If they don't remember it, they cannot act on it. It is as simple as that "

And visibility cannot only be generated through copy. The visuals, the logo, the layout, the white space (in case of print advertisements), and the music, the other audio components and the moving pictures in case of radio and television advertisements work towards generating visibility.

Identification: Visibility in advertisements should be such that it should lead to identification. This element is all about binding an association or rapport between the product and the audience. This can be achieved if you use the language of the prospective customers, if their problems are being addressed to, if the approach is friendly. This association or identification not only leads to immediate action on part of the audience (like buying the brand), it also helps in establishing along term relationship between the product and the audience. This is brand loyalty and most marketers try to achieve this.

Promise: A popular saying in the field of advertising goes like this - 'people do not buy soap, they buy hope". For soaps the hope is that of beautiful, blemish less skin. For lipsticks, the hope is for beautiful and lustrous lips. If some one is buying a shampoo, he or she is buying the hope of long, dandruff free, shining hair. So while the audience hopes to get something from the product, it becomes very important for advertising copywriters to incorporate 'promises' into the message. And promises don't mean tall claims and exaggerations. A promise in an advertisement has to be believable so that the customer buys the product, uses it and stays loyal to it.

Simplicity: One of the golden rules of writing, particularly writing for advertising, is the kiss rule. It stands for *Keep It Short and Simple*. When things are simple, they are easy to understand. When things are not too long, they are easy to read and thus inviting. Simplicity and brevity (shortness) also help in sustaining the audience interest through the length of the advertisement.

So no matter how complex the idea is the writer has to find a way to express it in a simple manner. This kind of simple presentation requires simple words, short and simple sentences, short paragraphs etc.

Functions of advertising Copy Writing:

Let us discuss the functions of advertising. Advertising first has to reach the audience. The next thing it does is to remind the audience member in case they have forgotten. The next thing that advertising does is to reinforce - particularly the loyal customers - about the products good qualities.

Advertising also reinforces the product in the minds of the customers. Many times advertising also offers a point of reference to the audience and finally most advertisements provide small records. These could be of the surprise of new and welcome information. It could be the confirmation of long held viewpoints.

And copywriters should try to incorporate at least three R's (reassurance, reinforcing, rewards) in to the advertising copy.

5.2.3 MEDIA SELECTION:

This is a very important part of advertising as maximum amount of money (85% if you take out the 15% commission of agencies) is spent on media. Media selection requires thorough knowledge of the characteristics of the various media. It also involves concrete analysis of the target audience and the media options and matching the both. And there are no standard formats for selecting the media.

But the following elements needs to be considered:

- The target audience
- The communication requirements

- Creative elements
- The efficiency and effectiveness of the media options
- Geographic spread of the audience
- The pressure of competition
- The budget.

On the basis of the selected media types, the vehicles, and the options, a media plan is prepared. It has to be cost effective. More importantly the selected media should be able to facilitate the ad message to reach the desired audience.

Many people are involved in preparing media plans. These include the agency 's media department and the client's representative. The purpose of media plan is to analyze and select media that will help the message reach the right people (customers) at the right time in the right place. Media selection involves the following decisions:

- o *Where to advertise?*
- o *Which media to use?*
- o *Which time of the year to advertise?*
- o *How often to run the ads?*
- o *What opportunities are there for integrating other promotional activities?*

MEDIA PLANNING: The ultimate goal of advertising is to reach the target audience with the advertising message. So far we have discussed about creating the advertising message. Now let us discuss about how to reach the target audience. The major decisions that need 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), etc.

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 analyzing the effectiveness of the various media. Then the media planner has to choose such media, which would reach the target audience effectively - both impact and cost wise.

DECIDING THE MEDIA TYPES, MEDIA VEHICLES AND MEDIA OPTIONS: From newspapers, magazines, radio, TV and films to pamphlets, leaflets, brochures and posters to outdoor, transit media and the Internet, advertising uses many tools to reach the target audience. These are called the media types. All these media have different reaches; different rates, different characteristics and they also differ in terms of popularity and credibility.

A media planner has to select and choose the medium or media-mix depending on the above-mentioned things as well as the target audience and the advertising objectives. One important consideration here is how much money is available for media buying in the ad budget.

Once the media planner chooses the medium or media-mix, the next step is to choose the vehicles within these media. For example, if the medium chosen is newspaper, then there are many vehicles available - like national, regional or local newspapers, various language newspapers, general newspapers or special newspapers like economic and business newspapers. For television there are so many channels available.

