

**MA MASS COMMUNICATION**

**Study Guide**  
Half Credit

# **ADVERTISING**

Unit 1 – 9

Code No. 967



DEPARTMENT OF MASS COMMUNICATION  
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ISLAMABAD

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## COURSE TEAM

*Incharge Course Team:* Syed Abdul Siraj  
Head, Department of Mass Communication,  
Allama Iqbal Open University.

*Course Production Coordinator:* Saqib Riaz

*Course Committee:*

1. Prof. Dr. Shamsuddin, Chairman,  
Deptt. of Mass Communication,  
Karachi University, Karachi.
2. Prof. Dr. Shafiq Jelendhari,  
Punjab University, Lahore.
3. Prof. Dr. Fazal Rahim Khan,  
Chairman, Deptt. of Journalism and  
Mass Communication,  
Gomal University, D. I. Khan.
4. Prof. Dr. Muhammad Khalid,  
Deptt. of Mass Communication,  
Bahauddin Zakaria University, Multan.

*Writers:* Syed Abdul Siraj  
Prof. Aslam Pervez  
Mr. Saqib Riaz  
Mr. Bakht Rawan

*Reviewers:* Prof. Dr. Miskeen Ali Hijazi  
Prof. Dr. Mughees-ud-Din Sheikh  
Prof. Dr. karim Malik  
Prof. Ibad Rashdi  
Prof. Mahmood Ghaznavi  
Syed Abdul Siraj

*Editor:* Mr. Hamid Ali Hashmi  
Ex-Director Information,  
Allama Iqbal Open University.

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*Course Coordinator:* Saqib Riaz

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## INTRODUCTION

Advertising has become an integral part of our society. It plays a unique and central role in our economic system. It helps to sell ideas, goods and services along with other forms of marketing communication. The environment in which we live, advertising both reflects and affects our lifestyle and thus plays a substantial social role. It has great effects on our political environment.

Advertising has become so usual in our life setup that we cannot go through a newspaper without reading advertisements. We cannot listen to radio or watch television without hearing or seeing some commercials. Advertising is a forceful tool in moulding our attitudes and behaviour towards products, ideas and services. Sometimes advertising creates awareness among the masses about different social issues like population growth, illiteracy and drug abuses etc. Thus advertising has become a constructive part of our social life.

Advertising will be different in the future, because almost every where there is a trend towards increased expenditures on social messages and services, rather than products and brands, and this will continue. However the role that advertising plays in our lives will remain significant and important. The form and the contents of the messages will change with the passage of time, but the need for people to communicate with each other through payment for time and space will remain with human being.

The course "Advertising" has been included in the syllabus of MA Mass Communication due to its pivotal role in the present day society.

It is a half credit course and it consists of nine units. All the units have been written, reviewed and edited by prominent educationists and media experts. First two units cover the area of evolution as well as scope and functions of advertising. Economic and social effects of advertising and its ethics are also discussed in these units. Unit No. 3 deals with the organisation of advertising industry. The functions of advertising agency and criteria for selection of an advertising agency is described in this unit. Unit No. 4 elaborates the kinds of advertising and unit No. 5 evaluates the media of advertising. Next two units are about media selection and strategy and ad copy, its strategy for preparation. Unit No. 8 covers the area of planning and managing advertising campaigns. Fundamentals of an advertising campaign, product analysis and market analysis are briefly discussed in this unit. The last unit is about evaluation of advertising campaign. Students should keep this thing clearly in minds that this is only study guide which cover brief information of the subject. For detailed study, they should refer to the suggested readings given at the end of every unit.

In the production of this study guide, I am greatly indebted to Syed Abdul Siraj, Incharge, Department of Mass Communication, Allama Iqbal Open University whose constant guidance made this study guide successfully materialised. I am also thankful to Mr. Abdul Nabi Brohi and Mr. Muhammad Naeem for their helping hands in the office matters. Last but not the least my thanks goes to all those who involved in writing, reviewing, editing, composing and designing of this study guide.

I hope that the students would find the study guide relevant and effective for their studies. I shall be grateful for any kind of feedback to make this study guide more coherent and refined so that it could fulfil the academic needs, of the students for better insight.

Wish you all the best.

(SAQIB RIAZ)  
Course Production Coordinator

Unit 1-2

# **Introduction to Advertising**

Written by:  
**Syed Abdul Siraj**

Reviewed by:  
**Prof. Dr. Mugheesuddin Sheikh**

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## 1. OBJECTIVES

After studying this unit, you should be able to:

1. Define the concept of Advertising in the context of media communication;
2. Elaborate the history of advertising;
3. Explain the role of advertising;
4. Narrate the social and economic aspects of advertising;
5. Examine the criticism levelled against advertising; and
6. Highlight the ethics and regulatory system of advertising.

## 2. SUMMARY OF THE MAJOR TOPICS

### 2.1 What is Advertising?

Advertising is an art of the seller in which he introduces ideas, goods and services for the buyer through the media of mass communication. Advertising is many things to many people; to a house wife, it is a source of information to guide her for family purpose; to a forest ranger, it is a smoky bear; to a printer and publisher it is what to pay for printing; and for a manufacturer it is a means of talking simultaneously with hundred and thousand people. Advertising plays a vital role in the economical structure of a society. As part of our social life, advertising greatly affects our lifestyle. Advertisement is a vital marketing tool as well as powerful communication force calling something for attention of the people, especially by paid announcements

### 2.2 Definition of Advertising

Different experts have defined advertising differently. Some of definitions are presented below:

1. Advertising is a powerful communication and vital tool helping to sell goods, ideas and services through the channel and persuasion.
2. Advertising is people's communication with other people in which one group supplies the needs and desires of the other group.
3. Advertising is a sort of communication from a man, who has an idea, to a man who can be influenced to accept such idea.
4. Advertising is paid form communication which tends to influence some or more people.
5. Advertising provides the kind of information the customer needs to make a buying decision.
6. Advertising is a controlled and identified information and persuasion by means of mass communication media.
7. Advertising is the art of telling whole lie out of the half truth
8. Advertising is more than a tool to accelerate the distribution of goods.
9. Advertising is the spokesman of a business man.
10. Advertising is a gift behind the price.

11. Advertising is a salesman in print.
12. J. S. Chandan, Jagjit Singh and P. N. Malhan in the book entitled "Essentials of Advertising" have formulated the following definition of Advertising:

"Advertising is any controlled form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor, that is used to inform and persuade the selected market"

## 2.2 \* *Explanation of the definition*

1. **Paid Form:** Paid form is necessary to distinguish advertising from publicity or public relations. A positive news story about a product is not considered advertising. "Paid form" also becomes "controlled form", because the advertiser can exercise control over the content of the message as well as the manner in which it is to be placed. An exception to this rule is public service campaign or free and donated advertising space by some non-profit organizations. Advertisement placed by the Army or Boy Scouts may be controlled but not paid for and still be considered as advertisement.

2. **Non-Personal presentation:** Advertising is non-personal as against face to face personal selling. It is meant to reach and communicate with a mass market in the least expensive way. Personal selling is extremely costly. While the advertising message may give an impression of a personal appeal, it is still considered as non-personal.

3. **Ideas, Goods or Services:** While most advertising is still confined to promote tangible and physical goods, it is also being extensively used for service oriented outlets, like banks, restaurants, airlines and insurance companies. Public service oriented and non-profit organizations are not involved in promotion of goods and services but only in popularizing ideas about the necessity and usefulness of their existence and why public help is important for example, the Red Cross is quite often advertised.

4. **An Identified Sponsor:** This is meant to differentiate between advertising and propaganda. Both propaganda and advertising are meant to influence the opinion and behaviour of the receiver of the message. But propaganda, without an identifiable sponsor would not connect the message with the originator of the message, thus making the evaluation of the message difficult. As much of the quality of the product or services is associated with the name and the image of the company, an advertisement without an identified sponsor would not serve its purpose and thus be a wasteful expenditure.

5. **Inform and Persuade:** Before a consumer can be persuaded to buy a product, he must become aware of it. Advertising must inform the potential customer about a new

product or a new use of a product or about a breakthrough in a certain technology. Persuasion is the most important aspect of promotion and advertising. According to Clyde R. Miller, "All successes in business, in industrial product, in invention, in religious conversion, in education and in politics depend upon the process of persuasion" . Persuasion must change or reinforce an attitude or behaviour in one form or another. However, care must be taken as to the extent of persuasion so that it does not become misleading or wrong.

6. **Selected Market:** For advertising to be effective, it must reach potential consumers. Advertisers must prepare their ads and select their media with an eye to influencing the selected market. For example an advertisement for a tractor would not be very useful, if placed in the "Times" magazine which is primarily read by the urban elite. The advertisement for the Rolex watch is intended to appeal to the financially elite. Afrosheen is meant to be marketed to an ethnic market. Unless the market is segmented, the advertising will not have its optimum-effect.

### 2.3 Capsule History of Advertising

Advertising is as old as civilization itself. The earliest beginnings of advertising, of course, are impossible to pinpoint, but there are several examples dating back thousands of years. Clay tablets traced to ancient Babylon have been found with messages that promoted an ointment dealer and a shoemaker. In the ruins of ancient Egypt, explorers have found papyrus posters offering rewards for the return of runaway slaves. In the ruins of the Roman city of Pompeii, archaeologists have discovered political advertisements painted on walls along streets. However, until the advent of mass selling in the nineteenth century, advertising played only a minor role in the conducting of business. In early Greek and Roman days, signboards were placed above the doors of business establishments, and later, the town crier was an important advertising medium throughout Europe and England during the medieval period. In short, advertising was a well established part of the social environment of early civilizations.

After the invention of movable type accelerated printing in the mid fifteenth century, handbills, posters, and then newspapers were used in increasing quantities to advertise products. In fact, the first printed advertisement in English was produced in about 1480 which was a handbill that announced a prayer book for sale. The development of railroad transportation enabled advertising industry to send its products to consumers who lived far from the manufacturing plants. Advertising assumed national character as business people used both magazines and newspapers to broaden their markets.

Not surprisingly, the increased importance of advertising in the marketing process led to the birth of the advertising agency, an organization that specializes in providing

advertising services to its clients. The roots of the modern day agency can be traced to Volney B Palmer of Philadelphia. In 1840s Palmer bought large amounts of space in various newspapers at a discount and then resold the space at higher rates to advertisers. That situation changed in the late nineteenth century when the advertising agency of N. W. Ayer and Son was founded. Ayer and Son offered to plan, create, and execute a complete advertising campaign for their customers, by 1900, the advertising agency became the focal point of creative planning, and advertising was firmly established as a profession.

The industrial revolution has brought new era to advertising. Manufacturers, with the aid of newly invented machines, were able to mass produce their products. Mass production, however, also required mass consumption and a mass market. Advertising was a tremendous aid in reaching this new mass audience.

The following events/advents caused major changes in advertising:

1. The railroad linked different parts of the world, making it possible for manufacturers to distribute their goods from one part of the world to another.
2. Shift in population from rural to urban areas has widened the markets for manufacturers.
3. The invention of new communication media, the telephone, typewriter, high speed printing press, motion pictures, photography, and mail delivery etc. made it easier for people to communicate with one another.
4. Economic production increased dramatically and people had more disposable income to spend on new products.

This improved economic and communication climate helped advertising thrive. As newspapers and magazines circulation increased and new technological advances were made at the turn of the 19th century, advertising developed new slogans, better copywriters and artists, and improved methods of analyzing products, media, and markets. The advent of radio and a further improvement in the techniques of advertising, such as copy testing, the study of psychological appeals, and plans for integrated campaigns, characterized the 1920s. During that decade, advertisers increasingly used research methods, such as readership studies and audience measurement.

This new profession, however, was not without its problems. There were also advertisements that were deceptive and grossly exaggerated, so a strong movement to



regulate advertising was begun in the 1910s. This involved both federal and state laws and control. Systems initiated by responsible advertising leaders to wipe out fraudulent advertising also began within the advertising profession.

