



# **Advertising Design & Principles**

**Study Material for Students**



## 4: Advertising Design & Principles

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### **CAREER OPPORTUNITIES IN MEDIA WORLD**

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

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



## **INTRODUCTION**

This book comprises of one unit. The unit of Advertising Designs & Principles explains the meaning and making of an Advertisement. This unit will also discuss various layout steps in the making of an advertisement. Advertisements are there in every sphere of life today, and therefore it is very essential to focus on its presentation and layout in order to gain maximum benefit. The unit also enlists the various types and tips of advertisement designs.

The unit will also discuss the principles of a good layout in advertisement. Various appeals of an advertisement are also discussed in the book. Further, the book will focus on the regulation of advertisements in India and other countries and the role of self-regulation in the Ad World.



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### **SYLLABUS**

#### **Advertising Design & Principles**

Advertising Design;

Meaning,

Making of Advertisement,

Background,

Layout steps,

Function of Layout,

Design & Layout,

Types of Design,

Principles of a Good Layout,

Appeal of an Advertisement,

Principles of Good Advertisement,

Regulations of an Advertisement.



## **UNIT 1-ADVERTISING DESIGN & PRINCIPLES**

### **Structure**

- 1.0 Unit Objectives
- 1.1 Introduction
- 1.2 Appeals of an Advertisement
- 1.3 Making an Advertisement
- 1.4 Advertising Designs
- 1.15 Background of Making an Advertisement
- 1.16 Functions of layout
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- 1.20 Principles of Good Advertisement
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- 1.22 Summary
- 1.23 Questions and Answers
- 1.24 Further Reading

### **1.0 UNIT OBJECTIVES**

- To understand the meaning and making of an Advertisement
- To know the significance of layout steps in Advertisement making
- To know the principles and steps of layout in Advertising
- To understand the role of layout and design in Advertising
- To discuss the appeals of an Advertisement
- To learn the principles of good Advertising
- To understand the importance of Regulation of an Advertisement

### **1.1 INTRODUCTION**

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Advertising is ‘**The dissemination of information concerning an idea, service or product to compel action in accordance with the interest of the advertiser**’. This definition tells us about advertising being a kind of communication about a product, service, or idea, and is being goal-oriented. However, it does not include many important aspects of advertising.

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

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

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

### 1.2 APPEALS OF AN ADVERTISEMENT

Appeal, in advertisements, is anything 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. All these things work as motivating factors. These are also called **motives**. 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.** For example, the possible promises or appeals for a home appliance could be - comfort, convenience, economy of installation, economy, cleanliness, dependability and durability, safety, multiple operations, many varied features, trouble free operation and smart look.



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Advertising appeal refers to the basis or approach used in the advertisement to attract the attention or interest of consumers and/or to influence their feelings toward the product, service, idea, or cause. Advertising appeals can be broken down into two categories-**informational/rational appeals hard sell and emotional appeals soft sell.**

### **Informational/Rational Appeals Hard Sell**

These appeals focus on the consumer's practical or functional need for the product or service and emphasize features of a product or service and/or the benefits or reasons for using or owning a particular brand. Many rational motives can be used as the basis for advertising appeals, including comfort, convenience, and economy.

### **Emotional Appeals Soft Sell**

These appeals use an emotional message and are designed around an image intended to touch the heart and create a response based on feelings and attitudes. Advertisers can use emotional appeals in many ways in their creative strategy. Humor and sex appeals, or other types of appeals that are very entertaining, upbeat, and/or exciting, affect the emotions of consumers and put them in a favorable frame of mind. Fear appeals can be equally dramatic in arousing emotions but have an opposite effect on the viewer's frame of mind.

**Humor appeals:** consumers have historically given high ratings to humorous advertising. The advertisement attempts to persuade by invoking feelings of good humor and laughter. Often the ad takes the form of a cleverly worded or humorous slogan. The fallacy of Appeal to Humor exploits our natural response to bravely spoken truth. The fallacy presumes that any view that can be expressed in a way that elicits laughter must be true. However, we actually laugh for many reasons, only one of which is the recognition of the truth of the sentiment expressed. We may also laugh at a slogan because it is cleverly worded. We may laugh only because everyone around us is laughing. We laugh at slapstick humor. An argument mimics our response to bravely spoken truth when it gets us to laugh for a reason that is unrelated to our recognition of truth, yet seems to imply that laughter entails assent.

**Sex Appeals:** the old adage 'sex sells' may not always be true. Many advertisers view sex appeal as one of the most effective marketing practices today. In the endless number of advertisements out there nowadays, ad agencies are desperate to have their ads stand out. Several research studies have found that sex appeal in



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advertising is attention grabbing, likable, arousing, and memorable. Ads that contain sex appeal usually evoke positive feelings in the audience, such as excitement and desire. Other studies state that sex appeal in advertising is also effective in eliciting fantasy. While sex can be an effective tool in advertising, it also can be counterproductive.

Many consumers become so focused on the use of sex in the ad that they ignore the brand name, thus producing the opposite of the desired result. The extensive use of sex appeal in ads also tends to stereotype women as well as distorting society's idea of how women should look. Some advertising executives see the use of sex appeal as "men's desperate attempt to make their advertising break through the clutter". Sex in advertisements tends to focus on women with their target audience being men, forgetting about the major consumer demographic women make up.

Overall it is understandable why advertisers see sex appeal as being such an effective tool. If used appropriately sex appeal draws attention to ads, makes them memorable, and helps sell the product. If overdone, sex appeal can have the exact opposite effect. Not only can it distract the audience from the message of the ad but it can offend the audience as well. Depending on how sex appeal is used it can either make or break an advertisement.

**Fear appeals:** The use of fear as a motivation in advertising places emphasis on the severity of the threat. Fear appeals range in intensity from mild to severe. The fear-based messages should present a mild to moderate threat and provide a do-able solution. If the fear instilled is either too severe or not followed up with a reasonable solution, the viewer will not be able to surmount his/her sense of dread and process the advertising message. In a similar vein, negative ads in which the viewer is exposed to annoying or unpleasant creative content can also be effective if the negative technique is used to promote a product benefit. This situation is often referred to as the "**love that product, hate that ad**". Fear appeals have been used heavily in campaigns designed to combat drug addictions and other health-related problems

**Combination Appeals:** these appeals combine informational/rational and emotional appeals. In many advertising situations, the creative specialist does not choose an emotional over a rational appeal, but rather decides how to combine the two. Consumer purchase decisions are often made on the basis of both the emotional and rational motives, and copywriters must give attention to both elements in developing effective advertising.



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Those who prefer straightforward, no-nonsense, factual advertisements like appeals that deliver relevant facts in support of the product. They want presentations to be professional, but they do not believe it is important for the advertisements to be artistic. Others favor a creative, emotionally based approach. They believe that advertisements focusing heavily on information are likely to be ignored, and that focusing on emotion is more likely to create the desired response.

### CHECK YOUR PROGRESS

Q1. What are the motives and appeals of an advertisement?

Q2. What is soft sell appeal in advertising?

### 1.3 MAKING AN ADVERTISEMENT

**Advertising is both an art and a science.** The art comes from writing, designing, and producing exciting messages. The science comes from strategic thinking and planning, including research. The creative specialist or team must first deal with the problem of coming up with a concept. Then the specialist or team must develop a creative strategy, determine appropriate appeals, and select a styled of execution. The ad must then be cast into a print, television, radio, or other format. At this stage, copywriters generally collaborate with artistic or production teams to create the actual advertisements. **From start to finish, the process of ad creation involves a multitude of decisions that require understanding of both the product and the consumer as well as knowledge of the various formats and media.**

Behind every good advertisement is a creative concept, a big idea that makes the message distinctive, attention getting, memorable. Though great ideas may be hard to come by, but some advertising experts argue that for an advertising campaign to be effective, it must contain a **'big idea'** that attracts the consumer's attention, gets a reaction, and sets the advertiser's product or service apart from the competitors.

However, several methods can guide the creative team's search for a major selling idea and offer alternative solutions or options for developing effective advertising. These methods include the **'incubation'** technique, the process of **lateral thinking**, and the **storytelling** process.



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**Technique for Producing Ideas:** it will basically involve the following:

1. *Gathering information:* gather specific information, elements directly related to the product or services and general information observed information about life and events. Then, digest this material and give it a mental work over.
2. *Incubate:* next is the 'incubation' period, forget about it and let the subconscious mind go to work, and eventually the idea will appear 'out of nowhere'.
3. *Mull, develop, and adapt:* finally, shape, develop, and adapt the idea to advertising. The idea of consciously forgetting about the project and letting the subconscious mull ideas over time is typical of the creative writing process. Insights may come from sub-conscious mind as mental pictures and images.

**Lateral Thinking:** this process explores new relationships, breaking established thought patterns to generate new ideas and escape old ways of thinking. Since ideas are turned upside-down and looked at in new ways, this concept is also called **out-of-the-box thinking**.

**Storytelling:** Advertising at its best is a form of storytelling. **The most compelling advertisements have all the components of a short story.** They introduce characters, identify tensions and problems, develop toward a conflict, and then offer a resolution that is usually provided by the product or service. Some of the best television commercials could be called lyrical; they have the poetic quality of condensing legendary and mythic stories familiar to the target's culture into spots as brief as fifteen seconds. For instance, *an award-winning Australian commercial for Levi's 501 jeans alludes, to both the myth of the American cowboy and the legendary rebelliousness of the 1950s. With no dialogue, the spot uses the classical rock single 'be my baby' as the musical backdrop for a sixty-second fantasy. Employing the familiar journey motif of American film, the commercial begins with an establishing shot of an isolated stretch of desert highway.*

**To create effective advertisements, ad creators must be familiar with the target's cultural interests, e.g. the music, books and magazines they enjoy; the movies they are likely to have seen; the problems that typically occupy their minds.** Familiarity with the classics and with various film genres allows creative to envision memorable commercial spots. However, creatively the big Idea may be conceived, the ad must do more than resonate with the consumer. The consumer, who views the ad must be able to understand, among other things, the product benefit and selling message.