The next step is to finalize the various options within the vehicles. In case of a particular newspaper, the available options are any specific day of the week, main newspaper or supplement, any specific page and in that page any specific place. In case of a TV channel, the available options are to run ads as spots or to sponsor particular programmes, to run the ads before, during or after specific programme. Other options available are to sponsor specific parts of a programme like a song in a feature film and sponsor replays during cricket matches, etc.

The medium or media chosen along with the vehicles and options should match the audience in terms of geographic spread, accessibility and also psychographically (in terms of liking, popularity and rating etc.). Also these have to be most effective in terms of costs.

MEDIA SCHEDULING: So far we have answered two questions: whom to reach and where to reach - through the selection of media. Now is the time to answer the

questions - when to run the campaign and for how long to run it. This is basically called media scheduling or finalizing the day, time and other specifications about the placement of the ads.

One important aspect of scheduling is frequency or the number of times an advertisement message is delivered (published or broadcast) within a given period of time (usually a week or month). Frequency is important as it is directly related to the impact of the ad message. More the frequency, more is the recall of the message, recognition of the product advertised and consequently the success of the ad in term of sales, etc.

Another important aspect is timing pattern. Some common timing patterns are *seasonal* (for products which sell seasonally like sun-screen lotions, air coolers and refrigerator in summer; cold creams, water heaters, room heaters, woolens in winter), *steady pattern* (for products that sale uniformly through out the year like soaps, shampoos, tooth paste etc.), *pulsing* (also called *flighting*).

Pulsing involves short bursts of advertising in a few markets for a short duration rather than going for a steady pattern. It increases the awareness level of consumers to a much higher level that it continues while the product is not being advertising.

5.2.4 NEWSPAPERS AS ADVERTISING MEDIUM:

In most countries around the world more money is spent on advertising in newspapers than in any other medium. While television is considered to be the most complete and powerful medium, newspapers are still used as a major advertising medium.

The main reason behind this is that newspapers come in large numbers and varieties. We have dailies and weeklies. We have general and specific subject newspapers. Then there are broadsheets (full size) and tabloids (half size). Geographic reach wise, newspapers offer many options - from international, national, regional to local newspapers.

Also newspapers are published in all major languages. Also newspapers offer varieties in terms of special supplements, weekend supplements and

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

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

Advantages of Newspapers Advertising:

- Mass medium that reaches every segment of the society.
- Broad reach ranging from local, regional, national to international.
- Comprehensive in scope, covering an extraordinary variety of topics and interests
- Geographic selectivity is possible
- Research shows that newspapers ads are more credible than ads in other media
- Creative flexibility: Newspapers offer great variety and options in terms of size ranging from classified ads to two page spreads. Another area is the placement option. Ads can be placed on the front page, back page, inside pages etc. Also ads can be in colour or black and white. Another option is classified, display-classified and display ads.
- More information: Newspapers provide much more detailed and in depth information than any other media.
- More Sections and Specific pages: Newspapers usually have special pages covering specific topics or issues. These special pages cater to the needs of specific reader groups. This way a variety of target audiences can be reached through newspapers by placing ads in the relevant places or pages.

- **The Disadvantages of Newspapers Advertising:**
- Lack of selectivity regarding specific socioeconomic groups. Most newspapers reach broad and diverse groups of readers.
- Short life span: Daily newspapers have a life span or shelf life of one day only. It is usually of no use when the next day's issue comes.
- Low production quality: The production quality of newspapers is very low as these are generally printed on newsprint, which is a low quality paper. The printing quality is not good. The visual reproductions are just passable. Also colour printing on newsprint is very low in quality as compared to glossy magazines.
- Clutter: Newspaper pages are mostly crowded with a variety of items, news stories, articles, features, photographs etc. Advertisements on newspaper pages compete not only with other ads, they also compete with the editorial content for attention. Also many advertisements are sometimes packed into one page.
- No control with the advertiser: The advertiser does not have any control over the page or place where the ad would appear. If an advertiser wants a specific page or a specific place, then he has to pay a premium price for the preferred position.
- Overlapping circulation: Some people read more than one newspapers. This leads to overlapping as the same ads are published in many newspapers.
- Another disadvantage is that there is rarely any newspaper that covers entire states or countries. So to reach readers all over a country or state, an advertiser has to put ads in a number of newspapers.

5.2.5 MAGAZINES AS ADVERTISING MEDIUM:

As advertising medium, magazines are quite similar to newspapers. But there are certain differences too. Magazines offer more colour and better production quality. Also there is better reproduction of visuals.