<sup>1</sup>The growth of advertising from the end of the war in 1945 to the early 1990s can only be described as spectacular. The changeover from a war economy to a consumer economy prompted a spurt in advertising as manufacturers hurried to meet the demand for all the goods and services that people had put off buying because of the war. Also during this period several significant developments took place. The most important was probably television's rise as a national advertising medium. TV growth had an impact on both radio and magazines. Radio became a medium used primarily by local advertisers. Magazines that aimed at specialized audiences attracted more advertisers, but general interest publications could not compete with TV and eventually were ignored by advertisers. Second, the consumer became a more powerful force in the marketplace. Responding to increased consumer pressure, the agencies introduced attractive advertising during the 1970s. Third the direct advertising (much of it done through the mail) increased by more than 800 percent from 1950 to 1980. This increase was due to the growth of computerized mailing lists, the emergence of the telephone as a marketing tool, and the expanded use of credit card shopping.

The 1980s and 1990s was the media environment for advertising change drastically. Cable television opened up dozens of new and specialized channels that siphoned advertising dollars away from the major TV networks. Videocassettes and computerized data services such as Prodigy have opened up new avenues for advertising.

#### 2.4 The Role of Advertising:

Advertising plays a vital role in the economic system of a country. It helps to sell ideas, goods, and services. Advertising both reflects and affects our lifestyles and thus plays a substantial social role. Advertising has become so close to our life, therefore, it serves multidimensional communication needs of society. Business firms, labour unions, government agencies, and political leaders, among others, are successfully employing advertising to inform and persuade people about their purpose. According to Warren K. Agee, Phillip H. Ault and Edwin Emery "Harvard study in the late 1960s indicated that the average adult was potentially exposed to 500 advertisements per day from television, radio, newspapers, and magazines. Add to that billboards, direct mail, such special items as book matches and ball-point pens, and other types of advertising, and the amount to

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1 Joseph r. Dominick, *The Dynamics of Mass Communication* page 378-81.

which one is exposed is increased. The figure currently quoted in advertising circles is much higher, viz about 1800 potential exposures each day". These figures relate to the American society. The situation in Pakistan is also very encouraging. An average person in our society is exposed to a greater number of TV, Radio, Newspapers, Magazines out door and direct mail advertisements. The role of advertisement in Pakistan is indicated by the fact that there is great competition daily among the advertisers for gaining the attention of the people in different media.

Stanley E. Cohen, an authority on consumer-government relations as well as on advertising government relations, stated the following in the April 30, 1980, issue of "Advertising Age": *It is hardly strange that advertising has become a focus for so much attention. It comes uninvited into the home. Sometimes volunteering useful information, often probing into hidden feelings. Sometimes subtle, sometimes harsh. Often useful. Occasionally brash and offensive. It brings championship football into the living room but breaks the spell as the action nears the climax. It provides TV programmes which keep children occupied on rainy afternoons, but it encourages them to want a multitude of things, some of which don't especially appeal to their parents. It encourages contributions to a multitude of causes and special interests and pleads the diverse viewpoints of politicians. It exercises a powerful but undefinable influence on the life cycle of products and companies, ringing in the new, while silently marking the passage of the old.*

*Name a problem and someone will almost surely find a way to link it to advertising, whether it is the wasteful use of energy, changing moral standards, bad eating habits, or the poor quality of TV programming. For advertising is a communication tool which influences our attitudes towards products, companies, lifestyles, and public issues. Advertising helps determine which styles are fashionable, which resorts are "in" what music we hear, which public figures are our next folk heroes.*

Regarding the overall impact of advertising on the marketplace, Dr. Richard H. Holton of the University of California at Berkeley, an authority on marketing and economic development, says that the proponents of advertising would like to have economists agree on at least four points:

First, because of advertising, the country's gross national product is greater and the standard of living is higher than they would otherwise be. Advertising creates generic demand as well as demand for individual brands and thus assists in the marketing of more and better products. So advertising creates jobs, the argument runs, and provides us with a greater variety of products, while the quality of goods is improved over time in part because of advertising.

A second argument put forth by advertisers is that advertising plays a major role in informing the consumer so that more intelligent choices are made in the marketplace. Thus advertising aids the competitive process.

A third rationale for advertising is that the firm's cost of production per unit of output is lower because advertising increases demand for the firm's output. Thus substantial plant economics or economies of scale are achieved; fixed costs are spread over a larger number of units of output, so advertising leads to a more efficient use of resources in the economy.

Finally advertising's proponents ask economists to recognize that because of advertising, new firms have an easier time entering the market than would be true if advertising was restricted or prohibited. Advertising helps the new firm, or the firm with a new product, take on the giants in the industry and carve out a niche in the marketplace. Thus advertising again is pro-competitive.

## **2.5 Kinds of Advertising**

Details on kinds of advertising would be discussed in later units. Here are given just the names of various kinds so that to be tuned up in the sequence of the above information.

1. National Advertising
2. International Advertising
3. Regional Advertising
4. Local Advertising
5. Institutional Advertising
6. Industrial Advertising
7. Trade Advertising
8. Public Service Advertising
9. Recruitment Advertising
10. Professional Advertising

## **2.6 Principles of Successful Advertising**

1. How to start the advertising
2. Keep the advertising brief
3. The advertising motivates the people for buying
4. Keep the tone light and use humorous language
5. Write in your reader's idiom.



## 2.7 Principles of Effective Advertising

1. Research work
2. Kind of society
3. Budget
4. Product personality

## 2.8 Economic Aspects of Advertising

Following are the economic aspects of advertising:

1. *Advertising is the spokesman of a businessman:* Advertising tells the thing about the product, what the manufacturer wants to tell.
2. *Product information:* Advertising informs the people about the product, its uses and qualities.
3. *Advertising motivates the people to make a buying decision:* Advertising tells all the characteristics and qualities of the product in such an appealing way that it motivates the people to make a buying decision.
4. *It increases the sale of the product:* When people will make a buying decision definitely this will result in increase in the sale of the product.
5. *Advertising make the company known:* Advertising carries the message of the product alongwith trade mark which makes the company known among the people.
6. *It dispel wrong impression:* In case people have wrong impression towards a product, advertising is used to dispel the wrong impression of the people towards that product.
7. *Advertising produces market prestige to the product:* A product can be provided respectable place in the market by the use of attractive advertising.
8. *Advertising dispels monopoly:* Advertisements for various products of the same nature dispel monopoly and create competitive environment of the market.
9. *Advertising fixes the price of the product:* Almost all advertising tells about the price of the product.
10. *Advertising helps the people to make a quick selection:* Since advertising tells various qualities of the product; so it is easy for the consumer to select the product of his/her choice.

11. *Advertising provides wide choice for the consumer:* Advertisements for products of the same nature provide a wide choice for the consumer.
12. *Prize competition:* This is also one of the economic aspects of advertising that excellent and attractive advertisements are offered prize. So an advertising agency designs advertising so beautiful and attractive as to stand first in the prize competition.
13. *Advertising changes desires of the people into needs.*
14. *Advertising informs the dealer about the new product.*

## 2.9 Criticism on advertising

Since, advertising is part and parcel of our lives, it has of course, bright side as well as dark side. Some of the common complaints about advertising are given below:

1. *Advertising moves the people to buy thing they cannot afford:* Certainly it is true because advertising persuades the people to buy through slogan. Advertising appeals primarily to our emotions, rather than to our intellect. Since all of us are motivated by emotional drives, it is only natural that advertisers should make such appeals. But it is up to each of us to exercise self-control and sound judgement in our purchases. Again a cautious buyer will avoid obvious appeals to the emotions.
2. *Advertising is biased:* This too, is natural; all persons put their best foot forward in whatever they say or do. Being aware of this bias, we can discount some of the superlatives used in advertising.
3. *Advertising is irrelevant:* Most of advertising shows irrelevant things instead of concentrating on the real point. For example, there is an advertising of "Polka Ice Cream" which concentrates more on cricket game and less on showing the Polka; so this is irrelevant.
4. *Advertising is unduly repetitious:* This is because the public is essentially like a passing parade, not a mass gathering; there are always new users whom the appeal has never reached.
5. *Use of objectionable appeal:* The main motive of advertising is to attract the attention of the people towards the product. Therefore, often advertisements are made vulgar, obtrusive and irritating. Actually some advertisers employ poor taste in their appeals; their cheapness damages the higher standards of many other advertisers. The very

nature of radio and television, whose commercials cannot easily be turned off, accounts for much irritation; this complaint is seldom voiced in relation to printed advertising.

6. *Advertising confuses the people:* There are advertisements of various companies about a product of the same nature. All the advertisers describe the high quality of their product. Such a situation makes the people confused in selection of the best product of their own choice.

7. *Advertising misleads the people:* In this connection it is well said that advertising is the art of telling whole lie out of the half truth. Advertising demonstrates the quality of the product so highly that people blindly make a buying decision.

8. *People have to pay for the advertising:* In this regard, it is well said that advertising is a gift behind the price. It means that whenever a consumer wants to buy a product, for that he will have to pay for the real cost of the product as well as cost of labour, manufacturing, distribution and advertising. This also ultimately leads to increase in the price of the product.

9. *Waste of money and time:* This is also one of the allegations against advertising that when a product has become popular in the society and people are buying it everywhere, then there is no need for further publicity as it would be a wastage of time and money.

10. *Advertising posters monopoly:* Almost all advertisements are designed to carry their message alongwith trade mark. When people uphold a certain trade mark, the advertisement of a product bearing such trade mark will make a single choice for the people to make a buying decision.

11. *Advertising is too much intrusive:* It is said that advertising is too much intrusive. For example, there is a running commentary on TV about a cricket match. Suddenly we see an advertising at the time when the bowler is appealing for L.B.W; so this is intrusion.

12. *Use of objectionable technique:* For example, repetition of the main idea and use of loudness are objectionable techniques.

13. *It inclines a person towards materialism:* Advertisement creates temptation. A person once tempted about a thing makes his/her mind to have it. This type of situation inclines a person towards materialism.

## 2.10 Ethics in Advertising

Lack of acceptable code of ethics in advertising is a worldwide phenomenon. Morality in advertising varies from country to country. An advertisement may be morally acceptable in one part of the world, whereas, it may be against the code of morality in another part of the world. Ethics in advertising is a complex issue to define. Nothing is good or bad but thinking makes it so. For example, sex before marriage in Pakistan is largely considered as immoral, while it is conceded as desirable in the west. Demonstration of birth control method in advertising is undesirable for the religious society in Pakistan whereas the same is mandatory in China. Thus morality in advertising is a complex phenomena. Determination of ethical conduct is subjective and vague and is varying among different cultures and different environmental conditions.

The primary objective of advertising in any society is to influence the independent thinking of the people and change their behaviour. Nevertheless, advertising has also some social responsibilities to inform people of the various choices available and educate them about the superiority of a given product by explaining its characteristics. Thus the consumers can freely decide for themselves as to which product to buy and which product to avoid. There are some areas of concern where advertisers need to be more responsible to community needs. These areas are:

*Advertising is considered to be an environmental pollutant:* Most advertising is opposed by people because it is difficult to absorb. It is too pervasive and too intrusive in peoples' personal lives. In this context it is considered a pollutant for mental environment. This is specially true about TV advertising. Television advertising is intrusive as the TV medium reaches a heterogeneous audience of all ages, all educational levels, all religions, all regional and ethnic groups etc. It is often impossible for a commercial to speak openly and constructively to a major section of a TV programme's audience without seeming inappropriate, boring or even offensive to another segment of the same programme's audience.