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### Creative strategy

The creative aspect of advertising is guided by specific goals and objectives that require development of a creative strategy. A creative strategy focuses on what the advertising message will say or communicate and guides the development of all messages used in the advertising campaign. **Some of the best-known approaches are:**

- **Unique selling-proposition approach:** an advertiser makes a superiority claim based on a unique product attribute that represents a meaningful, distinctive consumer benefit. Many of the successful USPs, result from identifying real, inherent product advantages.
- **Brand image approach:** whereas USP approach is based on promoting physical and functional differences between the advertisers product and competitive offerings, the brand-image approach popularized by **David Ogilvy**, founder of the Ogilvy & Mather Agency, involves psychological rather than physical differentiation. Advertising attempts to develop an image identity for a brand by associating the product with symbols. Perhaps the most successful image advertising of all times is the **Marlboro** campaign. The campaign has focused on western imagery cowboys, horses, ranching. Since the United States is said to have two major myths systems - the Old West and the Old South- the cowboy is a strong and compelling image.
- **Positioning approach:** the concept of positioning as Jack Trout introduced a basis for advertising strategy in the early 1970s. According to this approach, successful advertising must implant in the customer's mind a clear meaning of what the product is and how it compares to competitive offerings.
- **Generic brand approach:** when you are the number one brand, your have no need to acknowledge the competition or claim superiority. Such an approach can be used only as long as a product or service truly does dominate the brand category. Leo Burnett chose to use a generic approach for **Kellogg's** 'Eat it for life' campaign, a surprising but innovative choice.
- **The resonance approach:** this approach requires that the creative team have a deep understanding of the target audience's world, including their experiences and emotions. Advertising created with this approach 'does not focus on product claims or brand images, but rather is designed to present situations or emotions that evoke positive associations from the memories of the respondents'. For example, **Hallmark** uses this approach in appealing to

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the emotions of those who buy greeting cards with their familiar tagline' when you care enough to send the very best'.

**The copy platform**, or creative brief, is the written document that specifies the basic elements of the creative strategy. The format of the copy platform varies from agency to agency, but it generally contains some variations of the following: a profile of the target audience, the problem, issue, or opportunity that advertising is expected to address; the advertising objective, the key customer benefit; supportive benefits; and a creative strategy statement.

### Creative Execution Styles

Once the specific advertising appeal that will be used as the basis for the advertising message has been determined, the creative specialist or team must then turn its attention to execution. **Creative execution refers to the way in which an advertising appeal is carried out or presented.** In addition to using humor, an advertising message or appeal can be presented in numerous ways:

- **Testimonial-** also called word-of-mouth advertising; this approach uses well-known figures or an unknown, 'typical' person to provide product testimonials.
- **Problem-solution-** this tactic presents the viewer with a problem to be solved and the solution is provided by the advertiser's product
- **Demonstration-** this is designed to illustrate key advantages or benefits of the product or service by showing it in actual use or in some contrived situation
- **Slice-of-life-** a variation of the problem-solution approach, this technique portrays a real-life situation involving a problem or conflict that consumers face in daily life. The ad then focuses on showing how the advertiser's product or service can resolve that problem
- **Fantasy-** this approach uses special effects to create an imaginative place, events, or characters.

### CHECK YOUR PROGRESS

Q1. What are the meaning and significance of USP in advertising?

Q2. What is a copy platform?

Q3. Discuss steps of Creative Execution Styles.

## TYPES OF ADVERTISING

Advertising is a persuasive communication attempt to change or reinforce ones' prior attitude that is predictable of future behavior. We are not born with the attitudes, which we hold toward various objects in our environment. Rather, we learn our feelings of favor ability or unfavorability through information about the attitude object e.g., advertising, or direct experience with the attitude object e.g., (tasting a new brand of chocolate), or some combination of the two.

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

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

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

Many advertisers prefer a strategy known as **Image Advertising**. These advertisers seek to give a product a personality that is unique, appealing, and appropriate so that the consumer will want to choose it over similar products that might fulfill the

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same need. The **personality** is created partly by the product's design and packaging but, more importantly, by the words and pictures the advertisements associate with the product. This personality is known as a **brand image**. Advertisers believe brand image often leads consumers to select one brand over another or instead of a less expensive generic product. Brand image is especially important for commodities such as detergents, jeans, hamburgers, and soft drinks, because within these product categories there are few, if any, major differences.

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

Thus, we can identify other different types of advertising as follows:

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

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

**Advertising** is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. The formation of modern advertising was intimately bound up with the emergence of new forms of monopoly capitalism around the end of the 19th and beginning of the 20th century as one element in corporate strategies to create, organize and where possible control markets, especially for mass produced consumer goods. Mass production necessitated mass consumption, and this in turn required a certain homogenization of consumer tastes for final products.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the "**brand image**". For these purposes, advertisements sometimes embed their persuasive message with factual information in every major, newspaper, video games, the Internet, carrier bags and billboards. Advertising is often placed by an advertising agency on behalf of a company or other organization. Organizations that frequently spend large sums of money on advertising that sells what is not, strictly speaking, a product or service include political parties, interest groups, religious organizations, and military recruiters. Non-profit organizations are not typical advertising clients, and may rely on free modes of persuasion, such as public service announcements.

Money spent on advertising has increased dramatically in recent years. While advertising can be seen as necessary for economic growth, it is not without social costs Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation.



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**Non-commercial advertising** is sponsored by or for a charitable institution or civic group or religious or political organization. Many noncommercial advertisements seek money and placed in the hope of raising funds. Others hope to change consumer behavior.

So the main goals of noncommercial advertising are:

- Stimulate inquires for information
- Popularize social cause
- Change activity habits
- Decrease waste of resources
- Communicate political viewpoint
- Improve public attitude
- Remind people to give again.

So called word-of-mouth advertising is a person to person communication that is perceived as being noncommercial, concerning goods or services: it is face-to-face product related communications between and among the friends, relatives and others. Because it is noncommercial, it is usually seen as being an unbiased source of information.

**Comparative advertising** is an advertisement in which a particular product, or service, specifically mentions a competitor by name for the express purpose of showing why the competitor is inferior to the product naming it. This should not be confused with parody advertisements, where a fictional product is being advertised for the purpose of poking fun at the particular advertisement, nor should it be confused with the use of a coined brand name for the purpose of comparing the product without actually naming an actual competitor.

In the 1980s, during what has been referred to as the **cola wars**, soft-drink manufacturer Pepsi ran a series of advertisements where people, caught on hidden camera, in a blind taste test, chose Pepsi over rival Coca-Cola. The use of comparative advertising has been well established in political campaigns, where typically one candidate will run ads where the record of the other candidate is displayed, for the purpose of disparaging the other candidate.

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**Regional advertising** is placing ads of any media within a specific geographic location to influence decision in one locality. A region may be defined in different geographic sizes or terms such as city, county, state, country, or continent.

**Cooperative advertising** is the sharing of costs for locally placed advertising between a retailer or wholesaler and a manufacturer. Many manufacturers have a set amount of cooperative advertising funds available per year, distributed as opportunities for collaboration arise. Manufacturers report, however, that much of this money goes unspent, as relatively few retailers and wholesalers pursue cooperative agreements.

Cooperative advertising can be a very powerful tool for the small business owner, especially one with limited means to support the kind of advertising campaign which can be vital to the survival and success of a business enterprise. The added funds from such a cooperative agreement can improve the quality of advertising or broaden the scope of its distribution. It can create important links between products and the small wholesaler or retailer who handles the product for the manufacturer. Above all, it can attract customers loyal to a certain product to a vendor whose name had not before been associated with that product.

Cooperative advertising can take many forms. There are many devices with which a manufacturer can assist a distributor in product promotion, including product flyers, catalog and trade magazine ads, direct mail flyers and direct mail campaigns, electronic data for CD-ROM, trade show booth materials for customer appreciation/open house or sports events, and giveaway items, such as clothing, mugs, or sports gear. Any one or combination of the above used with a marketing program, can effectively assist a distributor with making their customer base aware of a product.

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### 1.4 ADVERTISING DESIGN

Once creative strategy, appeals, and execution styles have been decided, it is time to create the actual advertisement.

The three basic components of a **Print ad** are **the headline, body copy, and visual or illustrations**. The headline and body copy portions of the advertisement are the responsibility of the copywriters, while artists, often working under the direction of an art director-are responsible for the visual presentation of the ad. Artists also



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work with copywriters to develop a layout. The **layout** involves the arrangement of the various components of the ad, such as headlines, subheads, body copy, and taglines. **The tagline is a memorable saying or slogan that conveys a selling message.**

**Television copy** consists of, two elements- **the audio and the visual**. The video visual elements is what the viewer sees on the television screen. The visual generally dominates the commercial so it must attract the viewer's attention and communicate a key idea, message, and/or image. The audio includes such elements as voices, music, and sound effects. Broadcast commercials are demanding to make and they must be credible and relevant. Research shows that the following techniques work best: **the opening should be short, compelling attention getter, demonstrations should be interesting and believable; the content should be ethical, in good taste, and entertaining; and the general structure of the commercial and copy should be simple and easy to follow.**

**Radio copy** presents a particular challenge to advertisers and their agencies because it lacks the visual aspects of both print and television. Successful radio spots usually enable listeners to visualize the product or something related to it. For this reason, radio advertising is often referred to as **'theater of the mind'**.

One of the most challenging aspects of writing for radio is making the script fit the time slot. The copywriter should read the script out loud for timing. With electronic compression, recorded radio advertisements can now include 10 to 30 percent more copy than text read live.

To appear professional and to be easy to produce, copy must adhere to the appropriate industry format. All copy begins with the name of the advertisers in the upper left-hand corner. The size of the print ad or length of the broadcast script followed by identification of the medium to be used appears on the second line. The name given to the advertisement appears on the third line. Often a series of advertisements are created for a specific advertising campaign. In this case, all the ads created for the campaign may have one name, which unifies the series.

### **Selecting the right media for advertising**

An important step to developing your sales and marketing plan is to select the right media to send out your message. There are no hard-and-fast rules as to which media is better. The right media for one business may be wrong for another.



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Below are the relative advantages and disadvantages of the advertising media most frequently used by small businesses:

**Newspapers-**Newspapers are one of the traditional mediums used by businesses, both big and small alike, to advertise their businesses.

### **Advantages**

- Allows you to reach a huge number of people in a given geographic area
- You have the flexibility in deciding the ad size and placement within the newspaper
- Your ad can be as large as necessary to communicate as much of a story as you care to tell
- Exposure to your ad is not limited; readers can go back to your message again and again if so desired.
- Free help in creating and producing ad copy is usually available
- Quick turn-around helps your ad reflect the changing market conditions. The ad you decide to run today can be in your customers' hands in one to two days.

### **Disadvantages**

- Ad space can be expensive
- Your ad has to compete against the clutter of other advertisers, including the giants ads run by supermarkets and department stores as well as the ads of your competitors
- Poor photo reproduction limits creativity
- Newspapers are a price-oriented medium; most ads are for sales
- Expect your ad to have a short shelf life, as newspapers are usually read once and then discarded.
- You may be paying to send your message to a lot of people who will probably never be in the market to buy from you.
- Newspapers are a highly visible medium, so your competitors can quickly react to your prices
- With the increasing popularity of the Internet, newspapers face declining readership and market penetration. A growing number of readers now skip the print version of the newspaper and hence the print ads and instead read the online version of the publication.