Magazines offer greater selectivity of reach, as a great variety of magazines are available, reaching different types of readers.

The term magazine covers a multitude of publications. They range from general news magazines to highly specialized magazines covering films, business, sports, automobiles, etc. *Television Programme Guides* are also called magazines and have large circulations. Then there are digests like Readers' Digest. A great variety of magazines are published covering special interests and catering to smaller but well-defined audiences.

The large circulation general magazines offer high coverage or reach of heterogeneous population. These form good vehicles for advertisements for a variety of brands. Low circulation and special interest magazines reach smaller but homogenous population. Virtually every field and every sphere of business has some magazines. These are read regularly and religiously and thus become effective vehicles for advertising.

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

- Audience selectivity: Most magazines reach specific segments of readers like sports over, film lovers, businessman, women, kids, managers, automobile lovers, doctors, lawyers, architects etc. So it becomes easy for advertisers to reach these specific segments through these magazines
- Long life: Magazines are the most permanent of all mass media. Magazines are kept for long periods depending on their periodicity, which ranges from a week to a year (as in case of annual issues). So advertisements can be seen a number of times over a period of time.
- Credibility: Magazines are also the most credible of all mass media. This element is automatically transferred on to the advertisements that appear in these magazines. International magazines like the Time, the Newsweek, and Readers' Digest have regional edition published from many countries. In India, India Today is published in many regional languages. Such magazines are of great value to international advertisers like airlines, banks, tobacco and liquor companies etc.

- Specialized network: Most magazines are highly specialized in nature. This gives the advertisers the option to prepare advertisements according to the needs and tastes at their target audience.
- Colour and gloss: Most magazines are very colourful and glossy. Colour and the glossy nature add authority and appeal to the advertisements published in magazines.

Disadvantages of Magazines advertising: The disadvantages of magazines include:

- High cost: Magazine advertising rates are very high. Sometimes magazine advertising rates are ten times higher than newspaper ad rates.
- Long closing dates: Magazines production takes a lot of time. So magazines require advertisements weeks before its day of publication. Some magazines require ads about six to eight weeks before the date of publication.
- Advertising clutter: Most magazines publish large number of advertisements. All the ads in magazines compete for attention. So there is a danger of some advertisements not being read.

5.2.6 RADIO AS ADVERTISING MEDIUM:

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

Some years ago, many people thought that radio was dying as a major mass medium. However, it has made a tremendous come back - particularly through FM transmission. Radio offers two basic advantages - ubiquity (omnipresence) and immediacy. Also the use of human voice helps listeners identify with radio.

In India no advertisements were broadcast over All India Radio till the late 1960's. Indian listeners, however, listened to the programmes of Radio Ceylon, which broadcast advertisements. In 1969, AIR started commercial broadcasting through the All India Variety Programme (AIVP), popularity known as Vividh Bharti. Over the years radio advertising in India has grown in stature and has gained a lot of momentum. Radio advertising in India now is at its peak with the huge success of the Metro FM channels, which have extraordinarily large listener ship.

Advantages of Radio: Radio offers quite a few advantages as a medium of advertising. These include:

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

Disadvantages of Radio: One of the biggest strengths of radio is the wide range of options it provides. This also is a distinct disadvantage. Media planners are often confused as to which stations and programmes to choose. And despite the use of sound effects, jingles, strong copy with vivid descriptions, radio ads cannot compete with other visual media where products can be shown in their fullest

glory. Radio also has a disadvantage in direct response, which is the fastest growing area in promotion. This medium does not offer any opportunity for coupons. Also noting down phone numbers and addresses is not easy while listening to radio. Another disadvantage is inattentiveness on part of listeners.

5.2.7 TELEVISION AS MEDIUM OF ADVERTISING:

Many critics call television the Idiot box. It offers everything on a silver platter. It shows, it tells and there is the element of motion. Thus the viewer does not have to think. While this viewpoint stands true to some extent, television is perhaps the most comprehensive and complete medium. Also it is the most powerful and persuasive medium. Also it has become a part of our lives and is a very important aspect of many people's daily routine.

It is not a mere mass medium. In many countries it has become part of the culture. Also television has become ubiquitous or omnipresent. It reaches every nook and corner of the country and most people own television sets or at least have access to it. However, television is no more the family activity it was at the beginning. The growth of channels and the large variety of programmes has lead to individual viewership resulting in the fragmentation among television audience.