*The issues of morals and tastes in advertising:* Since advertising is unavoidable, some forms of it may become a burden on the consumer. There are advertisements which may be offensive, misleading or simply annoying. For example, some people who do not drink may consider all liquor's advertising as morally offensive. Similarly, in some countries prostitution is legal, but advertisement of prostitutes is morally offensive. On the other hand, the product itself may not be morally offensive, but its presentation may be in bad taste. Too noisy commercials, overly repetitive commercials and commercials that disregard consumer's intelligence are considered to be in bad taste. Even though some critics of advertising argue that the advertising is directed towards the audience which is the average mass of people and not the chosen elite. Hence the advertisers advertise what they believe the audience wants to see and hear and they are willing to absorb the



dissatisfaction of a few who may find some advertising below their expected standards of decency. According to Telser, "The critics of advertising deplore the vulgarity and the selfish appeals in advertising. The content of advertising is a reflection of the audience to which it is directed. If we were all philosophers or poets, the content of advertising would change accordingly". However, in spite of the difference in cultural and educational level of the recipients of such advertisements, it still remains the responsibility and civic duty of the advertiser to truthfully and sincerely inform the consumer of the characteristics and qualities of a product and let the consumer make the decision about buying. So far as advertising and marketing are concerned, the concept of right and wrong, fair and unfair, just and unjust, is reflected either by organisational policies or by society reactions to a given advertisement as a marketing strategy. Archie B. Carroll considers this issue in the following way:

- a) Suppose a firm is advertising for vegetable soup on television. Is it ethical to put small marbles at the bottom of the bowl of soup so that the soup will look thicker.
- b) A Firm is anxious to sell an electrical appliance. Is it ethical for the firm to offer a bribe to the purchasing agent as an inducement to buy. Suppose that instead of bribe, it gives some money as his commission, does it make the transaction unethical?

A. J. Ayer points out that if a person feels good about an act, then in his view, it is a moral act. For example, using loopholes to cheat on income tax may be immoral from social point of view, but the person who is filing the income tax returns sees nothing wrong with it. Similarly, not joining the army in time of war may be unethical and unpatriotic from the society and the country's point of view, but the person concerned may consider war as immoral in itself. However this approach has the least significance, since a completely individualised approach cannot be consistently applied in judging all moral or immoral actions. According to the accepted ethical concept, any advertising that violates that truthfulness or uses questionable means could be considered unethical. According to Laczniak, an action is relatively ethical if it is based upon either the theory of justice which means protecting the interest of all involved or on a theory of utilitarianism which provides the greatest possible balance of values for all persons involved. The fact still remains that whether it is the "theory of justice" or the "theory of utilitarianism" it is not possible to satisfy all people. If the objective of advertising was simply to inform the people about the qualities of a product and give the people complete freedom of choice, then certain ethical standards in advertising could be maintained. But if the objective of advertising is to "persuade" people to buy the product and change their buying behaviour, then it might need some manipulative tactics to achieve such objectives. In that case emphasis on psychological benefits, slightly exaggerated claims or even puffery might be accepted by our society as ethically acceptable. That is why products advertised as best or most often used or most often recommended by doctors or long lasting etc. may be morally

acceptable. But claims that are designed purposely to mislead and deceive the customer would be considered unethical. Some of these unethical practices are controlled by law in terms of "truth in advertising". Undocumented false claims are prohibited by law. For example a skin cream cannot be advertised in the form of "your skin will look 10 years younger if you use our cream" unless such claims can be medically proven. To get around it, the advertisers might create a message such as, "this cream will help your skin look younger". This is a kind of promise rather than a claim even though this promise could also be considered as manipulative advertising.

Because advertising is such an integral part of modern life and its persuasive abilities have great impact on society, the business of advertising messages are scrutinized by many government agencies. Many people feel that the advertising industry should demonstrate more social responsibility. Abuses in advertising can, obviously, have unfortunate effects on consumers, ranging from mis-spent money on an item that did not live up to the expectations, developed in the advertising to hazardous accidents resulting from the misrepresentation of faulty goods. Three major groups exist to protect consumer against misleading or fraudulent advertising.

1. Self Regulations
2. Government Regulations
3. Regulation by the Media.

Details of these groups and regulations are given below:

#### 2.10.1 Self-Regulations

There are advertising agencies/advertising associations in almost all countries of the world which have framed some self policing regulatory activities. For example the American advertising federation has brought out the following code of ethics: (Since there exists no clear ethical code of advertising in Pakistan, therefore, codes of Advertising of the American Federation are explained for the purpose.)

1. All advertising shall tell the truth about the qualities of the product and all significant facts about the goods or services shall be revealed.
2. All claims made should be substantiated.
3. The advertisements should not be offensive to good taste and public decency.
4. Competitors will not be attacked unfairly about their products or services or their method of doing business.
5. Advertisers shall offer only such merchandise or services which are readily available for purchase at the advertised price. They shall not indulge in the practice

of "bait advertising" where an inexpensive advertised product is used simply to induce the customers to come to the store and then persuade them to buy the higher priced products.

6. All guarantees and warranties shall be explicit and easily understandable.
7. False and misleading price claims and savings claims shall be avoided.
8. Advertising shall avoid the use of exaggerated or unprovable claims.
9. Advertising containing testimonials shall be limited to those of competent witnesses who are reflecting a real and honest choice.

#### **2.10.2 Regulation By The Media**

Different newspapers, magazines, TV and radio organizations apply various criteria for self policing. For example, majority of the magazines usually consider the following factors:

- a) The desire to protect readers of the magazine and potential customers from exploitative or dishonest advertisers. For example, the American magazines maintain a panel of technicians to test products before advertising them in the magazines and giving them the "seal of approval".
- b) Many magazines do not accept advertisements that do not confirm to the taste of their audience. Sexy advertisements may be greatified for "cosmopolitan" magazine but not for "Readers digest".
- c) Most magazines respect the standards of advertising that they have set for themselves. Similar to magazines, all TV and radio networks maintain departments that judge and censor commercials for levels of acceptability.

The American direct Mail Advertising Association maintains a "standards of Practices Committee" to ensure that no objectionable materials are mailed by members. The Outdoor Advertising Association of America sets standards for billboards and poster advertising.

#### **2.10.3 Government Regulations**

There are certain regulations which are exercised by state governments in a number of countries. The regulations that are involved in controlling various forms of advertising and other malpractices are:

- a) Food and Drug Administration: It controls marketing of goods, drugs, cosmetics, medical devices or any other potentially hazardous consumer products.

- b) Most governments regulate advertising indirectly by utilising the power to grant and withdraw broadcasting licences.
- c) Postal service: It regulates material that goes through the mail, primarily in the areas of obscenity, lottery and mail fraud.
- d) Different countries have established different departments that regulate registration of trade marks, control the protection of copyrights, regulate deceptive advertising of liquor and tobacco and there are departments which enforce all Federal Laws through prosecuting all such cases that are referred by other government agencies.

### 3. SELF ASSESSMENT QUESTIONS

- Q.1 Give a detailed picture of the definitions given by various experts for understanding the concept of advertising.
- Q.2 Give a detailed account of the history of advertising.

#### Points to be noted

1. Advertising in the age of Babylon.
2. Advertising in early Greek and Roman periods and through the town crier.
3. Gothenburg moveable type printing.
4. The development of railway transportation.
5. Advertising agency.
6. Industrial revolution
7. The advent of communication technology
8. The post-war-period

- Q.3 What role the advertising can play in making the market a better place for consumer goods, besides its publicity role, advertising also plays so many other social and economic roles. Discuss.
- Q.4 What complaints the critics have made against advertising?
- Q.5 What do you understand by "ethics" in advertising? Also explain the various regulations controlling unethical advertising.

#### Points to be noted

1. The concept of morality in advertising.
2. Arguments for and against morality.
3. Areas where advertising should be more responsible to the communities.
4. Regulations to protect consumer against false and fraudulent advertising.
5. Self Regulation (2) State regulations (3) Regulation through media.



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**Unit 3**

# **Organising the Advertising Industry**

Written by:  
**Saqib Riaz**

Reviewed by:  
**Prof. Dr. Miskeen Ali Hijazi**

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## 1. OBJECTIVES

After studying this unit you should be able to:

1. Elaborate national advertising as well as regional and local advertising.
2. Describe the importance of trade and industrial advertising.
3. Evaluate the institutional and public service advertising.
4. Explain the direct response advertising and End-product and service advertising.

## 2. SUMMARY OF THE MAJOR TOPICS

### 2.1 Advertising Department

#### *The Need of Advertising Department in an Organizational Structure:*

Advertising is a function of marketing and it works in the market for bigger sales of the product. When a firm or Institution decides to launch an advertising campaign or programme, it needs to have a system and an organization to implement it for the achievement of the desired objectives. Therefore large firms and Institutions have an advertising department to manage the advertising function. In small firms, there may not be a separate department of advertising but the function of advertising is looked after by a responsible person or chief executive of the firm. The advertising department usually depends on outside experts, often the advertising agency which prepares the advertisements, selects appropriate media and arranges to release them. This department is responsible for the advertisement budget and supervises the performance of the agency.

An advertising manager has to coordinate with the marketing and sales function so that the advertising efforts may be fully integrated with the firms marketing and sales strategy. He is responsible for the overall planning of the advertising programme, including such decisions as to which products to advertise, which markets to be reached and whether to employ an outside agency. The manager also maintains this programme within the financial and public relations guide lines set down by corporate management.

Most of the firms hire an advertising agency for their advertising programme. In this situation the firm's advertising manager serves as the liaison person operating between the corporation and the advertising agency. He makes certain that the execution of the programme, which is the responsibility of the agency is carried out within company policy. If it is believed that the agency is not doing good work, a change of agency may be recommended to the management of the company.

The structure of the advertising department is based upon two major patterns. One is the "functional" pattern in which the advertising department is divided into manageable sub-functions such as ad-creation, media selection, advertising research etc. In another form of functional pattern there may be subordinates for each of the functions of sales promotion, public relations, trade advertising and mass media consumer advertising. This pattern results in specialization which is a major advantage because specialized efforts lead to creativity.

The second pattern assigns the advertising responsibility to various production or product categories. The basic idea behind the "advertising by products" is that the product manager having particular knowledge about the product is in a very crucial position for the marketing activities pertaining to the product, including advertising. The basic

responsibilities of the product manager include decisions regarding advertising strategies needed to obtain advertising objectives, advertisement creativity, media selection decisions and the management and control of advertising budgets.

In addition to these two basic advertising patterns, the advertising tasks could also be divided along geographical lines or the customers pattern. In division along geographical lines, each geographical territory or sales division has its own responsibility for regional advertising. A local advertising specialist is necessary in this pattern. This pattern is more appropriate when there are important and distinguishable geographic differences in consumer characteristics or product usage. Its importance is specially highlighted in the field of international marketing of product.

The customer pattern describes a separate advertising sub-section of different types of customers served. For example the industrial customers need a different approach than the consumers. A marble industry may have one department handling the needs of construction material while the other advertising department for handling marble furniture and decoration pieces.

The relation between an advertising department and an advertising agency is very close. Almost all the advertising departments of government institutions and private firms depend on advertising agencies for creating advertisements and launching advertising campaigns. The agencies also need the cooperation of advertising departments for the promotion of their business. Hence a good advertising is a joint venture of an advertising department and an advertising agency.

Radio, Television and the newspapers have also a department of advertising in their offices. The function of this department is to collect and receive different advertisements from the agencies, departments and individuals.

## 2.2 Advertising Agency: Functions and Organization

The advertising agency is a unique type of business organization that has played a significant role in the development and growth of advertising. Advertising agency is an independent business organization. To promote the business of the advertiser through advertising is the main purpose of the advertising agency. It seeks to advance its clients business. By creating advertisements and delivering them through appropriate media, the agencies implement advertising plans and strategies. An agency represents the core of the advertising profession. It has writers, artists, media experts, researchers, television producers, accounts executives etc. All these people work together for the success of an advertising campaign. They develop suitable advertising plans and strategies.

An advertising agency provides the advertiser a full package of advertising services. It is responsible for the success and failure of a specific advertisement or even :

full campaign. The agency involves studying the characteristics and attributes of a product, therefore it can assist the client with various product problems. To improve the sale is the ultimate goal of advertising. Therefore because of its specialization an advertising agency tries to create such advertisements that would be sales oriented. An advertising agency has many specialists dealing in different areas of advertising process. It can react to problems quickly in any of the various aspects of the process. The staff of an advertising agency is professional in the area of marketing and sales promotion and this gives stability and credibility to the advertising profession.