**Magazines-** Magazines are a more focused, albeit more expensive, alternative to newspaper advertising. This medium allows you to reach highly targeted audiences.



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### **Advantages**

- Allows for better targeting of audience, as you can choose magazine publications that cater to your specific audience or whose editorial content specializes in topics of interest to your audience.
- High reader involvement means that more attention will be paid to your advertisement
- Better quality paper permits better color reproduction and full-color ads
- The smaller page generally 8 ½ by 11 inches permits even small ads to stand out

### **Disadvantages**

- Long lead times mean that you have to make plans weeks or months in advance
- The slower lead time heightens the risk of your ad getting overtaken by events
- There is limited flexibility in terms of ad placement and format.
- Space and ad layout costs are higher

**Yellow Pages-** There are several forms of Yellow Pages that you can use to promote and advertise your business. Aside from the traditional Yellow Pages supplied by phone companies, you can also check out specialized directories targeted to specific markets, interactive or consumer search databases; yellow pages; Internet directories containing national, local and regional listings; and other services classified as Yellow Pages.

### **Advantages**

- Wide availability, as mostly everyone uses the Yellow Pages
- Non-intrusive
- Action-oriented, as the audience is actually looking for the ads
- Ads are reasonably inexpensive
- Responses are easily tracked and measured
- Frequency

### **Disadvantages**

- Pages can look cluttered, and your ad can easily get lost in the clutter
- Your ad is placed together with all your competitors
- Limited creativity in the ads, given the need to follow a pre-determined format
- Ads slow to reflect market changes



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### Radio

#### Advantages

- Radio is a universal medium enjoyed by people at one time or another during the day, at home, at work, and even in the car.
- The vast array of radio program formats offers to efficiently target your advertising dollars to narrowly defined segments of consumers most likely to respond to your offer.
- Gives your business personality through the creation of campaigns using sounds and voices
- Free creative help is often available
- Rates can generally be negotiated
- During the past ten years, radio rates have seen less inflation than those for other media

#### Disadvantages

- Because radio listeners are spread over many stations, you may have to advertise simultaneously on several stations to reach your target audience
- Listeners cannot go back to your ads to go over important points
- Ads are an interruption in the entertainment. Because of this, a radio ad may require multiple exposure to break through the listener's "tune-out" factor and ensure message retention
- Radio is a background medium. Most listeners are doing something else while listening, which means that your ad has to work hard to get their attention

### Television

#### Advantages

- Television permits you to reach large numbers of people on a national or regional level in a short period of time
- Independent stations and cable offer new opportunities to pinpoint local audiences
- Television being an image-building and visual medium, it offers the ability to convey your message with sight, sound and motion

#### Disadvantages

- Message is temporary, and may require multiple exposure for the ad to rise above the clutter



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- Ads on network affiliates are concentrated in local news broadcasts and station breaks
- Preferred ad times are often sold out far in advance
- Limited length of exposure, as most ads are only thirty seconds long or less, which limits the amount of information you can communicate
- Relatively expensive in terms of creative, production and airtime costs

**Direct Mail-** Direct mail, often called direct marketing or direct response marketing, is a marketing technique in which the seller sends marketing messages directly to the buyer. Direct mail includes catalogs or other product literature with ordering opportunities; sales letters; and sales letters with brochures.

### **Advantages**

- Your advertising message is targeted to those most likely to buy your product or service.
- Marketing message can be personalized, thus helping increase positive response.
- Your message can be as long as is necessary to fully tell your story.
- Effectiveness of response to the campaign can be easily measured.
- You have total control over the presentation of your advertising message.
- Your ad campaign is hidden from your competitors until it's too late for them to react
- Active involvement - the act of opening the mail and reading it -- can be elicited from the target market.

### **Disadvantages**

- Some people do not like receiving offers in their mail, and throw them immediately without even opening the mail.
- Resources need to be allocated in the maintenance of lists, as the success of this kind of promotional campaign depends on the quality of your mailing list.
- Long lead times are required for creative printing and mailing
- Producing direct mail materials entail the expense of using various professionals - copywriter, artists, photographers, printers, etc.
- Can be expensive, depending on your target market, quality of your list and size of the campaign.

**Telemarketing-** Telephone sales, or telemarketing, is an effective system for introducing a company to a prospect and setting up appointments.



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### Advantages

- Provides a venue where you can easily interact with the prospect, answering any questions or concerns they may have about your product or service.
- It's easy to prospect and find the right person to talk to.
- It's cost-effective compared to direct sales.
- Results are highly measurable.
- You can get a lot of information across if your script is properly structured.
- If outsourcing, set-up cost is minimal
- Increased efficiency since you can reach many more prospects by phone than you can with in-person sales calls.
- Great tool to improve relationship and maintain contact with existing customers, as well as to introduce new products to them
- Makes it easy to expand sales territory as the phone allows you to call local, national and even global prospects.

### Disadvantages

- An increasing number of people have become averse to telemarketing.
- More people are using technology to screen out unwanted callers, particularly telemarketers
- Government is implementing tougher measures to curb unscrupulous telemarketers
- Lots of businesses use telemarketing.
- If hiring an outside firm to do telemarketing, there is lesser control in the process given that the people doing the calls are not your employees
- May need to hire a professional to prepare a well-crafted and effective script
- It can be extremely expensive, particularly if the telemarketing is outsourced to an outside firm
- It is most appropriate for high-ticket retail items or professional services.

**Specialty Advertising-** This kind of advertising entails the use of imprinted, useful, or decorative products called advertising specialties, such as key chains, computer mouse, mugs, etc. These articles are distributed for free; recipients need not purchase or make a contribution to receive these items.

### Advantages

- Flexibility of use
- High selectivity factor as these items can be distributed only to the target market.
- If done well, target audience may decide to keep the items, hence promoting long retention and constant exposure



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- Availability of wide range of inexpensive items that can be purchased at a low price.
- They can create instant awareness.
- They can generate goodwill in receiver
- The items can be used to supplement other promotional efforts and media e.g. distributed during trade shows.

### **Disadvantages**

- Targeting your market is difficult.
- This can be an inappropriate medium for some businesses.
- It is difficult to find items that are appropriate for certain businesses
- Longer lead time in developing the message and promotional product
- Possibility of saturation in some items and audiences

Wrong choice of product or poor creative may cheapen the image of advertiser.

### **CHECK YOUR PROGRESS**

Q1. What is a 'tagline'?

Q2. What are the elements of Television Advertisement copy?

Q3. What are the main components of a Print Advertisement?

## **1.5 BACKGROUND OF MAKING AN ADVERTISEMENT**

**In Print advertising**, the key format elements are the **headlines, the visuals, subheads, body copy, slogans, seals, logotypes logos, and signature.**

Copywriters can correlate the headline, visual, and subhead to the attention step of the creative pyramid. The interest step typically corresponds to the sub-headline and the first paragraph of body copy. Body copy handles credibility and desire, and the action step takes place with to logo, slogan, and signature block.

### **The Headline**

Effective headlines attract attention, engage the audience, explain the visual, lead the audience into the body of the ad, and present the selling message. The headline is the most important thing as advertiser says to the prospect. It explains or give s greater meaning to the visual and then immediately dictates the advertiser's position in that person's mind, whether or not the prospect choose to read on.



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Ideally, headlines present the complete selling idea. Working off the visual, the headline creates the mood and tells the reader to take action through implication and triggers a recognition response, which reinforces brand recognition and brand preference. Also, the headline should present product news. Consumers look for new products, new uses for old products, or improvements on old products. If they haven't been overused in a category,

**'Power'** words that imply newness can increase readership and should be employed whenever honestly applicable. Examples include free, now, amazing, suddenly, announcing, introducing, its here, improved, at last, revolutionary, just arrived, and important development.

### **Subheads**

The subheads, an additional smaller headline, may appear above the headline or below it. A subhead above the headline, called a **kicker** or over line) is often underlined. Subheads may also appear in body copy.

Subheads are usually set smaller than the headline but larger than the body copy or text. Subheads generally appear in boldface heavier) type or a different color. Like a headline, the subhead transmits key sales points fast. But it usually carries less important information than the headline. Subheads are important for two reasons: **most individuals read only the headline and subheads, and subheads usually support the interest step best.** Subheads are longer and more like sentences. They serve as stepping-stones from the headline to the body copy, telegraphing what's to come.

### **Body Copy**

The advertiser tells the complete sales story in the body copy or text. The body copy comprises the interest, credibility, desire, and often even the action steps. It is a logical continuation of the headline and subheads, set in smaller type. Body copy covers the features, benefits, and utility of the product or service.

The body copy is typically read by only one out of ten readers, so the writer must speak to the reader's self –interest, explaining how the product or service satisfies the customer's need. **The best ads focus on one big idea or one clear benefit.** Copywriters often read their copy aloud to hear how it sounds, even if it's intended for print media. The ear is a powerful copywriting tool.



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### Slogans

Many slogans also called theme lines or taglines begin as successful headlines. Through continuous use, they become standard statements, not just in advertising but also for salespeople and company employees.

Slogans have two basic purposes: to provide continuity to a series of ads in a campaign and to reduce an advertising message strategy to a brief, repeatable, and memorable positioning statement. **DeBeers'** ads, for example, still use the famous slogan "**Diamonds are forever**".

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

Slogan can be of different types:

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

### Seals, Logos, and Signatures

A seal is awarded only when a product meets standards established by a particular organization. Since these organizations are recognized authorities, their seals provide an independent, valued endorsement for the advertiser's product.

Logotypes and signatures cut sign cuts are special designs of the advertiser's company or product name. They appear in all company ads and, like trademarks, give the product individuality and provide quick recognition at that point of purchase.



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### CHECK YOUR PROGRESS

Q1. What is a 'subhead'?

Q2. What is the main purpose of using a slogan in an advertisement?

Q3. What do you mean by 'kicker'?

### 1.6 FUNCTIONS OF LAYOUT

**A Layout is an overall orderly arrangement of all the format elements of an ad: headline, subheads, visuals, copy, captions, trademarks, slogans, and signature.**

The layout serves several purposes. First, it helps both the agency and the client **develop and evaluate the ad's final look and feel**. It gives the client usually not an artist a tangible item to correct, change, comment on, and approve.

Secondly, the layout helps the creative team **develop the ad's psychological elements**- the nonverbal and symbolic components. The 'look' of the ad should elicit an image or mood that reflects and enhances the advertiser and the product. Therefore, when designing the initial ad layout, the creative team must be very sensitive to the desired image of the product or business.