Advantages of Television: Advertisers spend huge amounts of many on television advertising. This is because of the three fold advantages:

- *Impact*
- *Influence*
- *Cost efficiency*

Dis-advantages of Television: Television is the most effective advertising medium. But it also has disadvantages, which include:

- *Cost*
- *Clutter*
- *Nonselective targeting*

5.3 SUMMARY:

- Successful advertising add perceived value to brands by giving the product a personality, communicating in a manner or tone liked and understood by the potential customers, and setting the brand apart from its competitions. And advertisers assign this job of informing the target audience and creating images to advertising agencies. Now the question arises how agencies do their job. The answer is that they *plan*; they *prepare*; and they *place* ads in the media.
- An advertising agency brings together the expertise and experience of the various sub-disciplines of advertising. So we have copywriters, visualizers, researchers, photographers, directors, planners and people who get business and deal with clients. All these people have both expertise and varied experience in their respective sub fields.
- Advertising agencies are highly professional. Objectivity is a major virtue of agencies. They operate in a strange way. While they take up advertising for others, agencies hardly advertise themselves. What gets them business is their reputation. And reputation is built up by their professionalism and objectivity.
- 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 field of advertising like directors, musicians, photographers charge huge amounts and are often not affordable. Moreover, hiring, organizing and managing talents required to produce advertising campaigns is not an easy thing.
- Ad agencies basically do three things. These are: *planning* the ad campaign, *preparing or producing* ads and *placing* the ads in different media. The ad agencies call these functions differently. These are: Account Management, Creative Development and Production, Media Planning and Buying, and Research Services.

- The business or clients are termed as 'accounts' in advertising language. Agencies make pitches or presentations to potential clients to get business. Major advertisers have panels of agencies and they assign advertising jobs to them.
- Account Management involves more than just getting business. It involves acting as a liaison or link between the client and the agency, collecting information and directions from the client and passing those on to the agency, getting approvals for strategy, creative works, media plans etc.
- The creative function involves processing the information collected from the client and through research and designing communication material in the form of advertisements (printed, radio or television) and other publicity material. This includes planning creative strategies, copy or script writing, visualization, designing, layout, shooting of films, editing, giving music, etc.
- The media service is an important function of any ad agency as reaching the target audience in an effective manner is of prime importance. On the basis of the media habits (access and exposures) of the target audience, agency people prepare a media plan. This 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.
- Information forms the backbone of all advertising. To prepare ads, one requires information about the product, its competitors, the market situation and trends; information about the audience (their likes & dislikes and media habits etc.) also needs to be collected. Also needed is information regarding the reach and effectiveness of various media? In India, organizations like *IMRB*, *MARG*, *ORG*, *MODE* etc. conduct research and provide information to ad agencies. Agencies also depend on the *Registrar of Newspapers of India* (RNI) for circulation figures. The *Indian Readership Survey* (IRS) and the *National Readership Survey* (NRS), conducted periodically to update findings, provide valuable information about readership. Now days, the *Nielson Rating* for TV serials and programmes provide information about viewership.
- Ad agencies providing the four above-mentioned services are called *full-service agencies*. 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, Organizing special events (Events management), and Direct marketing.
- Wide ranges of media are used as means of reaching the consumers with the advertising message. Media do not play any active or direct role in advertising. But still they are an important part of advertising. In fact, most of the media of advertising, particularly the mass media, depend on advertising to a great extent for their revenue.
 - The different media used for advertising have got different characteristics. They reach different audiences. Advertisers use only those media, which reach their target audience. This matching of media and audience is called media planning.
 - Major advertising media are: Newspapers (dailies, weeklies etc.), Magazines (general interest, specialized, business or professional), *Television, Radio, Video, Cinema, Outdoor media (Posters, Hoardings, Banners, Boards, Neon signs, Wall writing, Balloons, Kiosks, Sky writing, etc.), Transit media (Buses, Trains, and others transport vehicles), Direct mail, Point of Purchase (POP) and Sales literature (Leaflets, Brochures, Danglers, Posters, Catalogues, and other display material).*

5.4 KEY WORDS:

Advertising Media: Wide ranges of media are used as means of reaching the consumers with the advertising message. Media do not play any active or direct role in advertising. But still they are an important part of advertising. In fact, most of the media of advertising, particularly the mass media, depend on advertising to a great extent for their revenue. The different media used for advertising have got different characteristics. They reach different audiences. Advertisers use only those media, which reach their target audience. Major advertising media are: Newspapers (dailies, weeklies etc.), Magazines (general interest, specialized, business or professional), *Television, Radio, Video, Cinema, Outdoor media*

(Posters, Hoardings, Banners, Boards, Neon signs, Wall writing, Balloons, Kiosks, Sky writing, etc.), Transit media (Buses, Trains, and others transport vehicles), Direct mail, Point of Purchase (POP) and Sales literature (Leaflets, Brochures, Dangers, Posters, Catalogues, and other display material).