An advertising agency broadly performs the functions of marketing and advertising for which a good understanding of the market as well as knowledge of media, consumer psychology and advertising appeals are required.

The agency prepares or helps in preparing advertisement plans for its clients. This activity requires a thorough study of the clients product or service and its advantages and disadvantages. Market studies are conducted to have data about the buyers. Effective advertisements at appropriate time are important for a successful advertising campaign. The agency should also analyze the marketing methods and channels of distribution used in the past by its clients and their competitors. Then agency selects suitable media for advertising. Based on the above available data, an agency recommends an advertising plan to its clients for their approval. After the approval of the plan its execution is normally entrusted to the agency.

Although the advertising agencies have increased the scope of their activities, the three basic and most important functions of an agency have remained unchanged. These three functions are:

1. to help the client in planning the advertising campaign.
2. to prepare the advertisements,
3. to place the advertisements in the most suitable media.

Most large advertising agencies now offer a variety of other services in addition to the three basic functions. The most important of these additional services are:

1. advice on marketing and distribution policies,
2. marketing and advertising research services,
3. advice on public relations and publicity.

The creative function remains the core of an advertising agency. In spite of all the additional services, its prime function is to produce effective advertising.

Originally advertisements were produced by a writer and an illustrator. Now-a-days it is more usual for a writer and an art director, to work so closely together that it



would be difficult to decide precisely who has contributed what to the campaign. Nevertheless their basic skills remain exclusive to each one. A copy writer is expert in the use of words and an artist is expert in projecting an idea visually into print or on the screen.

One more salient point regarding the agency's organizational structure is the facility of an art studio within the agency. A small agency may not have an art studio. The art work in that case is done by hiring an outside artist. But a well established advertising agency has a well developed art studio. In developed countries many large companies have their own art studios, where product literature is prepared for distribution.

Media selection is an important function of an advertising agency. The most important aspect of media selection is securing the right audience for a given product. The media people of an agency are responsible for choosing the right media mix so as to meet the advertising objectives. They analyze the target markets and develop specific media strategies in order to reach this market in an optimal manner. They also negotiate, buy and schedule the newspaper or magazine space, TV and Radio time, outdoor media or other methods to deliver the message to the market.

### 2.3 Criteria for Selection of an Advertising Agency

For a successful advertising campaign, the choice of a right advertising agency is a matter of prime importance. The choice of a wrong agency can prove to be very costly. The selection of an agency needs a logical approach. The suitability, agency infrastructure, imaginativeness and image of the agency, its management and rates are the basic factors which are considered during the selection of an agency. The general qualifications for selection of an advertising agency are as follows:

- a) *The experience of an Agency:* The longer an agency has been in business, the more stable it is expected to be; and stable agencies are more reliable.
- b) *Agency size and location:* Large-budget advertisers want to go to large agencies because these agencies have better staff and more facilities. Large budget advertisers do not like to select small agencies as these are not profitable. Similarly small advertisers do not select large agencies for fear of insufficient attention.
- c) *Product conflicts:* If an agency has already another account with the same or similar product, then it is not advisable to select that particular agency because of conflict of interest involved.
- d) *Financial position of an agency:* If the agency is in a weak financial position, then it will spend more time in solving its own problems than working on the advertisers campaign. Financial difficulties also indicate the poor planning of the agency and lack of its stability.



*Special skills of an agency:* Some agencies specialize in certain areas such as industrial advertising, legal advertising or medical advertising. It would be useful to know if the agency specializes in a particular product or it has specialists who are familiar in the promotion of this particular product. If the agency has special skills for the promotion of this product, it will run a successful advertising campaign.

- f) *Current clients:* Most advertisers are very careful in selecting an agency. They usually see the list of the clients of an agency. An agency with a solid list of clients would be more desirable. It will also be useful to know how many new accounts were acquired in the last two or three years and how many accounts were lost. The reasons for the lost accounts may highlight some of the weaknesses of the agency.
- g) *The process of payment:* It should be seen that what is the process of payment in an agency. The advertiser will have to pay in advance or after the advertising. The client should have a detailed analysis of the method adopted so that there is no misunderstanding afterwards.

In addition to these specific areas, consideration must be given to the support services and additional facilities that the agency might have. These include market research, dealer support, public relations etc.

*Client Turnover:* When an advertiser leaves an advertising agency and goes to another, it is known as client turnover. There may be various reasons for the client turnover. Some are as under:

1. The advertising is not profitable.
2. The advertiser is interested in a new medium with which the present agency is not familiar.
3. The client and the agency intend to launch a campaign in a different manner.
4. Lack of coordination between the chief executives of the client firm and the agency.
5. Changes in the staff also lead to client turnover.
6. Loss of confidence in each other results in client turnover.
7. Some times the client doesn't like the ad programme conceived by the agency.
8. Political involvement and nepotism result in client turnover.

#### 2.4 Advertising Agencies in Pakistan

In 1947, the advertising industry was in a very miserable condition in Pakistan. Calcutta, Bombay, Madras and Delhi were centres of advertising in the sub-continent, but all these cities became part of India.

Before independence British and American advertising agencies had hold over the business. Malani and Co. was one of these advertising agencies working in Pakistan but the owner of this agency was also a Hindu. The first advertising agency in Pakistan was Wilintas International Karachi. After some time a number of international advertising agencies opened their offices in different cities of Pakistan. These agencies promoted the

business of their international clients in Pakistan. The international advertising agencies dominated the local agencies because the local advertising agencies were suffering from shortage of resources and well skilled staff was not available to them.

The position of helping departments of advertising was also very miserable at the time of independence. At that time industrial production was almost null. Therefore there were no advertisers. Advertising depends on media but the media was very limited at that time. There was no TV centre. Only two radio stations were working. A few newspapers and magazines were being printed but their circulation was very little. The advertising rates were too little. There were about 400 cinema halls in both parts of Pakistan and these cinema halls were also the media of advertising.

After 1950, many new advertising agencies came into existence. A few of these were:

1. D.J. Camer
2. Adarts
3. J. Walter Thompson
4. National Advertising
5. Grant Advertising
6. Orient Advertising
7. Interflow
8. M. N. J. Communication

In 1955, a number of international advertising agencies closed down their business due to governmental policies. This was a point of benefit for local advertising agencies. These agencies have well established with the passage of time and now these are recognized throughout the world. There is also an association of all the advertising agencies of the country which is called Pakistan Advertising Association (PAA). In September 1979, first advertising congress was held in Karachi. The representatives of almost all the advertising agencies participated in it. The data presented in this congress was as follows:

"There are about 60 accredited advertising companies in the country, 45 in Karachi and the rest in Lahore, Islamabad, Peshawar and Quetta. The estimated total size of advertising turnover in the country is about Rs.20 crore. Total number of personnel directly working within advertising companies does not exceed 1000 people".

Now the total number of advertising agencies working in Pakistan is about one hundred. Almost every advertising agency has its branch offices in all the big cities of the country. The quantity as well as quality of the work of advertising agencies is being enhanced. The industry and business is also developing. Therefore we can say that future of the advertising agencies in Pakistan is bright. But the agencies should be prepared to face the challenges of the every day changing world. The executives of the agencies should be aware of the new trends and developments which are taking place in advertising business throughout the world.

### 3. SELF-ASSESSMENT QUESTIONS

1. What is an advertising agency and what are its basic functions?
2. Describe the selection criteria of an advertising agency.
3. Elaborate the need of an advertising department in an organizational structure.
4. Evaluate the difference between an advertising department and an advertising agency.
5. What is client turnover and what are its reasons?
6. Write a note on advertising agencies in Pakistan.

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**Unit 4**

## **Kinds of Advertising**

Written by:  
**Prof. Aslam Pervaiz**

Reviewed by:  
**Syed Abdul Sirai**

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## 1. OBJECTIVES

After studying this unit you should be able to:

1. Elaborate national advertising as well as regional and local advertising.
2. Describe the importance of trade and industrial advertising.
3. Evaluate the institutional and public service advertising.
4. Explain the direct response advertising and End-product and service advertising.



## 2. SUMMARY OF THE MAJOR TOPICS

### **Kinds of Advertising**

Advertising includes those activities by which visual or oral messages are addressed to the public for the purpose of informing and influencing them to buy merchandise or services. These activities of advertising must tell the story of product, service, idea, person etc. Its basic appeal may be the same, but the shades and variations of the sales message must match the variety of merchandise. These different shades and variations of the message are actually different kinds of advertising. So, classification of kinds of advertising are established in accordance with the purpose of writers. Advertising can be classified from different angles, such as according to media, type of product, service, idea, institution, type of appeal; character of action sought, and so on. Different kinds of advertising with variety of appeals and messages are used to push the product ahead in its journey.

Following are the various types of advertising:

### **2.1 National Advertising**

National advertising refers chiefly to advertising done by a producer to get people to buy his/her branded goods, wherever they are sold.

The term national advertising has a special meaning. It is the advertising advertised directly to consumers urging them to buy and consume the product. National advertising, as the term is commonly used, refers not to the extent of the advertising, but to its purpose, which is to leave the consumer favourably disposed towards buying the product.

The national advertiser has chiefly one product to sell over a period of time. The term "National Advertising" is usually used to designate the type of advertising which is done by a manufacturer on a nationwide scale to stimulate demand for his/her product among ultimate consumers.

As national advertiser speaks to a wide and distant audience, therefore it is difficult to trace the sales effects of a single insertion of an advertisement. It could be possible if it seems exclusively one medium.

### **2.2 Regional and Local Advertising**

Regional advertising is confined to one region of the country. When a product is available and consumed on regional level, the advertisement of such product takes place on regional level. Regional advertising may come from the manufacturer, the wholesaler or the retailer.



Similarly local advertising is confined to one trading area or city, and usually is considered to be synonymous with the term "retail advertising".

The advertising, familiar to all citizens of the country done by the departmental store in the city or trading area through the local daily newspaper or on the local radio station is local advertising. The product or service which is available on local level and is also in general consumption of local consumers, can be advertised on local level. The advertising may in fact be promoting the sale of nationally advertised brands of merchandise, but the stress is on the concept that the reader is to come and buy that brand in the advertiser's store rather than in some competitive store. Or the local advertiser may be attempting to induce the consumer to patronize his/her particular store and may not advertise any manufacturer's brands of merchandise.

### 2.3 Retail Advertising

Retail advertising conveys the message of the local merchants or service organizations. Retail advertising is addressed directly to consumers. It is the advertisement of a merchant or dealer that is designed to induce the consumer to visit and buy at his/her store. Chief among the retail advertisers are departmental stores, discount stores and super markets etc. The retail advertiser wishes to sell his product within a week, generating a great sense of urgency in the advertising department.

Retail and national advertising differ in many ways, because the retailer works in a more restricted geographic market than does the national advertiser. This proximity to the market means that the retailer's message can be closer to the likes, preferences, prejudices, and purchasing habits of the intended customers.

The retailer's need for advertising can be explained as:

- a) It does a selling job for the inefficient retailer
- b) It gives the retailer a local personality
- c) Advertising gives him/her a quick turnover.

The purposes of retail advertising include to co-operate actively with the community, to explain any interruption in service or shortage of merchandise, to explain and build store policies or services and personality.

### 2.4 Trade and professional Advertising

Trade and professional advertising is directed at wholesalers or retailers and professional people.

Manufacturers use trade advertising to persuade retailers to stock their products, to feature them in their stores, and to "tie in" with national advertising campaigns in their retail advertisements. Retailers stock those items that customers will buy. But as retailers are in short of funds, they usually stock those items in limited shelf space. Therefore retailers must be convinced that stocking the products of individual manufacturers is to their advantage.

Trade advertising may also be directed to the operators of service establishment. Some advertising placed in mass consumer media may be directed to retailer or other special groups in order to get the attention of the retailer, industrial user, or professional person when in a relaxed mood. Just as trade advertising is addressed not to the consumer of the product advertised, but to the retailer who is to sell that product to the consumer, similarly the professional advertising is directed by the maker or seller of a product to someone who can either recommend its use to others or who specifies or buys its for use by those whom he/she advises. Manufacturers advertise to physicians, dentists and architects, not expecting the physician or dentist or architect to consume the product personally, but hoping that he/she will prescribe, recommend, or specify it to those who will buy it on his/her recommendation.