Third, once the best design is chosen, the layout **serves as a blueprint**. It shows the size and placement of each element in the ad. Once the production manager knows the dimensions of the ad, the number of photos, the amount of type setting, and the use of art elements such as color and illustrations, he or she can determine the cost of producing the ad.

#### Advertising Layout Strategy

##### Proportional guideline:

1. Illustration- 65%
2. Headline- 10%
3. Copy- 20%
4. Logo- 5%



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### **Illustration**

In most ads, the illustration is used to attract attention. Large, single illustrations attracted the most attention. Though the headline may be the "stopper", the **illustration is the most critical element in the ad's success**. It can also visually communicate product benefits and concept, and lead the reader into the headline and copy.

### **Headline**

The headline is used to attract attention, arouse interest, and make the ad more attractive and readable. However, it should not be over 10 words and more than 15 % of the ad's total area.

### **Copy**

Style of typeface used in the headline, subhead and copy will impact the mood and readability of the advertisement. Mixed type should be either very similar or very different. Mixing more than two or three at most different typefaces makes an ad busy and confusing.

### **Logo**

Because we read left to right and top to bottom, the logo or company signature can be strategically placed in the lower right hand corner of an advertisement. With this position, the logo is the last element we see and most likely remember.

**Direct the viewer's eye** from the page's top, down through the center and end at the page's bottom. The eye sees the illustration first, and then we read down from there. Headlines located below the illustration pull 10% more readers.

**Emphasis**-The optical center of an ad is in the center and two-thirds up from the bottom. This should be the ad's focal point.

**Proportional use of space**-The proportional use of space in an ad is dependent upon the product and market target. Product ads that try to communicate an image perfume, jewelry, etc. will have a greater proportion of illustration and little copy. Conversely, an ad for a technical product will have more copy.

**White Space**-At least 20 % of an ad should be blank white space). Ample white space helps gain attention, create contrast, and unify the advertisement. White space is probably the most underestimated element in advertisements.

### **Bleed**

**A page without a border is called a bleed because the ink bleeds through the**

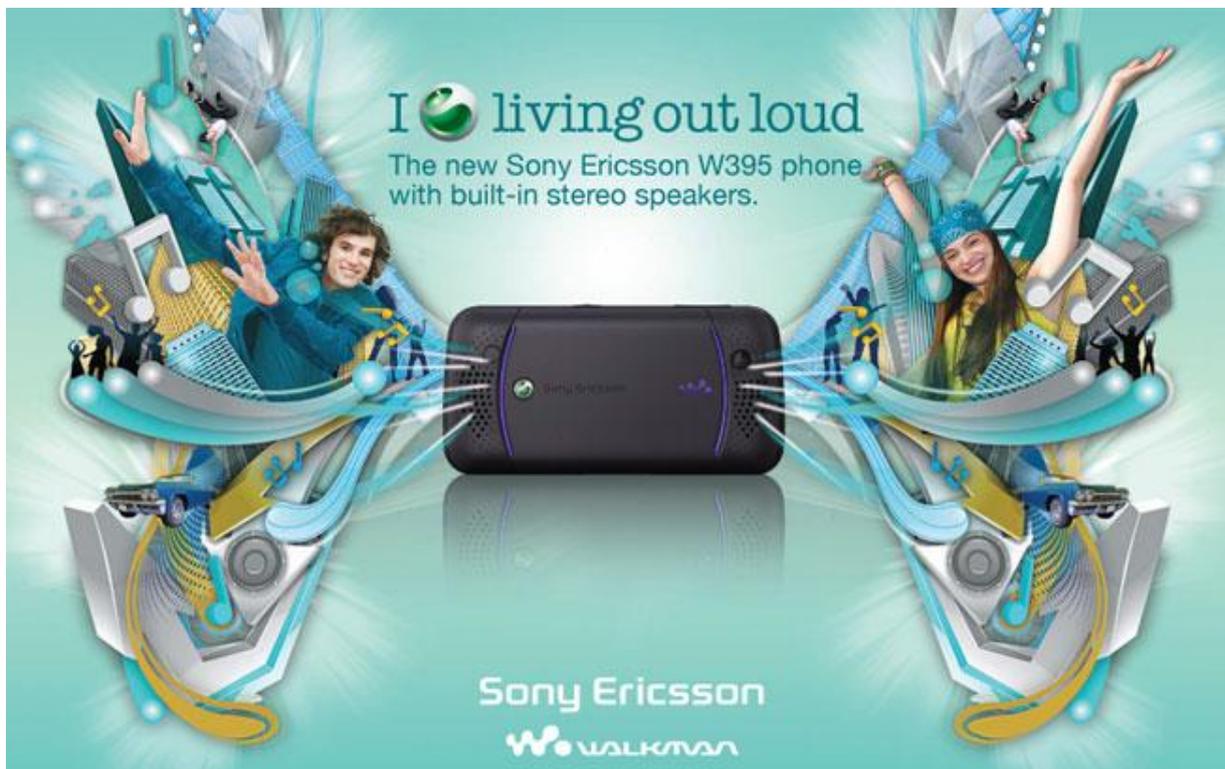
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**surrounding white border into the trim space.** An obvious benefit of this technique is that the ad itself becomes larger. Although most publishers charge extra for bleeds, this cost is often justified by the ads extra impact. A bleed carries the implication of action, freedom, and adventure and tends to make the ad more lifelike. In research, it is found that nearly half of all high readership ads used bleeds. Conversely, only 14% of low readership ads used this technique.

### Borders

In contrast, borders set up continuity, structure, and formality. Borders can isolate the ad from surrounding copy and other ads -forcing you to focus on the advertisement. However, they tend to make the ad appear smaller.

### Layout Steps



The various steps in the layout are the progression from visualization to the final artwork, when it is ready for sending for production. The art director or the visualizer starts with the **thumbnail sketches** also known as idea-generation miniatures. These are simple drawings that contain an ad's basic elements.



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### CHECK YOUR PROGRESS

- Q1. What is a 'Layout' in Print Advertising?
- Q2. What is the meaning of 'bleed' in Advertising layout?
- Q3. How much white space is required in an advertisement layout?

### 1.7 LAYOUT STEPS

The various steps in the layout are the progression from visualization to the final artwork, when it is ready for sending for production. The art director or the visualizer starts with the **thumbnail sketches** also known as idea-generation miniatures. These are simple drawings that contain an ad's basic elements. A good layout should have the following basic elements:

#### **Balance**

Balance is a fundamental law of nature and life. Odd things stand out. Balance way is defined as a matter of weight distribution. In layout, it is related to the optical center of an advertisement. The optical center is the point, which the eye designates as the center of an area.

#### **Proportion**

Proportion is related to balance but is concerned primarily with the division of the space and the emphasis needed to be according to each element. Proportion also involves the tone of the ad, i.e. the amount of light areas in relation to the dark one and the amount of colour required and the decision to avoid color.

#### **Movement**

Eyes follow a particular movement. This is the result of reading a particular kind of script early from life. Readers of western and *Devanagri* script are habitual of looking at the reading material from left to right and then from top to bottom. The Arabic script, in which Persian and Urdu are written, goes from right to left.

#### **Unity**

Unification of the layout is what is meant by the term unity. All the elements in the ad, must be united to be a composite whole. This is achieved when the element tie into once another by making use of the same basic shapes.

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Unity can be achieved by grouping the elements, by encasing the ad in a border, by aligning one element with another or by the overlapping of elements.

### **Mood**

Sizes, textures, colours, illustrations, and the type also contribute to create a mood for the ad. It is always ideal to choose type from one family to create the right harmony and mood. Similarly the white space will also create the appropriate mood. The two basic devices of illustrating an ad are photography and drawing.

- a) **Photography:** Pictures in advertisements create a feeling of immediacy, live action, speed, empathy, association, and flexibility. And it is not a matter of coincidence that the majority of ads contain pictures. The pictures encompass a variety of subjects, like, people, animals, flowers, monuments, birds, objects, etc. These are selected on the basis of the aim of the ad. The selection of right characters is very important. Professional photography is a specialized area, and agencies generally have on their panel photographers from various fields of specialization, like fashion, nature, profiles, table top, industry, children, etc.
- b) **Drawings:** Illustration is used in an ad, when visualizer feels that its impact will be more than that of a photograph. A number of techniques are used in producing drawings. In **line drawing**, everything is sharp, precise and in black and white without any gray tones. Cartoons are generally done as line drawings. **Wash drawing** is defined as an illustration, using tones and shades and can be in one or more colours. It can be both in realist or impressionist style. Fashion and furniture ads at times use this technique, as these look attractive and distinct.

### **Colour Psychology**

No reference to advertising can be complete unless one speaks about colour, or rather the role of colour. Colour adds realism, besides beauty and distinctiveness. The right blend of colours adds a dash of magic to the ad. Some scholars feel that people's reaction to colour is based on a person's national origin and culture. Colours also have a psychology of their own and various colours depict various moods.

### **Typography**

Typography is the art of selecting typefaces, of which there are hundreds of designs; blending different typefaces; casting off the number of word to fit spaces' and marking up copy for typesetting, using different sizes and weights.



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Good typography leads to legibility readability, and attractiveness, and certain designs of type can create style and character or be characteristics of the advertised subject. Typography is yet another area that needs to be considered carefully, especially in print advertising material. Typesetters and photo composers swear by various types, conveying specific moods and ambience. Type styles are chosen, keeping in view the objectives and strategy of the campaign.

### Stages of Advertising Design Process

The design process serves as both a creative and an approval process. In the creative phase, the designer uses thumbnails, roughs, dummies, and comprehensives-in other words, non-final art – to establish the ad's look and feel. The final artwork with the actual type in placed along with all the visuals; the printer will need to reproduce the ad. The approval process takes place throughout the entire design process.

- i **Thumbnail Sketches** – the thumbnail sketch, or thumbnail, is a small, rough, rapidly produced drawing the artist uses to visualize layout approaches without wasting time on details. Thumbnails are very basic. Blocks of straight or squiggly lines indicate text placement, and boxes show placement of visuals. The best sketches are then developed further.
- ii **Rough Layout** – in a rough, the artist draws to the actual size of the ad. Headlines and subheads suggest the final type style, illustrations and photographs are sketched in, and body copy is simulated with lines. The agency may present rough to clients, particularly cost-conscious ones.
- iii **Comprehensive** – the comprehensive layout, or comp, is a highly refined facsimile of the finished ad. A comp is generally quite elaborate, with elaborate, with coloured photos, press-on-learning, Photostats of sub visuals, and a glossy spray coat. Today, a copy for the comp is typeset on computer and positioned with the visuals, and the ad is printed as a full-colour proof. At this stage, all visuals should be final.
- iv **Art work**-this is the final stage of layout. Here care is taken to look into each minute detail. The copy is properly composed or lettered. Proper photographs, paintings, sketches, or graphics are used. Other elements like borders etc are properly places. Colouring is done. Finishing artists give the final touches. This stage is now ready to be printed. All these



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various stages of preparing the layout are beneficial in a many ways. First these stages save time, money and efforts. If you prepare a final layout without taking the approval and it gets rejected, then all the material used, efforts and time spend are wasted. Also working on only one idea curtails the various other possible options.