Advertising Agencies: An advertising agency brings together the expertise and experience of the various sub-disciplines of advertising. So we have copywriters, visualizers, researchers, photographers, directors, planners and people who get business and deal with clients. All these people have both expertise and varied experience in their respective sub fields. The 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. An ad agency acquires experience by working with a variety of clients. It also gains experience by working of market situations. Also the varied background of its employees provides a much broader perspective.

Objectivity and Professionalism: Objectivity is a major virtue of agencies. They operate in a strange way. While they take up advertising for others, agencies hardly advertise themselves. What gets them business is their reputation. And reputation is built up by their professionalism and objectivity. Ad agencies being *outside intermediaries* can be objective. They offer independent and detached viewpoints and suggestions based on objective analysis.

Cost Effectiveness: Most experts in the field of advertising like directors, musicians, photographers charge huge amounts and are often not affordable. Also, hiring, organizing and managing talents required to produce advertising campaigns is not an easy thing. And the fact that 98 percent of advertisers the world over hire ad 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.

Functions of Ad Agencies: Ad agencies basically do three things. These are: *Planning* the ad campaign, *Preparing or producing* ads and *Placing* the ads in different media.

Account Management: Account Management involves more than just getting business. It involves acting as a liaison or link between the client and the agency, collecting information and directions from the client and passing those on to the agency, getting approvals for strategy, creative works, media plans etc.

Creative Development and Productions: This function involves processing the information collected from the client and through research and designing communication material in the form of advertisements (printed, radio or television) and other publicity material. This includes planning creative strategies, copy or script writing, visualization, designing, layout, shooting of films, editing, giving music, etc.

Media planning and Buying: This is an important function of any ad agency as reaching the target audience in an effective manner is of prime importance. On the basis of the media habits (access and exposures) of the target audience, agency people prepare a media plan. This 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.

Research Services: Information forms the backbone of all advertising. To prepare ads, one requires information about the product, its competitors, the market situation and trends; information about the audience (their likes & dislikes and media habits etc.) also needs to be collected. Also needed is information regarding the reach and effectiveness of various media?

Other Functions of Ad Agencies: Ad agencies providing the four above-mentioned services are called *full-service agencies*. 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, Organizing special events(Events management), Direct marketing.

5.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Discuss the various functions or services of an advertising agency.
2. Discuss an advertising agency is organized.
3. Discuss advertising agencies are hired by advertisers.

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RADIO AND TELEVISION ADVERTISING

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LESSON STRUCTURE:

Advertising informs people about the advertised products, it creates positive images; and it persuades. It uses many different media. Radio and television are two of the most persuasive advertising media. In this lesson, we shall discuss about the basics of radio and television advertising. This lesson shall be structured as follows:

- 6.0 *Objectives*
- 6.1 *Introduction*
- 6.2 *Presentation of Content*
 - 6.2.1 *Radio Advertising*
 - 6.2.2 *Television Advertising*
- 6.3 *Summary*
- 6.4 *Key Words*
- 6.5 *Self-Assessment Questions (SAQs)*
- 6.6 *References / Suggested Readings*

6.0 OBJECTIVES:

Creating advertisements for radio and television is different from creating print advertisements. Radio and TV ad creation requires different kind of talents and skills. The production process of radio and television ads is also very different. In this lesson, we shall discuss about both radio and television advertisements. Specifically, we shall focus on the following:

- *Radio Advertising- Introduction and Script Writing*
- *Television Advertising- Introduction and Script Writing*

6.1 INTRODUCTION:

Radio and television are both unique media. Radio is a combination of aural (audio or sound) effects. Television combines the visual and text of print media, and the sounds of radio. In addition, television also uses the movement and drama of cinema. Finally, television uses the art and craft of face-to-face selling.

There is, however, one problem with these two media. In case of both radio and television, the audience involvement is much lower than print media.

Radio and television cover up this deficiency with drama, action-orientation, and multi-pronged presentation. Then there is a higher level of audience attention.