Professional advertising in many ways is similar to trade advertising, except that the professional does not buy goods for the purpose of reselling them to clients, his/her role is to prescribe or recommend to the client the purchase of certain products. Personal selling also is very important in reaching professional people. Manufacturer's sales representatives go out into the field and talk about company's products to the professional persons.

Advertisements in professional journals tell how the client of the reader can benefit from the use of the product.

## **2.5 Industrial Advertising**

A vast array of items, including machinery, equipment, raw and finished materials, semiprocessed materials, parts and operating supplies, are used by manufacturers and other producers to facilitate the performance of their basic productive function. The manufacturers of industrial goods wish to see that their products are bought by other producers, and they are not concerned with securing retail distribution.

Industrial advertising speaks to engineers and other technically trained people in their respective fields. And this kind of advertising addressed to the men responsible for purchasing goods needed to make products and render services is known as industrial

advertising. Such advertising is designed to reach purchasing agents, plant managers, engineers, controllers and others who have a voice in spending the industry's/firm's money for material and equipment.

Personal selling is significantly more important in the distribution of industrial goods than in the case of consumer products. As prospective buyers are fewer; they tend to be in concentrated geographic locations, and their average purchase is considerably larger. Advertising is used to speed up the sales of industrial products, to reduce the costs of personal sales efforts, and to improve sales effectiveness.

There are many industrial publications containing different industrial advertisements which are designed to reach the persons who make purchasing decisions for the production of goods by business enterprises. These decision makers read industrial advertisements with critical evriosity. They are looking for news of products and experiences relevant to their problem and solution expressed in specific and factual form. Industrial advertising adheres closely to the copy structure having elements of promise of benefit, amplification, proof and action. Industrial advertising is usually handled through agencies that specialize in the field, or who have people with training or experience in the sciences, engineering, chemistry, or in writing about these subjects. Such agencies are usually equipped to handle all phases of an industrial advertiser's promotion needs, including advertising, publicity, brochures, and manuals with the basic purpose of announcing new products, informing about product features, obtaining sales leads and announcing changes in price etc.

## **2.6 Institutional and Public Service Advertising**

Institutional and public service advertising is not aimed at promoting sale and consumption of products and services. These two kinds of advertisings are done to create goodwill, better understanding and good reputation of any institution, organization etc. in order to gain, establish and retain a favourable response in respect of some idea, movement, campaign or person. Generally public service advertisements appear to invite the attention of general masses towards some specific organization, establishment or campaign for the betterment of humanbeings.

Institutional advertising is designed to give the whole store a lift in the esteem of the public, over and above its reputation for good merchandise. It may be designed to help some community project or through it the store may be trying to bring pride to the community. Institutional advertising, as a rule, is a one-shot advertisement, created only when there is something to say, or it may be a series of occasional advertisements devoted to an overall theme. Generally the institutional advertising sells only the name and prestige

of the company. This goodwill advertising is used frequently by large campaigns with divisions, whose various products are well known.

*Public service* advertising is a public relations approach advertising. Any organization may present its view point and services about a national cause, say, prevention of blindness and the efforts it has made to promote that cause. This kind of advertising aims at the social welfare of a community or a nation and at times appears as an appeal for raising funds to help some needy section of the community.

## 2.7 Direct-Response Advertising

Direct-response advertising is designed for direct marketing of products. The seller sells the products or services directly to the end user, without reaching to a retailer or dealer. It includes in-home selling, mail-order selling, catalogue selling.

This kind of advertising includes any advertising that calls for the readers' prompt response to the advertisement, with his/her name and address. Typical uses of direct-response advertising are:

- a) selling merchandise or a service directly;
- b) soliciting inquiries that will be followed up at home or in the office by a salesman or by mail;
- c) soliciting requests for a catalogue;
- d) selling subscriptions or enrolling members in a club, i.e., book, magazine or record club. Direct-response advertising uses a great variety of media such as newspapers, magazines, television radio, paperback books and direct mail.

Mail-order advertising and direct-mail advertising are two further types of direct-response advertising. In both these types the advertiser uses most of the media employed by national advertisers, but the way they use the media may be different in many respects, something the direct-response advertiser has to keep in mind while doing this kind of advertising.

In direct-response advertising, the advertiser asks the reader to act now, to send in the coupon or order card right now, because if he/she does not do it before turning over the page or before throwing the mail away, the advertisement is considered a loss.

This kind of advertising abounds in devices designed to stimulate the reader to action. Free trial offers, special tokens to be inserted in order cards, bargaining trial subscription to magazines, reduced-price prepublication book offers, extra gifts or merchandise for immediate orders; there are some of the tools of getting coupons back in direct-response advertisements.

## 2.8 End-Product and Service Advertising

End-product advertising is aimed at promoting the sale of such products which cannot be used directly. It is the advertising process of such products which can help in the smooth and efficient functioning of other equipments in the industrial organizations or in houses, such as stabilizers, regulators, electric motors, pumps, wire, batteries etc.

In end-product piece of advertisement there is guarantee for durability and perfect functioning and results of original product when end-product is installed with them.

End-product advertising is the process of a manufacturer's advertising to the end users of his/her product, rather than to those to whom he/she sells.

*Service advertising* is designed to promote the personalized services like laundry, hair-grooming, tailoring, painting and designing, automobiles repairing, servicing and repairing of electrical goods. Service advertising, places greater emphasis on the institution offering it and the advantages in patronizing them. They may talk about congenial environment, promptness of service, economy, exclusiveness, status significance, etc. when luxury hotels and airlines, advertise their services, their important attractions including smiles, courtesy and claims of offering a home away from home. Without advertising the services of an institution no producer can attract any customer and no consumer can avail the offered services.



### 3. SELF-ASSESSMENT QUESTIONS

1. Classify advertising on geographical basis.

*Key Notes:*

International, National, Regional and Local Advertising.

2. Define and explain types of non-product advertising.

*Key Notes:*

Institutional, public service, service, associational, advertising etc.

3. Differentiate between Retailer Advertising and National Advertising.

*Key Notes:*

Characteristics functions and importance of Retail and National.

4. Give a detailed list of consumer's products. Also give a comprehensive account of the type of advertising suitable for such products.

*Key Notes:*

Types of Advertising and their relevancy with nature of products.



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# **Media of Advertising**

Written by:  
**Bakht Rawan**

Reviewed by:  
**Syed Abdul Siraj**

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## 1. OBJECTIVES

After studying this unit, you should be able to:

1. Elaborate national advertising as well as regional and local advertising.
2. Describe the importance of trade and industrial advertising.
3. Evaluate the institutional and public service advertising.
4. Explain the direct response advertising and End-product and service advertising.

## 2. SUMMARY OF THE MAJOR TOPICS

### 2.1 Media of Advertising:

Media of advertising are the vehicles that convey advertising messages to large groups of people (prospects). They bring consumers and producers closer to each other.

Advertising media have different characteristics and are seen or heard by different segments of society differently. We cannot say that any one medium is superior to all others in absolute terms. However, one can say that a specific medium is more suitable for a specific purpose than the alternatives available. Thus for some purposes one medium may show superiority but for others it may be entirely inappropriate.

In this chapter, we will discuss the major characteristics of major advertising media besides their effectiveness for advertising purposes.

### 2.2 Print Media:

Print media consist primarily of newspapers and magazines. These are read basically for news, views, entertainment, editorial contents etc. However, as a major source of revenue they also publish advertisements. Both these major print media (newspapers and magazines) have some advantages and disadvantages as media of advertising. In the following lines both these major media and a few small print media have also been discussed separately in the context of their advantages and disadvantages for advertisers.

#### 2.2.1 Newspaper

##### *Advantages of newspaper:*

- i. *Local Coverage:* Every newspaper gives top priority to events, issues, situations etc. of local importance. Their readers take greater interest in local news. This characteristic has made newspaper a local medium. Advertisers, especially retail advertisers cashing in on this characteristic of newspaper place their ads in newspapers.

It is worth-mentioning here that greater local coverage doesn't confine newspaper advertising to retailers. Even national advertisers, use multi-edition papers for reaching country-wide potential customers. Multi-edition papers also stick to the principle of local coverage. They give much local news of a particular area with major headlines and greater space which are more attractive for the locals of that particular area.

- ii. *Mass Medium:* Unlike magazines newspapers try to satiate the thirst of their large and heterogeneous readers for news, comments, features, etc. Usually newspapers are not limited to particular groups. Besides news of every kind the editorial page of a newspaper also expresses different shades of opinions.
- iii. *Selectivity:* This medium provides greater options to advertisers to use different pages of the same paper or different positions of the same page besides leaving them at their liberty to have a choice between local, regional or national papers for advertising products, keeping in view their needs and the potential customers of his/her product.
- iv. *Time Flexibility:* Newspapers have a very short deadline for planning advertisements which ensure the advertisers to change ads time or book space for advertisements just a day or hours before the printing of paper. Means to say that there is very short time between the decision to advertise and placement of advertisements.
- v. *Secondary Readership:* Newspapers are read by more people than just the buyers. For instance, one newspaper delivered to an office or home is read by all the staff of the office or members of the family. Similarly, one newspaper in places like library, barber shop etc. is read by at least 40 to 50 people. This ensures much more audience of newspaper than the actual number of copies sold.
- vi. *Daily Readership:* Unlike magazines, newspapers are read daily. Advertisers are not susceptible to the undesirable and in some cases harmful wait that when the ad will reach the consumers and prospects. They can advertise immediately and can earn much profit.
- vii. *Low Cost Medium:* Another characteristic of newspaper is its low cost. As compared to other media especially electronic media newspaper is a cheaper medium with similar benefits for advertisers.
- viii. *Lasting Medium:* Newspapers have longer life than electronic media. A newspaper can be retained and referred back in future.
- ix. *Visualisation:* Advertising is more effective if the products are preferably in applied form. Newspaper shows products in illustrative form. While radio cannot provide this opportunity and TV may be expensive for this purpose.



### *Limitations*

There are also some disadvantages of newspaper for advertising. Some of them are given below:

- i. *Short Life:* Newspaper lasts almost for only one day. People do not like to read yesterday's newspaper. They discard newspaper as soon as they finish reading.
- ii. *Poor Reproduction:* Unlike the glossy pages of magazines newspapers have very poor reproduction of photographs. Though these days newspaper also use colour printing but it is limited to a few ads or pictures while magazines have greater facilities of colour which make them more attractive.
- iii. *Poor Selectivity:* With the exception of ethnic and some party papers there is very little selectivity in newspapers while magazines have special groups of target readers.
- iv. *High Cost for National Advertisers:* National advertisers find newspapers costlier as compared to magazines who want to run their products across the country. Rich advertisers display their ads in preferred positions in newspapers which almost bury the ads of poor advertisers who cannot afford to buy large spaces.

### 2.2.2 *Magazine*

Magazine is another major print medium of advertising. It offers advantages to advertisers which in many respects are the opposite of those offered by newspapers. Advantages and disadvantages of magazine as advertising medium are given below:

#### *Advantages:*

- i. *Target Audience:* Magazines have usually well defined target market. Unlike newspapers, magazine appeal to particular people who may be from the same community or from all kinds of communities. For example, special interest magazines are read everywhere by a certain group of people. This quality of magazine has made it easier for the advertisers to reach a particular group of people.
- ii. *National Coverage:* Magazines are national in coverage. Unlike newspapers they usually give very little importance to events of local nature. This national coverage is an advantage of the medium for advertisers in the sense that they can blanket the country with one advertisement. For example, *Takbeer* magazine from Karachi is read everywhere in Pakistan due to its sharp view on the socio-political environment of the country.