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

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

- v **Dummy** – a dummy presents the handheld look and feel of brochures, multipage materials, or point-of-purchase displays. The artist assembles the dummy by hand, using color markers and computer proofs, mounting them on sturdy paper, and then cutting and folding them to size. A dummy for a brochure, for example, is put together, page by page, to look exactly like the finished product.
  
- vi **Mechanical paste -up)** – the type and visuals must be placed into their exact position for reproduction by printer. Today, most designer does this work on computer, completely bypassing the need for a mechanical. Some agencies, however, still make traditional mechanicals where black type and line art are pasted in place on a piece of white art board- called a paste-up- with overlay sheets indicating the hue and positioning of colour. Printers refer to the mechanical or paste-up as camera-ready art because they photograph it using a large production camera before starting the reproduction process creating colour keys, prints, and films of the finished ad. At any time during the design process-until the printing press lays ink on paper- changes can be made on the art. However, the expense may grow tenfold with each step from roughs to mechanicals to printing.

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- vii **Approval** – the work of copywriter and art director is always subject to approval. The larger the agency and the larger the client, the more formidable this process becomes. The agency’s creative director first approves a new ad concept. Then the account management team reviews it. Next, the client’s product managers and marketing staff review it, often changing a work or two or sometimes rejecting the whole approach. Both the agency’s and client’s legal departments scrutinize the copy and art for potential problems. Finally, the company’s top executives review the final concept and text.

The biggest challenge in approval is keeping approvers from corrupting the style of the ad. The creative team works hard to achieve a cohesive style. Then a group of non-writers and non-artists have the opportunity to change it all. Maintaining artistic purity is extremely difficult and requires patience, flexibility, maturity, and the ability to articulate an important point of view.

### CHECK YOUR PROGRESS

- Q1. What is a ‘Dummy’ in Print Advertising?
- Q2. What are the various stages of advertising design process?
- Q3. How much white space is required in an advertisement layout?
- Q4. What is a ‘Wash drawing’?

## 1.8 LAYOUTS AND DESIGN

**Design is the art side of communication-** the visual side of printed pieces, television, presentations, packages, trade marks, publication- all the things that affect in visual ways as well as verbal ways, all the things we look at in communications. Design comes from a background of art training. The graphic designer brings the understanding of line, colour, texture, mass, and form to his work-all the visual influential things into the field of communication.

**Design is art term meaning the arrangement of elements that make up a work of art.** Painters call it composition. In film it is called editing. It is the sense of



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visual elements working together to influence the viewers. It may be the visual images working one after another on the pages of an annual report. It may be the sequence of images hitting the viewer in fast cut scenes in a television spot. It may be the sequence of elements arranged in important and dominant style on a single page of making an ad photo, type, and logo.

### **Layout & Design**

Once headlines and body copy have been written, copywriters prepare rough sketches to convey their concept to the art directors. These sketches rough out the desired placement of headlines, subheads, and body copy, the company logo, and visuals. Basic advertising layouts include these types: **Copy Heavy** ad space dominated by text, **Frame** graphics or other image frame the copy, **Grid** space divided by squares of equal size, **Mondrian** space divided into boxes or sections, not necessarily of equal size, **Picture Window** space largely occupied by art - a photo, drawing, or other image), and **Type Specimen** space dominated by the headline which substitutes for art. Subheads are often used to break up long copy. Italicized copy and reverses white print on black should be used sparingly.

### **Typography**

Typography is the art of selecting and setting type. Because almost every advertisement has some reading matter, type has tremendous importance. Typefaces affect an advertisement's appearance, design, and readability. Art directors rely on stark, eye-catching typefaces to help break through the clutter of competing advertisements.

### **Type Families**

All typefaces or type fonts come in families, just as human faces do. Many of them have proud family names, usually inherited from the original designer of the typeface, such as **Bodoni**, **Gothic**, **Goudy**. Certain families offer all kinds of variations. To present his client's product well, creative executives use various typefaces. Most traditional types have small cross strokes, called '**Serifs**' that appear on the arms of certain letters. Some of the more modern type designs do not have these tiny extensions on the end of letters. Such typefaces are called '**Sans Serif**'. Each family offers capital letters and small letters referred to by typographers as '**uppercase and lowercase**' and may usually be italicized.



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### **Typefaces**

Families of type fall into one of several ‘**faces**’. These include **Roman** Bookman, New Century, Schoolbook, and Times, **Sans Serif** Franklin, Gothic, Futura 2, and Helvetica), **Square serif**, or **Egyptian** Aachen Bold, **Script** Calligrapher and Nuptial, and **Pi faces** Wood type Ornaments and Zapf Dingbats.

**Typographic noise** is said to occur when type families of the same face are mixed in an advertisement, Sans Serif types are best used for headlines and serifs for body copy as the serif enhances readability. The serif makes reading easier because ‘it cuts down the reflection of light from around the letter into the reader’s eye halation; it links the letters in a word and provides a horizontal guideline; and it helps distinguish one letter from another. Because of their superior readability, serif types are also preferred for copy that will be faxed as individual letters lose clarity in faxing. **Most of the type one sees in a textbook, novels, newspaper stories, and a magazine article is Roman type.**

### **Points**

Type is measured in points. There are 72 points to 1 inch vertically. Most families of type offer sizes from tiny 6 point to giant 72 point and larger. When fairly long text is being set in type, 10-point, 12 point, or 14-point size makes for good reading. Beyond 14 point are the display or headline sizes. The ad layout included the amount of actual length and width of the advertisement itself.

### **Pica measurements**

**In typography the unit of area measurement is called a pica.** There are 12 points in a pica, 6 picas to an inch. A copy block might be termed 16 picas wide by 36 picas deep.

### CHECK YOUR PROGRESS

- Q1. What is a ‘Design’ in Print Advertising?
- Q2. What are the various typefaces used in advertisement designing?
- Q3. What is meant by typographic noise?

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### 1.9 TYPES OF DESIGNS

#### **Creative Visuals Role in Advertising**

Visual recall is becoming increasingly important, and corporate symbols and advertising will need to be stronger and eye-catching to capture consumer attention. Nonverbal communication will not only become a means for drawing attention to a verbal message, but it will also become the message itself in many instances. The use of imagery, visual associations, drawings and paintings, models, visual memory devices, product and corporate symbols, are pervasive in advertising.

Advertising visual and its graphical components has long been the target of studies since marketers began to adopt full-scale marketing activities in the late nineteenth century. The important theme was how the visual appeal could be translated into an effective selling message.

The role of advertising visuals includes obtaining attention, creating impact, and stimulating interest from an indifferent audience through conveying a main selling point of products or brands.

Advertising visuals perform two main functions - literal and symbolic. Literal visuals provide factual information on products or services, and symbolic visuals perform an indirect role to connect the images of products or services with the meanings that are appropriately assigned to them.

Advertising is part of the changing social, economic, and cultural environment, and its visuals might have been created in a way that could reflect those changes that people would want to adjust themselves to.

Another way of linking advertising and its visuals to society and culture is, the cultural approach to advertising. Cultural historians argue that advertising is an important window through which different aspects of society and culture can be explained.

But also, the advertising itself can be explained to determine how it might have been shaped by society. This approach recognizes advertising not only as a window to culture but also a mirror that reflects the culture, or the cultures.



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Your ad becomes an extended image of your business. It conveys your style and hence attracts customers who appreciate that style. It should reflect the product you have to offer - sophisticated, whimsical, classic, etc. Everything you do should reflect the feel of the product. **Develop an ad that's a stopper! One that gets a reader's attention, and causes a reaction.**

### Some guidelines for ad design:

- Make sure the ad reflects your product and image.
- Don't let the design overshadow the message.
- Have a logo professionally designed and use it. A logo design is the visual equivalent of your name. Your name gives form to your identity, and a recognizable identity is the name of the game in advertising.
- Make sure the ad contains clear information on where you are, when you are open, and how to reach you.
- Photographs, graphics, illustrations, or typography alone can be equally effective at grabbing the reader's eye. Use what best gets your well thought-out, clear message out there.
- Establish a look and maintain it. Repetition is important in advertising; it would defeat your purpose to change the look of every ad. Once you've established a basic design, you can use creative ways, such as varying the illustration, to change it.

Do you often see, as much as you see when you surf through the Web? Its pretty sure that you have entirely different views and reactions upon seeing and actually taking notice to these two different kinds of advertising. The differences may vary in print advertisements outdoors and Web advertisements in the use of color, typefaces, and space.

Whatever else the difference is between Print Ads and Web Ads, **many would still prefer the traditional print advertisements in order to promote their business, products, or services.** Not all people have access to the Web, such that Print Ads are still widely used and appreciated. It is also practical for a short-term marketing plan or strategy.

### Here are several useful things to remember if you are launching a Print Ad:

- Take advantage of a small space by not crowding too much information into it. Leave a white space, which can actually lead your reader to the important information.



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- Ads with large photos or illustrations of merchandise get higher readership and appreciation than those with small illustrations or no art.
- People do not actually read your copy, but take a look at your visuals. Thus, make your photographs or illustration occupy at least half of your entire Ad.
- You must know how your readers read, so that you could strategically place your content and not be left unread.
- Typography is an important key to effective communication. In your print ads headlines, avoid all capital letters. Our eyes and brains are conditioned to identify lower case letters and words. Letters and words in lower cases may just be glanced over, but with full comprehension since people are familiar with them. People also tend to read words by the shape of the word and not by reading individual letters thus; your print ads words must be of a distinctive shape.
- Your print ads must be consistent with important information placed where readers would expect to see it. Consistency is an important aspect of your print ad since most readers must be exposed to it seven times before they notice it or take action on it.
- Your ad must have consistency in:
  - Logo
  - Color
  - Typography
  - Margins and borders
  - Layout
  - Spacing
  - Photographs and captions
  - You must also be consistent in your page lay out and other design elements like contrast, balance, etc.
  - On top of everything else, you have to make sure that your print ad communicates the main point of your advertisement the main attraction and the necessary information for your prospective clients.

For your print ads to turn out successfully, you must have at least a single great idea, on top of several good ideas. Remember, there is a world of difference between a great idea and a good idea.