People who create radio and television ads face a few challenges. The first is the limitation of time. The short span of duration of broadcast ads is a big constraint, as messages have to be accommodated in to a time frame of a few seconds. The next challenge is the fleeting nature of broadcast ads. Radio and TV ads come and go so fast that it is difficult to grasp the messages. So often there is an attempt to make broadcast ads as simple as possible. Also very often, the messages in broadcast ads have to be summed up in one sentence. Then radio and TV ads need to be sales-oriented. But all these challenges make creating broadcast all the more charming.

6.2 PRESENTATION OF CONTENT:

Radio and television programmes are a combination of reality and fantasy. Also these combine the best of theatre, and other performing and literary arts. Broadcast ads are a combination of music, dance, drama, and good writing, etc. Then there is the glamour and excitement associated with television and radio. All these make the process of creating radio and TV ads so challenging and charming. We shall discuss about all these aspects in this lesson.

The content of this lesson shall be presented as follows:

- *Radio Advertising- Introduction and Script Writing*
- *Television Advertising- Introduction and Script Writing*

6.2.1 INTRODUCTION TO RADIO ADVERTISING:

Radio advertisements are generally called commercials as in case of TV ads. That is because most of the broadcast ads are commercial in nature. Most radio ads are called jingles. Radio ads are predominantly musical in nature. Thus these are called jingles. But not all radio ads are jingles. Other types of radio ads are announcements, and social ads.

Radio ads are generally of two types: recorded and live. Live ads are used very rarely these days. Mostly live ads are straightforward announcements. The announcers or deejays make these announcements with out much music and no other sound effects. Announcements are generally either social messages or are related to programme production of the radio station.

Pre-recorded radio ads much more flexible than the live radio ads. Most of the radio ads today pre-recorded. Such ads are often full of music, sound effects, and of course, spoken words.

For example, there could be more than half a dozen different effects in a radio ad like: splashing of water, sound of motorboats, sound of bikes, sound of clapping, laughter, sound of telephone ringing, knocking on door, of people talking, etc. This wide variety of sound effects and music make the messages livelier. Only spoken words cannot do all these.

Other things that add variety and add to the effectiveness of radio ads are variations in vocal qualities. These include variations in pitch, volume, pace, inflection, and pronunciation, etc. These play important roles in creating different moods. All these variations are often as important as the spoken words in ads.

A big advantage with radio is its warmth and companionship. Radio is very personal and highly involving in nature. Radio is also a highly selective medium. Radio programmes are directed at specific age groups, specific income groups, specific educational levels, etc. The number of stations and services also helps this. This way it can be selective in terms of geographic reach (local, regional national or international).

Writing for radio advertisements should take into consideration the special and unique '*auditive impact*' of the medium. Here the messages are only heard. So the advertising scripts should be written for the ear only. The options available to a radio ad scriptwriter are the voice with sound effects and supplementing music. There is no scope for illustration or depiction. So a lot of descriptions and dialogues are used for radio ads. This calls for the use of dramatic language.

Radio listening is a unique experience. It is a background thing. It is a shared experience and mostly it has a soothing influence. And listeners are not much attentive while listening to radio and particularly when the ads are on. So it is important to captivate the listeners' attention before delivering the selling message. This is more important for radio ads than ads on other media. So the need is to be intrusive to introduce into the listeners world. Sound effects and musical flourishes are used for this reason. Other devices used to capture and hold attention of the audience are:

- Product in sound
- Jingles
- Dialogues
- Straight announcement
- Sound effects.
- Symbolic character voice.
- Well-known voices.
- Variety of Musical styles.
- Speed ups and slow downs of voices.
- Popular tunes.
- Real life interviews
- Believability and Credibility.
- Authoritative presentations.
- Humour.

WRITING FOR RADIO ADVERTISEMENTS:

Let us start with some very important aspects of radio advertising writing. These are: *Getting the Listeners' Attention, Listeners' Involvement, Finding Words with*

Selling Power, Use of Voices, Sounds, and Music, Establishing and Maintaining Credibility, and Closing Ads on a High-Involvement Note.

Getting the Listeners' Attention:

Radio is a shared medium. Listeners usually do a lot of things while listening to radio. So the first task of radio ads is to attract the attention of the listeners. Unique sounds or such effects are used in radio ads. This is done to attract their attention. Some examples of such sounds are: sound of screeching tyres, exploding cannons, drum beats, soft whispers, etc. A lot of product related sounds like the whistling of pressure cookers, sizzling sounds of cooking, starting of machines, etc., are also used extensively in radio ads.