- iii. *Lasting Medium:* Magazines have a longer life than newspapers and most of the electronic media used for advertising. It is fresh at least until the next issue, and can be retained for weeks, months and even longer period of time.
- iv. *Secondary Readership:* Its readership is not only limited to the regular subscribers or primary buyers but it enjoys pass-along readership.
- v. *Reproduction Quality:* Magazines usually use quality paper, which provides a near flawless reproduction opportunity for advertisements. Such reproduction is vital to certain products that are sold through exact reproduction of colours. Newspapers also use colour for ads but their bad quality paper does not get much attraction.
- vi. *Editorial Support:* People read a certain magazine having special interest in its contents, and develop a sense of loyalty for it. Similarly, ads in such magazines are also reliable and credible to them.
- vii. *Readability:* Magazines tend to be read rather more thoroughly than newspapers.

#### *Limitations:*

There are also some disadvantages of magazines as a medium of advertising. Some of them are given below:

- i. *Limited Time Flexibility:* Unlike newspaper a magazine demands earlier notice for booking space and then provide best chances for amending the copy and changing its time. The advertiser cannot make any last minute changes even if he needs so.
- ii. *Lack of Urgency:* Magazines are not read for news. This makes the readers tend to read them at their leisure time and as a result they become unsuitable for advertisers who want immediate publicity and customers for their products.
- iii. *Class Medium:* Though a magazine can amicably reach a certain group of people but not the masses. Hence, it is not suitable for those who want to advertise their products in the masses.

#### 2.2.3 *Yellow Pages*

It is an important print medium of advertising. If you have an advertisement in the yellow pages, then you are advertising everyday of the year to every person in the community who owns phone and who is interested in your product or service. People consult it voluntarily and deliberately for commercial information.

Yellow pages are the guide to the special interests of a local community. Whatever the interest you can isolate ideal customers through their use of certain categories in the yellow pages. They select themselves out. Yellow pages are a shopping guide, a business reference and crisis consultant.

#### 2.2.4 *Newsletter*

Newsletter can be an effective low cost medium for advertisers to reach readers. The content of a newsletter can be more localised and specialised than is possible with a general newspaper. Newsletter can include hand written, type written or type set copy. Newsletter can be directed more selectively than newspapers. We can say that it is good for local or retail advertisers as it is newsy, localised and specialised in what it covers.

#### 2.2.5 *Collateral Material*

In advertising the term collateral material is used to describe a group of miscellaneous publications including handbills, broadsides, folders, flyers and brochures. All of them are printed and used as support media.

### 2.3 **Broadcast Media:**

Besides print media there is another group of media used for advertising purposes which distinguish themselves through the sense of immediacy and ubiquity. These media have been grouped together under the heading-electronic media. Some of the major media of this group have been discussed below:

#### 2.3.1 *Radio:*

The induction of this important electronic medium brought a revolution in the field of commercials. Keeping in view certain exclusive characteristics of this medium advertisers switched over to it and gained grounds in the market. Some of the characteristics (advantages) of radio as an advertising medium are given below:

- i. *Immediacy:* Time always matters, especially in the world of commerce. Every advertiser is eager to take a lead on his/her competitors in their race to reach customers. Radio is the most suitable medium to get this end.
- ii. *Accessibility:* Radio is an easily accessible medium for both the audience and advertisers. The low price of radio has made it a household utensil for every home, irrespective of the rich or the poor. For advertisers it is cheaper because unlike TV commercials the production cost of radio commercials is very low. It does not require dressing up charges of the models or transportation charges to some scenic location, etc.

- iii. *Selectivity:* Radio provides a wide range of choice to the advertisers to use a local, regional or national programme for advertising their products. Advertisers can use radio according to their needs, and demands of the market.

Radio is a suitable medium for reaching special groups. There are various programmes designed for some target audience and the advertisers can avail themselves of this quality of radio.

- iv. *Medium for All:* Radio is a medium which doesn't confine itself to a certain area, class or group. Third world in general and Pakistan in particular has very low literacy rate. Mostly people here don't read and comprehend other languages they are exposed to due to illiteracy, but radio has no such problem. It is the mass medium of communication for both literate, illiterate, disabled, poor, rich etc. Its reach is also to all areas, urban, rural, plain or mountainous. It presents its programmes in regional languages besides national and international ones for its listeners. Radio Pakistan uses 18 regional languages — Punjabi, Pushto, Sindhi, Baluchi, Potohari, Gujri, Pahari, Siraiki, Gujrati, Chatrali, Brahvi, Hazargi, Kashmiri, Shina, Balti, Hindko, Kohistani and Brushishki.
- v. *Flexibility:* Another feature of radio as an advertising medium is the extreme flexibility it offers in terms of the short booking and cancellation periods.
- vi. *Repetition:* Radio provides repetition of messages with relative ease.

#### **Limitations:**

There are also disadvantages of radio:

- i. *Perishability:* Radio advertisement like its other messages is short lived. It perishes soon. According to researchers there is some 30 seconds provision for reflection or review of the message on the part of listeners.
- ii. *Only Audio Medium:* Radio is not a suitable advertising medium for the products which need to be seen and demonstrated.
- iii. *Not Suitable for Long Ads:* Unlike print medium radio is not a suitable medium for long and complicated ads.
- iv. *Not the Best Attention Getter:* Mostly people listen radio while they are busy in doing some other task. It is not listened like newspapers are read or TV programmes are watched.

### 2.3.2 Television:

Gone are the days when TV was considered as an elite medium. Now TV set is found in every home. However, most of the TV set holders in Pakistan have no licence and registration which greatly faults the data about its number in the country. In developed countries there are usually three or more TV sets in each home. Television is one of the most efficient and effective media of advertising all over the world. However there are certain advantages and disadvantages of this medium which should be considered before making its use for advertising any product. They are given below:

#### *Advantages:*

- i. *Audio-Visual:* It mixes the visual quality of print and audio quality of radio which in sure manner enhances its importance as advertising medium. By its virtue of vision, sound and movement in most cases it overshadows other media of advertising. Further-more its audio-visual quality ensures greater attention of the consumers.
- ii. *Demographic and Geographic Selectivity:* Due to the nature of TV signals advertiser can select a specific area for his product. Besides, area selectivity advertisers can make their approach good to a selected market through various types of programmes.
- iii. *Impact:* According to researchers every medium has some effects on its audiences. These may vary according to the communicative strength and weaknesses of the medium. As far TV is concerned, researchers consider it the most powerful medium for affecting the audience. They claim that only 10 percent of oral communication is understood and retained for any length of time; almost 35 percent of visually presented material is understood and retained. When both sound and vision are combined as in the case of TV, the effectiveness of communication is doubled and it is generally accepted that the message is then 65 per cent comprehended and remembered. Advertisers can cash in on this quality of TV.
- iv. *Repetition:* Unlike print media where a message cannot be repeated until the next issue comes out, there is no limit of repetition of a message on TV. Repeating message is useful in influencing the consumers.
- v. *Broad Reach:* In developed countries TV has surpassed all other media of communication and is the most widely used medium, while in the case of developing countries like Pakistan, it is no longer limited exclusively to a few



homes, but has become an essential item of every household, used for information, education and especially entertainment purposes. We can rightfully claim that it is watched more than newspapers and magazines are read in our country, but has yet to beat radio.

#### **Limitations:**

Some of the limitations and disadvantages of television as a medium of advertising are:

- i. *Costly Medium:* This is a costly medium. The cost of production of an ad for TV is more as compared to other media. Similarly, the air time especially during favourable programmes and prime time is also very costly.
- ii. *Mass Medium:* Though TV can be used to reach a target market, but relaying special programmes for special audience is very limited and unlike other media which extensively reach a special group or target audience with the required effects, TV is still a mass medium. So we can say that it is not a suitable medium for retailers.
- iii. *Perishability:* Like radio TV ads are perishable. It is not possible to go back and look at the commercial again as is possible with print media advertising.
- iv. *Negative Impact:* TV ads are prepared to convince more and more people by using the services of gentry and models. The slogans and claims of the ads are too tall to be true. This creates a negative impact and resultantly consumers do not pay any attention to the catchy ads slogans.
- v. *Limited Time Flexibility:* Due to tough competition among favourable programmes, time has to be booked well in advance. This makes difficult to make last minute changes in the copy or even withdraw the commercial even if the marketing situation demands so.

#### **2.3.3 Video Cassette Recorder:**

Video Cassette Recorder (VCR) is another useful electronic medium of advertising. In this medium recorded commercials are carried over along with the programme. This medium has also advantages and disadvantages.

#### **Advantages:**

- i. VCR is one of the most effective class media. It has a well defined and specified target audience. Advertisers can incorporate their ads in specific programmes for reaching target audience.



- ii. *Selectivity:* It provides greater selectivity to advertisers as well as consumers. For example, boxing loving people can easily purchase a video cassette of boxing, and people selling services and goods relevant to the game can use such boxing programmes for their ads.
- iii. *Permanence of Message:* Video Cassettes have long life. It can be kept for a longer period of time and be referred back at any time.
- iv. *Secondary Viewers:* VCR programmes consumers are far greater in number than the original producers or buyers of the cassettes, which inspires advertisers to use it for their products.

**Limitations:**

- i. *Negative Impression:* In our country VCR has been limited to just playing video cassettes of usually those films which are banned for big screen due to government policy or its conflict with our social and religious values.
- ii. *Elite Medium:* VCR is not a mass medium like radio and TV and is only limited to a few hands.
- iii. *Dependent Medium:* VCR is a dependent medium. It is useless without TV set.
- iv. *Lacking Immediacy:* VCR is not a suitable medium of advertising for products needing immediate customers because people tend to watch VCR programmes during leisure time. There is no guarantee that a particular programme with some particular commercials will be watched after a day, week, month or year.

**2.3.4 Cinema:**

Though the introduction of TV and later VCR has greatly affected cinema advertising revenue but for some products it is still an attractive advertising medium. As a medium of advertising some of the advantages and disadvantages of cinema are given below:

**Advantages:**

- i. *Attentive Audience:* Cinema has essentially captive and generally attentive audience who go to cinema to be entertained. They are therefore in a relaxed and receptive frame of mind.
- ii. *Audio-Visual Medium:* Due to its audio-visual nature its message is more likely to be retained by the consumers.

- iii. *Local Medium:* Cinema is basically a local medium. It can be usefully used by local or retail advertisers.
- iv. *Demographic Selectivity:* There are different kinds of films for different people with different interests. Hence advertisers can reach their target audience by the use of cinema.
- v. *Big Screen:* The size of the screen of cinema increases the impact of the advertisement.
- vi. *Keying Effect:* Like TV ads can be superimposed over a running programme which ensures greater access to consumers because ads are usually imposed on important and popular programmes.

#### *Disadvantages:*

- i. *Costly Medium:* The cost of film production is high.
- ii. *Limited Repetition:* Limited repetition of message is the greatest obstacle in the effective communication of message through cinema.
- iii. *Limited Reach:* Firstly cinema is a local medium, and cannot reach larger market. Secondly its viewers are usually young and lower middle class people. It has very little attraction for elderly people or those of upper class.

### 2.4 Folk Media

Besides, print and electronic media folk media also play a crucial role in advertising. Here we will first discuss the salient features of folk media and later give an account of some of the common folk media of the Pakistani society useful for advertising.

#### *Salient Features*

- i. They belong to the community.
- ii. It poses no threat to the local culture.
- iii. Involve local talent for localised messages which have more credibility.
- iv. They are cheap media.
- v. It does not involve cultural communication hurdles.
- vi. Its impact is deeper.

Now we will list a few common folk media of the Pakistani society.

#### 2.4.1 *Fair*

Fair is a periodical festival for the general sales and purchases. Fairs are localised in nature. Besides sales and purchases of goods it also serves entertainment purposes. It is a very effective medium for advertising but its access is limited to a particular area and limited people.

### 2.4.2 *Cultural Shows*

Every nation loves its culture dearly as in fact it is its identity. People not only want to preserve their culture but also like to see it having firm roots in other parts of the world too. For this purpose cultural shows are held. These shows are not only participated by the local folk but also by others. Advertisers can find these shows very suitable for advertising their products.