### **Tips for Successful Print Ad Designing:**

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- Do not place a period at the end of a headline. Periods tend to indicate to readers that there is no need to read on.
- Begin headlines at top left. Studies have shown that the reader's eye naturally falls to the upper left corner.
- "Serif" typefaces are regarded as the most legible font; nearly every newspaper in the world uses them due to their high readability. Readers are comfortable with them.
- Avoid color headlines; researchers have noted that readers find colored headlines distracting. Studies have also shown that the darker the color, the greater the comprehension. Keep the text black if possible.
- Black text on a tinted background also increases comprehension. It is easier on the readers' eyes than the black and white contrast.
- Avoid reverse print e.g., white text on black background.
- Keep your layout clean, including using consistent type styles.
- A traditional ad layout is: photo/illustration over headline over body copy. This is not etched in stone, but it has been proven effective.
- Remember that for every advertising rule, there is an exception that is just as effective.

### **Visual personality of ads**

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Identity marks have been around for as many years as civilization the signature marks on primitive handcraft, the guild marks, and heraldry of medieval era, the **trade marks** of our commercial time.

Some trademarks identify only one product. But now with the increase diversification of corporation, many are meant to identify the whole corporate entity. These emblems, or 'service marks' legal terms, serve as visual reinforcements of the advertiser's name.

**A trademark does not in itself constitute a corporate personality-that is the 'total impression a company may make on the public through its 'public relations and advertising efforts.** The trademark will grow or suffer in relation to the other factors.

Corporate emblems have become important-as certification identities in the commercial arena. Visual identification has become so important that many companies have extended their programme to include exclusive lettering alphabets, distinctive colour scheme, matching architectural considerations, coordinated product design, and consistent formatting for printed material.

These attentions have created strong personalities for big firm with their designed products, controlled trademark use, special lettering style, and carefully planned colour mixes.



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While our verbal language is the most technical of our message systems, visual language operates as a simple and more easily absorbed form of communication on this recognition language, the better identity programme will reflect the character of company's product or service. It will provide 'content clues' for easier recognition.

### Use of Emblems

The best emblems are simple in form, readable in large size on a poster. Recognizable in 1-inch size in an ad, emblem and name style must be individual and suitable for all the places a company identified itself. They are many: letter-heads, envelopes, business cards, utility stationery, company literature, ads, television, products, delivery trucks, packages, wrapping papers, announcements, Diwali or Christmas cards, catalogues, building signs etc.

The graphic designer, artist, and human being, tries to put a story into the emblem- a story of common symbolism or a story with recognition clues will relate the identifying mark to a dignified human value.

### Basics of Ad Designs

Ad design is an art unto itself. Creating effective banners ads can be an elusive task.

**Colors and Designs** - When color is used correctly, it can add impact and clarity to your ad message. Color can emphasize, highlight, and lead your end users to a call-to-action. Color can also be used to trigger emotion.

**1. Be professional:** People are going to get their first impressions of your ad, so you need to be certain that it presents you in the best possible manner. This means you should be extra careful that all your spelling and grammar are correct. Also, select font sizes, styles, and colors that maximize your ad's readability. If your banner ad is of poor quality, people will assume your product is too.

**2. Ask for an action:** What do you want people who see your ad to do? Most likely, first and foremost, you want them to simply read further on it, so be sure your ad makes them do so.

**3. Keep it simple:** Your ad may only have a few seconds to make its impact on the viewer. As a result, it must be able to convey your message in a small amount of time. By keeping your ad's concept and wording clear and concise, you increase



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the likelihood that the viewer will actually get your message. Use the fewest and most simple) words you can. Just because you can fit more words in your ad doesn't mean you should.

**4. Use words that raise attention or emotion:** Words like "free", "special offer", "secrets", etc. help grab the viewer's attention and increase his/her curiosity in your offer. Try this technique: pretend you are reading your ad's text for the first time: would YOU be interested in or excited about what it offers? If not, then most people probably wouldn't be either.

**5. Emphasize benefits, not features:** What is the difference between a "benefit" and a "feature"? In simple terms, a "feature" is a service or an aspect of a service that you offer. A "benefit" is the actual *impact* it has on your customer.

**6. Test your banners:** Run each one for a week or two and collect any data you can. Analyze your data to determine what the more successful ads have in common and then refine your ads and test them again.

### Use of Colors

When color is used correctly, it can add impact and clarity to your ad message. Color can emphasize, highlight, and lead your end users to a call-to-action. Color can also be used to trigger emotion.

When color is used incorrectly, it can compromise your message and confuse your target audience. The interpretation of a color depends on culture, physiology of the eye, readability, your target audience's profession or industry, and personal preference.

When designing an ad, you should be careful about the colors you select if you are targeting a specific country or a global audience. For example, though the color purple is also associated with royalty in European countries, the color orange is associated with royalty in the Netherlands. The color white is associated with death in China whereas white is associated with purity in Western cultures.

### Colors and legibility



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How the human eye processes color is also a consideration for selecting ad colors. Purple is one of the hardest colors for the eye to discern, so it might not be a good overall color choice. On the other hand, yellow is the first color the eye processes. So if you were to try and call attention to some text on a dark-colored banner or poster ad, yellow can be an excellent color choice. But if you were to use yellow as a background color of a banner, you might want to alter the color so that it is less stressful on the eye.

**In order to make the text on an ad legible, it is very important to use colors that provide a high contrast.** Black and white are the two colors that provide the highest color contrast.

### **Colour versus Black and White**

Although the basic principles of layout designs and picture composition remain the same for both colour and black and white, the decision to use colour or colours affect the development of copy and art and complicates the graphic arts process required to produce the finished print advertisement.

As compared the black and white, the periodicals charge a higher rate for the colour ads of the same size. Cost of art and mechanical production are much higher in colour than in black and white. In this way, adding colours to advertisements increase the cost materially except for simple applications as printing one colour on a different colour paper for a direct advertising piece. But still, some advertisers are willing to pay 'higher costs to colour ads for a number of reasons:

- Colour adds attention value. It catches the eyes of the readers, consumers, and prospects.
- It helps emphasize important elements in an ad due to contrasts in colour
- Colour presents the product or situation with a sense of realism or atmosphere impossible in black and white
- Colour provides a clear identification of product, its brand name and trademark

Most of the readers expect colours in ads for food, beverages, and traveling as well as for fabrics and fashions and the advertisers will gain much more. On the other hand, messages designed to promote a particular instance policy or new banking services require no colour for effective communication. The advertiser will be benefited in such cases through the use of black and white.

## **Types of Newspaper Advertisements Designs**

The major types of newspaper advertising are display, classified, public notices, and preprinted inserts.

### **Display Advertisement**

Display advertising includes copy, illustrations or photographs, headlines, coupons, and other visual components. Display ads vary in size and appear in all sections of the newspaper except page one, the editorial page, obituary page, the classified section, and the first page of major sections.

One common variation of the display ad, the reading notice, looks like editorial matter and sometimes costs more than normal display advertising. To prevent readers from mistaking it for editorial matter, the world advertisement appears at the top.

Retailers often run newspaper ads through cooperative programmes sponsored by the manufacturers whose products they sell. The manufacturers pay fully or partially to create and run the ad, which features the manufacturer's product and logo along with the local retailer's name and address.

### **Classified Advertisements**

Classified ads provide a community marketplace for goods, services, and opportunities of every type from real estate and new car sales to employment and business opportunities. A newspaper's profitability usually depends on a healthy classified section. Classified ads usually appear under subheads that describe the class of goods or the need the ads seek to satisfy. Most employment, housing, and car advertising is classified.

### **Special Advertisements**

Some special commodities and products are advertised under specific advertisements columns. Sometimes, a few pages are devoted only to advertisements. They are well planned and are in colour to draw the attention of readers. Advertisements are more effective if they are specially intended for certain type so readers i.e. sportsmen, women, professionals, etc.

Advertisements should be planned logically and judiciously to attract all type of readers. The first page is read thoroughly. So advertisements on the first page attract greater attention. The back page is equally good, but it follows the first page. Similarly, the middle two pages are also read thoroughly. The third page is



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devoted to local news. So, ads for local shops and manufacturers may be placed on the third page, men read sports news, political news and these columns should be made, keeping in mind their attitudes. Advertisements should meet the different requirements of the different segments of the market.

### **Preprinted Inserts**

Like magazines, newspapers carry preprinted inserts and deliver them to the newspaper plant for insertion into a specific edition. Inserts sizes range from a typical newspaper page to a double postcards, formats include catalogue, brochures, mail-back devices, and perforated coupons.

Some large metropolitan dailies allow advertisers to limit their inserts to specific circulation zones. A retail advertiser that wants to reach only those shoppers in its immediate trading area can place an insert in the local-zone editions. Retail stores, auto dealers, large national advertisers, and other find it less costly to distribute their circulars this way than to mail or deliver them door-to-door.

### **Public Notices**

For a normal fee, newspapers carry legal public notices of changes in business and personal relationships, public governmental reports, notices by private citizens and organization, and financial reports. These ads follow a present format.

### **Advantages of Newspaper Advertising**

Local advertising is in fact possible only in newspapers. Barring a few national advertisements, newspapers contain mostly local advertisements. This is the biggest advantage, for newspapers provide advertising in a geographically segmented market. Local and regional newspapers offer news, editorial, entertainment, and personal interest stories for local readers, which create an interest in the local community and the region. The advertising message thus delivered in local or community newspaper is most effective.

### **Tips for effective Ad Writing**

#### **Make your ad stand out**

Classified ads that use art, layout and/or type in a distinctive way usually attract more eyes than run-of-the-mill ads. Just check the paper - every day there are listings that stand out from the others.

#### **Use a prominent benefit headline**

Choose the main benefit of your merchandise and feature it in a compelling



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headline. Amplify this message in your subheads and copy. Avoid generalized quality claims.

### **Make your copy complete**

This means two things: know what is important to people browsing in your classified category, and make sure you touch on those points; and use complete sentences - they're easier to read than a series of phrases and random words.

### **State a price or a range**

Quote a price, even if it's high or low. If you're high, explain why it's worth it, and if you're low-balling it, support it with facts that make it believable for example: (moving, quick sale, special purchase).

### **Specify brand names**

If you are selling name brand merchandise, be sure to name the brand and model if pertinent in the ad - the more specific the better.

### **Include related items**

Make two sales instead of one by offering related items along with a featured one. For example, list golf bag with clubs, end tables with couches, frames with mattresses.

### **Use a simple layout**

Classified listings should not be crossword puzzles. A good ad layout is planned logically and intuitively - it carries the reader's eye through headline, art, copy, price, advertiser's name, and phone number.