The trick here is to use sounds and sound effects for their story telling power. Sometimes, one gets tempted to use certain sounds for their attention-attracting powers.

Listeners' Involvement:

The first thing a radio ad tries to do is to attract the listeners' attention. The next task is to generate the listeners' interest and involvement. The trick here is to adopt a personal approach. Also many ads use the problem-solution approach to generate and sustain listeners' involvement. Such ads start by addressing a common problem of the target audience. Presenting the advertised product as the solution follows it.

Another approach to generate involvement is to create simple and memorable messages.

Finding Words with Selling Power:

Words are a major tool in radio ads. Each word used in radio ads should be carefully chosen. Each word should be chosen on the basis of its simplicity, familiarity with the listeners, memorability, clarity, and selling power.

For example, an ad for a sauce could be described as '*Rich, creamy sauce*'.

Use of Voices, Sounds, and Music:

Ads often play a variety of roles. Sometimes they act like friends and acquaintances, guides, experts, etc. It is easier for TV ads to have such

personalities. But in radio it is difficult. So radio ads use a wide variety of voices and voice qualities to project different personalities.

In addition to voices, radio ads also use sound effects and music to create required moods, ambiances, and symbolic mind images. Music and sound also help in emphasizing the spoken words. Specifically music can help create a distinct brand identity.

Radio jingles, or radio ads with sales message in musical form, have a long-lasting value and help in brand positioning. These also help by constantly reminding the target audience about the brand features, brand claims, brand image, and the company's image.

Establishing and Maintaining Credibility:

Most radio ads start with a proposition or a claim of benefit. So it is important that these claims are authenticated. Authentication or credibility is perhaps the most important part of any ad. Believability is established through testimonials, use of experts, endorsements, research findings, etc. Offer of free trials is another way of building credibility.

Closing Ads on a High-Involvement Note:

Radio is a passive medium. Thus radio ads are perceived to be passive. So it is important to infuse action-orientation in to radio ads. One way of doing it is to close ads with a *call for action*. Examples of such calls for action include: Write to us for a free information booklet, Come to a nearest showroom for a test drive, Visit our web site for more details, etc.

Radio ads also could promise some thing new or fresh. Another way is to keep the message concise and clear. Some radio ads keep the messages personal.

LANGUAGE IN RADIO ADS:

The language of radio ads should be natural and should use only words from the spoken vocabulary. Contractions like here's, wasn't, don't, etc. should not be used as possible. One very important feature of radio is immediately. So radio

ads should use present tense. The rigidities and formalities of written language should not be followed while writing for radio ads.

Radio does not offer any refer back facility. And the constant of time does not allow for repeating the message many times. So the words and language used should be very simple. Clarity should be given top priority. Complex sentences, awkward alignment of clauses, unexplained technical terms should be avoided as these confuse the listener. Also ambiguity and vagueness should be avoided.

Another aspect of radio ad writing is the use of picture words. These words convey concrete images.

6.2.2 INTRODUCTION TO TELEVISION ADVERTISING:

Also called TV commercials, these have certain unique requirements. A ad presents a product story that creates a mood, offers a slice of life, conveys a selling message, and invites action in a span of 30 odd seconds. This no doubt is a tough task.

A team of highly talented creative and managerial experts takes up this tough task. While a lot of people are involved in the making of television ads, the copywriter is the central to this team.

A television ad is written in the script form. Writing of scripts requires both verbal and visual thinking, while the copywriter has to pen down only words, but he has to also think about the visual to be able to time and match the action. This searching for the *creative connection* makes writing for television a tough job.

This complicated nature of TV ads is because these are written for both the eyes and ears. These steps are followed to create effective TV ads: *Visualizing the Message, Demonstration, Simplification, Action-Orientation, and Using Entertainment for Communicating.*

Visualizing the Message:

Television is a visual medium. So people expect to see every thing on TV. And viewers of ads expect to see the composition and construction of things advertised; they want to know how things work, etc.

So it is important that TV ad creators visualize the entire message. Excellent visualizing capabilities and a background in cinema or television production is a big help here.

Demonstration:

One big advantage of TV is that it can demonstrate almost every thing. Ad creators make extensive use of this value. A big question, of course, is what can be shown? Here are a few demonstration options: *Products alone, Product in Situations, Products in Use, Product Packages, Product Ingredients, Product Parts, Product Size and Shape, Product Functioning, etc.*

Simplification:

While watching TV very few viewers are in a mood to think. We all watch TV for entertainment. So there is no place for any thing serious or complex. Almost everything used in TV ads are simple- from the concepts or themes, the words, the visuals, the music to the language.