### 2.4.3 *Theatre*

Theatre is one of the most watched and effective folk media. Basically it is an entertaining medium, but also touches every aspect of human life in a very interesting way. It is also local in nature and is very useful for advertising products and services in a specified area.

Folk media also have some shortcomings as media of advertising. For example, folk media have very limited reach, and accessibility. They are not good for national advertisers.

## 2.5 **Static Media**

This group of media derives its name from the fact that the material does not involve motion or sound. This group includes media which are not brought to the prospective consumers or buyers but in fact the latter are carried to the former (media). There are various kinds of static media. However, here we will discuss only important and most common amongst them. You will study this group in detail in suggested books besides other relevant materials.

### 2.5.1 *Poster*

A poster is a sheet of paper with an illustration(s) and, usually a few simple but attractive words. It is designed to catch the attention of the passers by, emphasis a fact or idea and stimulate them either to support the idea or take some kind of action (hire the product or service). These are pasted on places from where large number of people pass daily. For poster it is necessary that: (1) message should be attractive, short and legible (2) the name of the advertiser or product should be easily identified (3) and the illustrative material should be bold and colourful etc.

### 2.5.2 *Banner*

Banner is a piece of cloth with two poles, bearing some special announcement. It is a very useful static medium for advertisers especially at the time when a product makes its first appearance in the market.

Banners are hanged in places where they are likely to be seen by people passing by. The message of banner should be very attractive, simple and catchy. It should also identify the product, the advertiser and also its venue.

### 2.5.3 *Neon Signs*

Neon sign is one of the most talked about and largely used static media. It is used by both large and small businesses for advertising their products and services. They show up brilliantly in good or in bad weather. They come in all shapes and sizes.

### 2.5.4 *Painted Displays*

Painted displays are broken into two major classes: Painted bulletins, in which the advertising message is painted directly on the galvanised iron face of the bill board, and (b) painted walls, where the advertising message is painted directly on the wall surface. Both these media are meant for longer usage, but the painted walls comparatively continue to deliver their sales messages years after years. Painted displays have another advantage of custom-built character.

### 3. SELF-ASSESSMENT QUESTIONS

1. What are those qualities which are deemed helpful in selection of media for advertising?
2. What are the advantages and disadvantages of print media for advertising?
3. Compare print and electronic media of advertising.
4. What is the role of folk media in bringing advertisers close to consumers?
5. Discuss the importance of static media for advertisers.
6. Discuss the effectiveness and limitations of electronic media for advertising.



**Unit 6**

## **Media Selection and Strategy**

Written by:  
**Prof. Aslam Pervaiz**

Reviewed by:  
**Prof. Ibad Rashdi**



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## 1. OBJECTIVES

After studying this unit, you should be able to:

1. Elaborate the process and importance of media selection.
2. Evaluate the importance of media mix in advertising.
3. Describe the influence of different factors on the media selection.

## 2. SUMMARY OF THE MAJOR TOPICS

### 2.1 Media Selection

Advertising media are the channels through which a product's advertising is carried to perspective consumers. A medium may contain a mixture of editorial or entertainment material and advertising. Media are usually classified either in terms of their editorial context or in terms of the way in which the message is delivered.

#### *Media Requirements:*

Media requirements are derived from the advertising objectives. The media requirements define what the media programme must contribute if the objectives are to be realized. Media requirements vary from product to product, because each product has a unique positioning and set of objectives. The common media requirements can be suggested as:

- i. target audience
- ii. distribution of exposures
- iii. Creative requirements
- iv. Budget constraints
- v. Production requirements and
- vi. Media Merchandising requirements.

After defining the requirements of media, the next step in the process of selecting the medium or combination of media is the matching stage.

#### *The Matching Stage:*

In order to carry out the process of selecting the medium it is essential to match the media requirements with the characteristics of the media. Briefly, keeping in view the importance of media selection, the characteristics of each eligible medium are:

- i. How are exposures distributed among the audience?
- ii. What are the creative characteristics of the medium?
- iii. What is the minimum cost of entering the medium?
- iv. What are the production requirements of the medium?
- v. What is the merchandising value of the medium?

By a clear understanding of all these characteristics, one can successfully and effectively complete the matching stage in the process of media selection.

It should be clearly understood that defining the media requirements and then matching these requirements with the medium characteristics for solving the problems of selection of media is a simple formula. Choosing the best medium is the most difficult area of decision making in advertising.

### *Advertising Media Strategy for Media Selection:*

Advertising media, which are of about twelve types are the vehicles which carry advertising messages. An effective advertising informs the public about the right product at the right time through the right medium. Conveying a right message through wrong medium at the wrong time would be a definite waste of resources. Media strategy consists of marketing strategy, market planning, media planning, etc. In designing media strategy for choosing right medium or a combination of media three factors have to be kept in mind i.e. target market information, competitive advertising efforts and media considerations. The decision makers about selecting the media must know how much their competitors are spending on advertising? what are their media mixes? And where are they spending advertising funds? During the finalization process of media strategy for selecting the media these questions must be reviewed as finishing points, which are:

- i. What are the available media which will serve our advertising needs best?
- ii. What would be the best combination or mix of media for our total advertising? and
- iii. What would be the best specific schedule for the release of our ads in each of these media.

### **2.2 Factors Influencing the Media Selection**

The problem of selection of the best medium or media for a particular advertiser will vary greatly, depending on the particular situation, circumstances and different other factors in which a person is conducting individual business. Media selection involves a basic understanding of the capabilities and costs of the major media. The problems which the advertising has to face in the selection of media are:

- i. Profile of the target market
- ii. Coverage or exposure
- iii. Frequency
- iv. Continuity
- v. Impact
- vi. Copy formulation
- vii. Media cost and media availability.

In addition to these problems there are a number of other major factors which influence the decision of the advertiser and therefore, the same must be considered while selecting the media. The most significant of these factors are:

- i. Objectives of the campaign
- ii. Budget available
- iii. Research concerning client
- iv. The product
- v. Type of message or selling appeal
- vi. Relative cost
- vii. Clutter
- viii. The potential market
- ix. Miscellaneous factors.

The media selecting decisions should be made by having a comprehensive understanding of these factors. *But it should be kept in mind that in many cases it is the combination of these factors that determines the selection of media, and not any one individual factor.*

### *The Objectives of the Campaign*

This factor is in some respects quite closely related to the preceding factor. In those cases when the advertiser uses a medium to advertise in an area where retail distribution is not adequate, his/her decision on media selection is influenced both by his/her distribution pattern and the objectives he/she has in mind.

The objectives of the campaign also influence media selection from a somewhat different standpoint. An institutional advertising campaign may be run in a different media than would a product advertising campaign for the same company. In the case of product for which the dealer is very important in the ultimate sale to the consumer, and far more significant than the influence of consumer advertising, the advertiser may select media primarily for the effect they will have on dealers. So, the objective of influencing dealers will be the prime factor in the selection of the medium to use.

### *The Budget Available:*

The advertising budget is concerned with two major decisions about how the advertising effort will be carried out. First, how much is to be spent for advertising in the coming period? Second, how much budget is to be allocated to different areas within the company's total sales territory? And how much budget be allocated for media? Because the budget determines the weight of advertising effort which is an important variable in determining the effectiveness of the entire advertising effort. The product might be one for which actual demonstration on TV would be highly desirable. Yet the advertiser would be unable to sponsor (or even cosponsor) such a programme because its cost would exceed the total advertising budget. The advertiser might believe it desirable to use a multi-colour advertisement in a magazine not only to reach desired prospects, but also to influence the trade favourably. But if he still finds that his budget does not permit even that type of ad in the magazine, then the advertiser must turn to a medium in which he can get sufficient participation or a sufficient schedule of insertions to achieve an effective programme. So the availability of funds must be considered in planning and selection of media.

### *Research Concerning the Clientele:*

A factor that has become more significant is the number of people actually reached by a medium. More and more consideration is being given to the concept that the most significant aspect of coverage from the advertiser's viewpoint is in terms of the total audience potential. This is indicated by the total number of readers of the print medium

or total number of sets tuned in the case of electronic media. Audience of different types of media cannot be compared directly because of the differences in the kind of advertising message reaching the consumer and somewhat different terms in which audience is measured.

#### *Media Classified by Audience:*

In selecting media, the most important determination is the characteristics of the people/audience to whom the medium is directed. Therefore, the print and electronic media classifications are useful on the basis of audience characteristics. Generally the audience characteristics are: direct consumers, retailers, business or trade dealers, industrialists, associations, institutions, end-product users, professionals, international/national/regional and local customers, customers by direct-response, product or service users. On the basis of audience characteristics the media classification is represented as, newspapers, business publications, trade and professional magazines, general and specialized magazines, direct mail, form publication as print media, while under electronic media classification are included radio and television, spot radio, spot television etc.

#### *Media Audience Measurement:*

For both print and electronic media, three audience measures commonly used by advertisers are (1) the size of the audience (2) the profile of the audience and (3) the distribution of exposures among the medium's audience.

#### *The Product:*

The characteristics of the product have an important influence on the decisions involving the selection of media which shall carry the advertising message. Most media are becoming extremely liberal in their criteria for accepting advertisements. Certain individual media will not take advertising for certain specific types of products. Restrictions also may prohibit use of certain media by advertisers of specific items.

The general characteristics of the product may also strongly influence the type of media used. That is, if the product has a certain personality or image, certain media may be appropriate to maintain or develop that image; whereas other media may tend to diminish or distort this personality or image. After having the understanding of different types of product one can solve the problem of choosing the media best suited for the product. The types of product may generally be expressed as, consumer product, consumer-durable product, mass product, luxury product, industrial or technical product, ethical pharmaceutical product, service product, and public service product.

Besides defining the types of product, the different types of campaign regarding product advertisement would influence the decision about media selection. These campaigns



may be summed up as an image building campaign, an up-market or down-market image campaign, a direct sales campaign, a prestige campaign and a trade campaign.

### *Type of Message or Selling Appeal:*

The remarkable thing about advertising is that it can prompt people to buy a specific advertised product. Thus an appeal or advertising appeal is any statement designed to motivate a person to action. In seeking to move a person towards buying a product, the advertiser likewise must appeal to some of the manifold motives i.e., the functional needs and psychological needs of a person, that prompt a man to act — as a desire to fulfil a hope, ambition, need, interest or goal. The central premise of the advertising appeal or message is its promise of a benefit the product will render to the buyer.

### *Desirable Characteristics of Message or Selling Appeal:*

Three characteristics that a message or appeal should have are (1) what makes an appeal or message meaningful? (2) what makes an appeal or message distinctive? (3) what makes an appeal or message "believable"?

The advertising message or appeal construction demands special skill and careful attention in the selection of media.

While constructing a message or appeal the media selecting persons must keep in their minds the nature of message and appeal.

The type of message or appeal believed most effective in selling the product or service will, in many cases, dictate the type of media to be used to carry the advertising campaign, i.e., which media or media mix is most appropriate for conveying the particular advertising message or appeal to the target public.

### *Relative Cost:*

The relative cost is another factor which influences the selection of media. The total budget available and the ability to do an effective job of advertising within that budget in a particular type of medium is significant. When the type of media has been determined, then the cost factor becomes a matter of the relative cost of the individual media. In case of newspapers, this relationship is determined as per centimeter per column, and in the case of magazines, the cost per page is worked out.

In case of radio and television, when data is available, comparison can be made on the basis of cost per commercial minute per thousand listeners or viewers. However, it should be stressed that relative cost is only one factor to be considered and that usually many other factors will be more significant than this matter of relative cost. But in those

cases where several media appear approximately equal on the basis of all other criteria used, then the advertiser probably would select the medium which is most economical on the cost comparison basis.

#### *Clutter:*

In any medium, the advertiser's message must compete with other advertisements for the consumer's attention. Media in which the advertiser must expect a great number of competitive messages are termed as "cluttered".

Most newspapers are highly competitive cluttered media vehicles. In developed countries large departmental stores frequently purchase multiple full pages or, at least, an advertisement size that dominates the page.

This competition for attention places a considerable burden on the creator of the advertisement to develop an approach that somehow stands apart from the clutter. The problem is particularly acute for the advertiser who cannot afford to purchase large space units, but somehow must avoid being buried by the advertisements of the large retailers.