### **Use a dominant element**

A large visual or headline means your ad will be noticed. Photographs or realistic drawings attract people, but nothing draws the eye like pictures of "real people".

### **Let white space work for you**

This is an important layout element in classified advertising because the average classified page is heavy with small type. The more "empty" space in your ad, the more it will naturally be noticed. Boxing an ad adding a simple border around it automatically creates white space around it, which in turn automatically draws the eye.

### **Urge the reader to act now**

By ending your ad with a call to action such as "12 hour sale", "this week only," or



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"call now, won't last long"," you add extra incentive for the interested buyer to call you first.

### **Checklist - Every classified should include:**

- Type of sale
- Sale date or days and hours
- Price
- Make and model
- Size and color
- New, used or reconditioned
- Service or warranty
- Delivery details
- Name, phone number
- Address or directions to location

### CHECK YOUR PROGRESS

Q1. What are the various newspaper ad designs?

Q2. Give basic tips for advertisement designing.

Q3. Define the term 'trademark'.

## **1.10 PRINCIPLES OF GOOD ADVERTISEMENT**

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

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



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

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

The importance of a good advertisement copy can hardly be overemphasized. All the planning, research and expense would go waste if proper care were not taken in drafting an advertisement copy that will achieve the purpose of advertising. The psychological aims of an advertisement are that the public must be made to:

- **Look**
- **Like**
- **Learn, and**
- **Buy**

**'The aim of advertising copy is that it shall be seen, read the message conveyed and then acted upon'**. An advertisement, which fails in attracting the attention of the prospects and creating an urge in their minds for possessing the product, will naturally be of no use though a large sum has been spent lavishly on advertising the product by the advertiser.

A good advertisement should possess the following characteristics or qualities or values-

1. **Attention value** - an advertisement must attract the attention of the potential consumers. If it fails in this mission, the whole money and efforts will go waste though it possesses all other values because everything else follows this. So, it must have display value.
  - **Use of Pictures:** pictures have the immense display and attention value. The old Chinese proverb 'one seeing is worth thousand selling' indicated the place of pictures in attention value. A good sketch or photograph, if appropriately used, will not merely attract the attention of the consumer but all will tell everything about the product.
  - **Use of Display type or Heading:** use of appropriate headings enhances the value of an advertisement to a great extent. To invite



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attention, the heading should be brief and meaningful, made up of three or four words and should be printed in emphatic bold display types. The headline should, generally, be in the form of a 'slogan' or a 'query' that will compel the attention of the reader

- **Boarder Type:** attractive boarder can be used to compel the attention of the readers. The boarder must have a distinctive look so as to separate it from the rest of the setting, a full page advertisement with a very small matter in the center and an artistic or novel boarder will have a very great attention value. Underlining of key words or an attractive arrangement of types may also catch the eyes of the reader.
  - **Price Quotation:** prices should not be quoted on the advertisement copy except when they are very low as in clearance sale or special offers. But if an appeal is being made to high class customers who care more for quality that for price, a price quotation should be avoided and emphasis should be laid on quality
  - **Reply Coupons:** reply coupons inserted in an advertisement in an unusual setting are yet another way of attracting attention of the readers to the copy.
2. **Suggestion value-** having attracted the attention of the reader, the next task would be to offer a suggestion about the use and the utility of the product that may remain inscribed on the mind of the reader even when he forget where he really saw the advertisement.
  3. **Memorizing value-** the advertisement copy should be so drafted and laid out that the product will stick to the mind of the individual reader. Repetition of advertisement with slogan is an effective method of creating a memorizing value. Pictures and photographs confirming to the suggestion will have tremendous memorizing value.
  4. **Conviction value-** an advertisement can prove effective and achieve the desired end when convicting arguments backs the suggestion contained in it. The advertiser must be careful not to include the statements in the advertisement copy, which do not confirm to the product.
  5. **Sentimental appeal-** sentiments play a very important role in advertising, particularly in the case of food articles. Sentiments reflect the personal



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feelings and attitudes of an individual towards various things. They indicate reactions of a person in favour or against a particular product.

6. **Education value-** a good advertisement must possess educative value because the object of modern advertising is not merely to satisfy the existing demand but to create future demand. So a good advertisement should educate the general public about the uses of the new product or the new uses of the same product.
7. **Instinctive value-** human thoughts and actions are guided by instincts and inclination. All that one thinks or does has its roots in one instinct or the other. Instincts are the underlying forces, which compel the men to act in certain ways. The most important function of an advertisement is to induce, persuade and motivate the prospects to think well of a product and to take to its use.
  - a) **Self-Preservation Instinct:** many of our thoughts and actions are inspired by our anxiety to preserve our people, health, our family and our belongings
  - b) **Hoarding Instinct:** banking institutions, insurance companies or other government and non-government saving organizations serve to hoarding instinct of the people
  - c) **Parental instinct:** parental instinct takes the form of love and affection for the children. Those advertisers who deal in children requirements like garments, toys, baby food, etc may promote this instinct in parents i.e. motherly feelings of women or parental sentiments of men through their advertisements
  - d) **Self-Display Instinct:** the advertisers of readymade clothing, women's dresses, jewellery, etc promote instinct of self-display.
  - e) **Something for nothing Instinct:** everybody has a vague desire to get something without paying anything for it. This desire is, more or less, present in everybody irrespective of the status or income. Some advertisers use this instinct in the advertisement copy.

On the basis of the above basic instincts, the following themes or central ideas may be laid down for advertisements meant to advertise different types of products:



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1. **Pride**- this theme can be used to popularize luxury articles among riches, the possession of which gives them a distinctive status and a feeling of pride
2. **Beauty**- this theme is used in advertisement for cosmetics, perfumes, toilet soaps, etc for both men and women
3. **Health**- in drug and food products advertisements, the use of this theme is used
4. **Economy**- it is central theme in advertisement of clearance sales or bargain purchases
5. **Comfort**- the advertisements for fans, electric appliances, refrigerator, etc contain this feeling of comfort
6. **Fear**- themes stressing the fear of death, accidents, personal loss through burglary, fire, etc and other untoward happenings in life are generally used by insurance companies or banking companies. The traffic police is also using this theme in their notes of caution i.e. 'life is short, don't make it shorter'.
7. **Parental affection**- all advertisements of products meant for children such as toys, baby food and dresses, use this feeling
8. **Patriotism**- this theme may be used in advertisements for those who use foreign products
9. **Achievements**- this theme is used generally by large concerns engaged in the production of goods necessary for the development of country's economy.
10. **Emulation and imitation**- this theme is use where people buy more not to satisfy their genuine requirement, but as their neighbors happen to possess them

Thus, a good advertisement must possess the above qualities to make it an ideal one.

### CHECK YOUR PROGRESS

Q1. Enlist the qualities of a good advertisement?

Q2. What is 'AIDCA'?

## 1.11 REGULATIONS OF AN ADVERTISEMENT



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**Advertising Regulation** refers to the laws and rules defining the ways in which products can be advertised in a particular region. Rules can define a wide number of different aspects, such as placement, timing, and content. In the United States, false advertising and health-related ads are regulated the most. Many communities have their own rules, particularly for outdoor advertising. Sweden and Norway prohibits domestic advertising that targets children. Some European countries don't allow sponsorship of children's programs, no advertisement can be aimed at children under the age of twelve, and there can be no advertisements five minutes before or after a children's programme is aired.

In the United Kingdom advertising of tobacco on television, billboards or at sporting events is banned. It is also prohibited to advertise cars on the basis of how fast they can move and the relationship which the event has with the sport seen as a healthy pursuit, unlike smoking. Similarly alcohol advertisers in the United Kingdom are not allowed to discuss in a campaign the relative benefits of drinking, in most instances therefore choosing to focus around the brand image and associative benefits instead of those aligned with consumption. There are many regulations throughout Europe as well. **Two of the most highly regulated forms of advertising are tobacco advertising and alcohol advertising.**

### Regulation of Advertisement in India

*“Kaash agar mera beta hota if only I had a son,”* laments a down -on-his-luck dad in a television commercial for Hindustan Lever Ltd. HLL, London-based Unilever's Indian subsidiary, had to pull its commercials for Fair & Lovely fairness cream following a complaint lodged with the National Human Rights Commission in New Delhi.

Sun tanning may be trendy in western countries, but 'skin lightening products have been historically popular in Asia'. The commercial shows the advertised cream as a solution to the dilemma faces by the dad's dark-skinned daughter. After the product lightens her skin, she is transformed into a successful career woman who can afford the luxuries the dad desires. The All India Women's Democratic Association filed a complaint, arguing that the product may be 'safe for the skin, but not for the society'. Thus, the ad was seen as violating Cable Television Networks Act of 1995 and directed not to air. This Act prohibits advertisements that negatively portray any race, caste, color, creed, or nationality to depict women in a subordinate role. This incident 'underscores changing social morals in India and highlights tensions between the government and the **Advertising Standards**

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**Council of India**, an autonomous industry group, over how to regulate Indian broadcast content, including advertising.

In order to monitor and control advertising a number of different regulatory bodies have been established. Many countries have an Advertising Standards Authority, whose job it is to listen to complaints from the public, and establish whether or not a particular ad or campaign should be withdrawn.

### *‘Regulate yourself, or someone else will’*

Most of the Self-Regulation Organizations around the world base their work on the Codes prepared and published by the **International Chamber of Commerce ICC**. The ASCI in India is no exception. The ICC is the world business organization, the only representative body that speaks with authority on behalf of enterprises from all sectors in every part of the world.

It is the recognition of the advertising industry (i.e. advertisers, agencies and the media) that advertising should be legal, decent, honest and truthful, with a sense of social responsibility to the consumer and society as a whole, and with due respect to the rules of fair competition. This is achieved through the establishment of a set of rules and principles of best practice, which the advertising industry voluntarily agrees to conform with.

The aim is to keep advertising standards high and ensure consumer trust, to the benefit to all. Self-Regulation works best when framework legislation sets and enforces the boundaries of what is unlawful. Likewise, the law operates to best effect when it tackles issues of broad principle. Advertising is often detailed and subjective in its claims and interpretation. Controls imposed upon it must be equally flexible. Self-Regulation Organizations deal with a volume of work each year that, if disputed in court, would be both prohibitively expensive and unacceptably slow to resolve. The law and self-regulation working independently but in harmony, provide the swiftest and most comprehensive protection for consumers.