Action-Orientation:

The flickering images on TV make it difficult for viewers to concentrate for long. Like in films, we do not like any thing slow on TV. So it is important to incorporate a lot of action in TV ads. High action content helps the problem of channel switching that viewers prefer to watch dull, slow, and boring ads.

Also action is a compulsory element in case of certain products. Bikes, cars, health drinks, etc.

Using Entertainment for Communicating:

Television like cinema is *show business*. Also ads sell dreams. Thus there is an entertainment angle to TV ads. Here the objective is not to make entertaining ads. Entertainment is used as a means only. It is not an end in itself.

Entertainment is used for attraction value, for generating interest and involvement, for telling product stories effectively, and for highlighting product features. Thus entertainment in ads is used for communicating.

TYPES OF BROADCAST ADS:

In case of television and radio, there are two types of advertisements. These are called the 'sponsoring ads' and the 'spots'. Sponsoring ads are ads of companies or organizations that sponsor particular programmes on radio and TV. Spot ads are the ones that come before, during and after the programmes.

Sponsors pay for sponsoring the programmes. In return, the TV channel or radio channel provides the sponsor some free commercial time (FCT). Sponsors use this FCT to broadcast their advertisements. Sponsors do not pay for the 'time' they use to show their ads.

On the other hand 'spot' ads on radio and TV pay for the time they use. Various rates are fixed for various timings and on the basis of the popularity of the programmes (more popular the programmes, more is the viewership, more is the rate). For example Doordarshan charges Rs. 1,25,000/- for ten seconds of advertising time during prime time.

6.3 SUMMARY:

- Ads often play a variety of roles. Sometimes they act like friends and acquaintances, guides, experts, etc. It is easier for TV ads to have such personalities. But in radio it is difficult. So radio ads use a wide variety of voices and voice qualities to project different personalities.
- Radio does not offer any refer back facility. And the constant of time does not allow for repeating the message many times. So the words and language used should be very simple. Clarity should be given top priority. Complex sentences, awkward alignment of clauses, unexplained technical terms should be avoided as these confuse the listener. Also ambiguity and vagueness should be avoided.
- TV ads present product stories that creates a mood, offers a slice of life, conveys a selling message, and invites action in a span of 30 odd seconds. This no doubt is a tough task. A team of highly talented creative and managerial experts takes up this tough task. While a lot of people are involved in the making of television ads, the copywriter is the central to this team.

- A television ad is written in the script form. Writing of scripts requires both verbal and visual thinking, while the copywriter has to pen down only words, but he has to also think about the visual to be able to time and match the action. This searching for the *creative connection* makes writing for television a tough job.
- Demonstration options in TV ads include *Products alone, Product in Situations, Products in Use, Product Packages, Product Ingredients, Product Parts, Product Size and Shape, Product Functioning, etc.*
- Entertainment is used for attraction value, for generating interest and involvement, for telling product stories effectively, and for highlighting product features. Thus entertainment in ads is used for communicating.
- Sponsoring ads are ads of companies or organizations that sponsor particular programmes on radio and TV. Spot ads are the ones that come before, during and after the programmes.
- 'Spot' ads on radio and TV pay for the time they use. Various rates are fixed for various timings and on the basis of the popularity of the programmes (more popular the programmes, more is the viewership, more is the rate).

6.4 KEY WORDS:

Radio Ads: Radio does not offer any refer back facility. And the constant of time does not allow for repeating the ad message many times. So the words and language used in radio ads should be very simple. Clarity should be given top priority. Complex sentences, awkward alignment of clauses, unexplained technical terms should be avoided as these confuse the listener. Also ambiguity and vagueness should be avoided.

Television Ads: TV ads present product stories that creates a mood, offers a slice of life, conveys a selling message, and invites action in a span of 30 odd seconds. This no doubt is a tough task. A team of highly talented creative and managerial experts takes up this tough task. While a lot of people are involved in the making of television ads, the copywriter is the central to this team.

6.5 SELF-ASSESSMENT QUESTIONS (SAQs):

1. Write a detailed note on radio advertising.
2. Write a detailed note on television advertising.
3. Discuss the basics of writing for radio advertising.
4. Discuss the basics of writing for radio advertising.

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