**The ASCI in India** makes available, the benefit of Self-Regulation in Advertising in India to all Practitioners in Advertising, at no charge to them, thanks to the 235 plus members firms who maintain its Services through their Annual contributions and more importantly with the positive responses of Compliance with the Objective and Fair decisions of their autonomous Consumer Complaints Council (CCC), on complaints against Advertisements which have been processed at their



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Secretariat. Since 1986, 1335 complaints were upheld, the CCC having deliberated and decided that these Ads contravened the ASCI Code, being Unfair to Consumers or to Competitors. Because of Voluntary Self-Regulation, at least 79% of these Ads were withdrawn, concluded, or modified appropriately so as to avoid contravention of the Code and thereby respecting the Rights of Consumers and Competitors.

In recent years the quantity of false, misleading and offensive advertising has resulted in **consumers having an increasing disbelief in advertising**, and a growing resentment of it. Misleading, false advertising also constitutes unfair competition. It could lead to market-place disaster or even litigation. If this kind of advertising continues, it won't be long before statutory regulations and procedures are imposed which make even fair, truthful, decent advertising cumbersome if not impossible. This certainly will affect ability to compete and grow.

**The Advertising Standards Council of India ASCI 1985** has adopted a Code for Self-Regulation in Advertising. It is a commitment to honest advertising and to fair competition in the market place. It stands for the protection of the legitimate interests of consumers and all concerned with advertising - **advertisers, media, advertising agencies, and others who help in the creation or placement of advertisements**. As the Code becomes increasingly accepted and observed pro-actively, three things will begin to happen.

- Fewer false, misleading claims
- Fewer unfair advertisements
- Increasing respectability

It means more freedom for to practice the craft or carry on one's business effectively. **As a member of ASCI**, one can mould the course of Self-Regulation and **participate** in the **protection of healthy, effective advertising**. One can have a say, through the Board of Governors, in the further development of the Code and future appointments to the Consumer Complaints Council (CCC). Membership of the ASCI open only to Firms entitles one to appoint a nominee to discharge functions as a member, including standing for election to the Board of Governors and voting at general meetings.

In India, as in several advanced economies, there is only One Body for Self-Regulation in Advertising – the **ASCI**, which is concerned with safeguarding the interests of consumers whilst monitoring/guiding the commercial communications of Practitioners in Advertising on behalf of advertisers, for advertisements carried



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by the Media, in their endeavors to influence buying decisions of the Consuming Public.

**This Code for Self-Regulation** has been drawn up by people in professions and industries or in connected with advertising, in consultation with representatives of people affected by advertising and has been accepted by individuals, corporate bodies and associations engaged in or otherwise concerned with the practice of advertising with the following as basic guidelines **with a view to achieve the acceptance of fair advertising practices in the best interests of the ultimate consumer:**

- To ensure the **truthfulness and honesty** of representations and claims made by advertisements and to safeguard against misleading advertisements
- To ensure that advertisements are **not offensive** to generally accepted standards of public decency. Advertisements should contain nothing indecent, vulgar, or repulsive, which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.
- **To safeguard against the indiscriminate use** of Advertising in situations or of the promotion of products, which are regarded as hazardous or harmful to society or to individuals, particularly minors, to a degree or of a type, which is **unacceptable to society** at large.
- To ensure that advertisements **observe fairness in competition** so that the consumer's need to be informed on choices in the market place and the canons of generally accepted competitive behavior in business is both served. Both the general public and an advertiser's competitors have an equal right to expect the content of advertisements to be presented fairly, intelligibly, and responsibly. **The Code applies to advertisers, advertising agencies, and media.**

The responsibility for the observance of this Code for Self-Regulation in Advertising lies with **all who commission, create, place or publish any advertisement or assist in the creation or publishing of any advertisement.** All advertisers, advertising agencies and media are expected not to commission, create, place, or publish any advertisement, which is in contravention of this Code. This is a self-imposed discipline required under this Code for Self-Regulation in Advertising from all involved in the commissioning, creation, placement or publishing of advertisements.



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This Code applies to advertisements read, heard, or viewed in India even if they originate or are published abroad so long as they are directed to consumers in India or are exposed to significant number of consumers in India.

An advertisement is defined as a **paid-for communication**, addressed to the public or a section of it, the purpose of which is to influence the opinions or behavior of those to whom it is addressed.

Thus, any written or graphic matter on **packaging**, or contained in it, is subject to this Code.

Advertising is an important and legitimate means for the seller to awaken interest in his products. **The success of advertising depends on public confidence.** Hence no practice should be permitted which tends to impair this confidence.

### TIPS TO PRODUCE THE BEST ADVERTISEMENT LAYOUT

- Put your attention getting message in the second quarter down the page. This is consistently the place where people look first.
- If you are going to use a picture, place it in the top quarter of the page, above the headline.
- Every advertisement should use the AIDCA structure; Attention getting message | Interest | Desire | Conviction | Action
- For a one page brochure stick to the AIDCA formula above. Make a concise selling story.
- If the layout is for a multi-page glossy brochure makes sure the front page includes the strongest customer benefit; and not the company logo and meaningless picture.
- Typefaces: The use of a Serif typeface in your advertisement stresses the horizontal direction which helps people to read more easily.
- Typefaces: The use of a Sans Serif typeface exhibits a strong clean cut appearance in an advertisement, suitable for short text elements.
- Stick to one Serif and one Sans Serif typeface per document. Sans Serif for headlines and Serif for the main text. Using a Sans Serif typeface for main text can reduce readability by up to 50%.



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- Do not use italics for a large text block. Difficult to read and again will reduce readability by up to 50%.
- Do not use italics for emphasis in your advertisement. Use bold. Italics are OK for short individual phrases.
- Keep underlining to a minimum. It is difficult to read if used on more than a word or two. If needed for emphasis, use bold instead.
- For the average reader a 10 point type is about right for the main text in an advertisement. For older readers consider using 12 point type.
- Advertisement headlines: For maximum impact use a Sans Serif typeface such as Helvetica or a Serif typeface such as Times Roman for a more elegant look.
- Keep headings with 'all capitals' to a minimum. Longer headlines using 'all capitals' are difficult to read.
- Don't use more than two levels of headings or sub-headings. Any more than that just confuses the reader.
- For narrow columns of text use the 'justified text' property; where it is flush to the left and right hand edges. Use a Serif typeface for this in your advertisement.
- For single columns of text use the use the 'justified text' property; where it is flush to the left edge and jagged to the right hand edge. It has gaps at the end of each line.
- Let your words breath. Make sure you leave enough 'white space' around your text. That is, leave plenty of room in between your phrases and sentences.
- Maintain consistency on your products. Don't keep chopping and changing the layout for your advertisements or brochure.
- Use of pictures can increase the response of a promotion by 50%. Make sure they are relevant. Use a photo of the product in action.
- The use of graphs, charts and diagrams in your advertisement will assist in selling if they demonstrate customer benefits.
- Use cartoons with caution. Don't get gimmicky. If a photo would be better, then use that.
- If appropriate for your product or service, use before and after photos. They do work in advertisements and brochures.

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### CHECK YOUR PROGRESS

- Q1. What is meant by self-regulation in advertising?
- Q2. Give Code of Self-Regulation in Advertising.
- Q3. What is 'ASCI' and discuss its role in India?

### 1.12 SUMMARY

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

Appeal, in advertisements, is anything 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. All these things work as motivating factors. These are also called **motives**. 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. For example, the possible promises or appeals for a home appliance could be comfort, convenience, economy of installation, economy, cleanliness, dependability and durability, safety, multiple operations, many varied features, trouble free operation and smart look.

Behind every good advertisement is a creative concept, a big idea that makes the message distinctive, attention getting, memorable. Though great ideas may be hard to come by, but some advertising experts argue that for an advertising campaign to be effective, it must contain a '**big idea**' that attracts the consumer's attention, gets a reaction, and sets the advertiser's product or service apart from the competitors.

The three basic components of a **Print ad** are **the headline, body copy, and visual or illustrations**. The headline and body copy portions of the advertisement are the responsibility of the copywriters, while artists- often working under the direction of an art director-are responsible for the visual presentation of the ad. Artists also work with copywriters to develop a layout. The **layout** involves the arrangement of the various components of the ad, such as headlines, subheads, body copy, and



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taglines. **The tagline is a memorable saying or slogan that conveys a selling message.**

**A Layout is an overall orderly arrangement of all the format elements of an ad: headline, subheads, visuals, copy, captions, trademarks, slogans, and signature.**

The design process serves as both a creative and an approval process. In the creative phase, the designer uses thumbnails, roughs, dummies, and comprehensives—in other words, non-final art – to establish the ad’s look and fee. The final artwork with the actual type is placed along with all the visuals; the printer will need to reproduce the ad. The approval process takes place throughout the entire design process.

**Design is art term meaning the arrangement of elements that make up a work of art.** Painters call it composition. In film it is called editing. It is the sense of visual elements working together to influence the viewers. It may be the visual images working one after another on the pages of an annual report. It may be the sequence of images hitting the viewer in fast cut scenes in a television spot. It may be the sequence of elements arranged in important and dominant style on a single page of making an ad photo, type, and logo.

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

**Advertising Regulation** refers to the laws and rules defining the ways in which products can be advertised in a particular region. Rules can define a wide number of different aspects, such as placement, timing, and content. In the United States, false advertising and health-related ads are regulated the most. Many communities have their own rules, particularly for outdoor advertising.



## 4: Advertising Design & Principles

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### 1.13 EXERCISES AND QUESTIONS

- Q1. What are the various appeals used in Advertisements?
- Q2. What are the techniques of making an Advertisement?
- Q3. Explain the techniques for developing idea of an Advertisement?
- Q4. What are the different Advertising Designs and how are they executed in the Print Advertisements?
- Q5. What are the elements of making a Print Advertisement?
- Q6. Define Layout. What are the functions of an Advertisement Layout?
- Q7. Enlist the various Layout steps in Advertisement production.
- Q8. Give some Tips for Successful Print Ad Designing.
- Q9. What are the principles of a good Advertisement?
- Q10. Explain the Code of Self-Regulation in Advertising.
- Q11. Locate a historical advertisement. Describe how the marketers promoted the product or service. Who was the target audience? What was the attention getting techniques, messages, and visuals? What motives are being addressed? Analyze the advertisement's effectiveness and appropriateness of messages and visuals.
- Q12. Study the yellow pages for a certain business category such as "real estate" or "plumbers". Compare and contrast the way businesses in that sector advertise and compete with each other through their advertising. Pay attention to headlines, body copy, typography, visuals, placement, etc.
- Q13. Review a current print advertisement. It can be a display ad, classified, or outdoor form of advertising. Identify the target audience, attention getting techniques, messages, typography, and visuals. What motives are being addressed? Analyze the advertisement's effectiveness and appropriateness of messages and visuals.

### 1.14 FURTHER READING

1. Principles of Advertising Monle lee, Carla Johnson, Viva Books Private Ltd
2. Advertising and Public Relations Shipra Kundra, Anmol Publication