#### *Potential Market:*

Market can be viewed as a group of people (i) who can be identified by some common characteristics, interests, or problems; (ii) who could use our product to advantage; and (iii) who could afford to buy it i.e., potential market. And the marketing mix is referred to making plans for marketing a product. In which many elements are involved including brand policy, pricing, distribution, sales representatives and advertising etc. To seek and pursue the potential market one must have a clear idea of different types of public.

The public should be classified in the light of three categories of people, which can be found in each of these different types of public. These categories of people are: (1) those who know you and like you (2) those who know you and do not like you and (3) those who neither know you nor care to know you. The selection of media should be made keeping in view these different types and categories of people, because different types of people can be reached by different media. According to the definition of market these public are or may be the heavy users of some product or service. If the advertiser's product is such which goes to a limited and easily identified segment of the market, the problem of media selection may not be too complex.

However, for most products, the market is not so easily identified for a specific segment, and hence, the media may reach somewhat similar people who do not fit closely with the profile of the advertiser's market.

It is essential for the advertiser to identify the perspective customers as accurately as possible in order to select a medium that will carry an effective message to them most economically.

#### *Miscellaneous Factors:*

Several other factors which sometimes enter into the selection of media, are not of enough significance to warrant lengthy discussion, although they may be of some importance in specific situations.

### **2.3 Media Mix**

Once the advertising strategy has been decided upon, the advertiser faces the important problem of drawing the attention of the perspective audience to his message or advertisement. It is obvious that even the finest advertisements can be of no value to the advertiser unless they are seen and read, or seen and heard by the potential buyers or users of the advertiser's product, service, or idea.

Effective advertising calls for a careful study of various media available to the sales campaigner i.e., advertiser. Advertising agencies help him/her choose the right medium. Sometimes a combination of two or more media known as media mix are used in order to obtain the best results. Advertisements have often to be modified in the light of experience to suit the changing times and moods of consumers. Leading agencies therefore have media mix specialists on their pay rolls in addition to copywriters; artists; photographers and market research personnel. Media planning follows the adoption of one of the media strategies which constitutes part of the overall promotional strategy. A media plan is concerned with media selection, i.e. what media should be used from among newspapers, magazines, television, radio or outdoor advertising devices. If magazines, then what type of magazines are to be chosen? If newspapers, then in which regions and on which part of the newspaper's page should the ad appear? Similarly which radios or TV station should be covered at which level? Once media selection is decided upon, the next logical step is to determine the combination or "mix" of the media. Generally, no single medium is sufficient in reaching all potential customers and, as a result, it is often necessary to use a combination of several media i.e., the media mix in an advertising campaign. This could only be achieved by considering the advertising company's marketing objectives, its target market, media characteristics, and its matching with the target market. The overall advertising budget also influences the nature of media mix, in addition to the available gross audience. To achieve certain advertising objectives, one may require to use a mix of television, newspapers and magazines in different percentages. However, more than one mix may fulfil the advertising objectives, and yet be within the overall budgeted cost. But one should aim at a balanced mix. It should not be heavily weighed in favour of either frequency or reach. Some advertisers prefer to concentrate on one type mix, whereas others like to have a widely varied media mix. The varied media mix also increase the reach of the advertisement message because no two media have entirely the same audience.

### 3. SELF-ASSESSMENT QUESTIONS

1. Describe the means of communication for advertising message. Also explain the supporting points of an effective medium.

*Key Notes:*

Media of advertising, characteristics of medium.

2. Selection of media for advertising is not an easy job as it seems. Comment.

*Key Notes:*

Problems of media selection and the factors influencing the media selection.

3. Elaborate the importance of media mix.

*Key Notes:*

Media Mix, promotional strategy and balanced mix.

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**Unit 7**

# **Copy Strategy and Preparation**

Written by:  
**Prof. Aslam Pervaiz**

Reviewed by:  
**Prof. Dr. Karim Malik**



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## 1. OBJECTIVES

After studying this unit, you should be able to:

1. Describe the structure of an advertising copy.
2. Elaborate different attributes of a copy.
3. Evaluate visualization and layout of a copy.
4. Explain the process of print production.
5. Describe the basic techniques for writing commercial slogans.

## 2. SUMMARY OF THE MAJOR TOPICS

### 2.1 Definition and Setting Objectives

Given a basic understanding of the product or service, and knowledge of intended media audience, the advertiser can focus on the techniques, processes, and skills involved in creating effective advertising messages. In a restricted sense, "Copy" refers to typewritten material which is to be set in type for print media or spoken by announcers or personalities for broadcast transmission. So, the copywriter is often portrayed as the person who writes the words for an advertising message. A broader meaning of the word "Copy" includes all the elements in an advertising message, either printed or broadcast. Copy for a TV commercial includes not only the words to be spoken by the characters in the script but also music, sound effects, illustrative material and action and camera cues.

#### *The Copy Approach*

The creative essence in writing copy is to see a product in a fresh way; to explore the possible effects of the product upon the reader; to explain things in a way that causes the people to view the product with a new understanding and appreciation. The difference between a fresh advertisement and a dull one lies in the approach to the message at the outset of the advertisement. The chief approaches may be characterized as: (1) The factual or rational approach (2) The emotional or imaginative approach.

#### *Copy Functions*

The well-known AIDA formula, with the addition of "C" for confidence, gives the copywriter a five-point guide that can be considered as the basic function of an advertising copy. (1) Attract attention (2) Compel interest (3) Create desire (4) Inspire confidence (5) Promote action.

#### *Approach to Writing Copy*

Before any copy is written, the copywriter should answer five basic questions as fundamental approach in writing an advertising copy.

1. What am I advertising or selling?
2. To whom am I advertising or selling?
3. How can I best convey this message or concept to my readers?
4. Where and how is the product being sold?
5. When will the product be purchased and used?

The conceptual definition and explanation of all these five approaches/questions should be clear in the mind of the copy writer and he/she must have the sound basic knowledge of these approaches. After having solution to these questions one will have the basic idea for the copy and copywriting.

### *Setting Objectives*

Before the copy is prepared, it is important to evaluate the overall marketing objectives to be sure that they are in harmony with the economic and social aims of the society. If the marketing objective is to increase the market share of the product or service then the decision about how to achieve the objective, be made before preparing the copy. Similarly its social implications should also be checked. Social implications of the marketing objectives and the morality of advertising items like cigarettes should not be overlooked. Various advertisers will describe somewhat differently the specific objectives. Some will divide the requirements into gaining attention, arousing interest, obtaining readership, listenership or viewership, stimulating desire, establishing conviction and securing action.

Others will express requirements for effective advertisement in terms of obtaining initial attention of arousing and holding interest, and of creating an effective and lasting impression on the audience that will result in current or future favourable action.

While preparing a copy the ultimate objective of the advertisement may be to obtain action in the form of sale or to create a lasting "brand image" in the mind of the potential buyer. It is also important to note that in writing a copy different approaches and techniques should be applied keeping in mind the nature of message, product and media. Hence, in copywriting process the immediate functions of the advertising must be kept in mind and planned in such a manner that these specific purposes/objectives are achieved.

## **2.2 Structure of An Advertising Copy**

### *Defintion*

Advertising copy structure may be defined as the pleasant, attractive and informative arrangement and attractive placement of different elements in a copy.

### *Pre-requisites of Structuring the Copy*

Creativity in advertising most definitely draws on "pure" writing talents. The creative writer takes well-known words and phrases and develops a fresh, often brilliant manner of presentation. The purpose of ideal structuring of advertising a copy should be to achieve a tangible representation of what the mind's eye can already see - or hear - or feel; and in most cases the aim is to create in others an understanding of and appreciation for the artistic output.

Certain "checks" must therefore be placed on the freedom ordinarily assumed by the creative person writing an advertising copy purely in accordance with the inspiration of the moment. These checks are: (1) The "communication" check (2) The "image" check (3) The "audience" check and (4) The "media" check. The advertising copywriter must

keep in his/her mind the above mentioned checks and then write with a purpose to achieve clients objectives rather than his/her own. In other words the copywriter translates the selling points of a client's product or service into benefits for those selected consumers whom the advertiser has chosen to reach through one or more of the mass media.

In essence, the structure of a good advertising copy is the same as the structure of any good sales or promotional presentation. We can determine the progress of advertising copy communication through the six stages: (1) Awareness (2) Knowledge (3) Liking (4) Preference (5) Conviction (6) Purchase. These six steps constitute a handy guide for a copywriter. They provide a convenient means of orienting a message toward its prospects and of identifying the responses which it should stimulate.

### *Structure of An Advertising Copy*

Beginning with the promise held by the appeal the structure of advertising copy may develop along these lines:

An advertisement begins with — Promise of benefit

If called for, it then offers — Amplification

If called for, it then offers — Proof

It ends with — Action required or implied

The advertising copy may consist of all or only some of the following elements:

1. *Headline:* Characteristics of headline are Gravity, clarity, aptness, and interest. Headline can be classified as: Directive, News (of product), slogan, Rational, Curiosity, Emotional, Gimmick, Selective and Command.
2. *Sub-Headlines:* Classified as signature slogans, name display with certain characteristics.
3. *Text:* There are twelve types of text: Emotive or mood, factual, hand selling, factual educational, narrative, prestige or corporate, picture and caption, monologue or dialogue, gimmick, reader, testimonial, quotation, back-selling.
4. *Captions:* Essentials of caption writing must be studied by the copywriter and he/she must know the different kinds of captions and art of caption writing.
5. *Coupon:* Composition of coupon and types of coupon besides constructing the coupon are to be studied by the copy writer.
6. *Price:* Snobbish appeal of price, advantages of price must be understood.

7. *Names and Address:* Logo and signature slogan should also be explained.
8. *Admonition:* It prefers to promotion of action.

Other associated elements of structure of advertising are media, positioning, timing, presentation.

### 2.3 Copy Attributes

The essence of special functions to be accomplished by the advertisement must also be kept in mind by the copywriter. He/she should understand the overall plan of the advertisement when considering the actual wording to be used to convey the want-satisfying qualities of the product to the prospect, and then to show how it will satisfy his/her desires. One must understand the medium in which the advertisement is to appear. And then according to the nature, reach and availability of the medium the size and pattern of advertising copy should be prepared.

If an attempt is to be made to induce immediate action and sales, one may wish to include specific suggestions in the copy as to when the product would be available, the price, terms of sale and other special conditions.

A good copy should be brief, precise, concise, aiming to sell, sincere, clear, apt, interesting and personal.

#### *Be Brief*

A copywriter must write briefly, yet effectively. Therefore, read the rough draft slowly. Study each sentence. Consider its meanings and importance. Certainly an advertisement should never be longer than is necessary. However, if the success of the advertisement is jeopardized by dropping even one word, then that word should be included.

#### *Be Precise*

It means, saying exactly in the advertising copy what is meant, using the most crispy and catchy words.

#### *Be Concise*

Say in the advertising message what must be said in the fewest possible words.

#### *Aim to Sell*

An advertisement is mere than a more piece of information. It also promises benefits.



### *Be Sincere*

In advertising a copy avoids undue exaggeration, for unless the message is credible and trustworthy, it will recoil disastrously.

### *Be Clear*

When advertising lacks clarity, it will be ineffective. Even a slight vagueness will cripple the advertising copy. Therefore, one should avoid (1) the use of words whose meanings are not understood by the prospect, (2) the incorrect selection and use of words and (3) ambiguous phraseology.

### *Be Apt*

A copy must be apt — it must address the needs or wants of the prospects as well as of the manufacturer. The influencing power of a copy depends greatly on the correlation that exists between the desire of a prospect and the quality or feature of the product. The ability to show this relationship is the art of making a copy apt.

### *Interesting*

The advertising copy should speak in light mood but in favourite taste. The information about the product should be given in entertaining, attractive and colourful way in order to attract and appeal to the prospective consumers.

### *Be Personal*

Copy should be written from the prospect to the product, not from the product to the prospect. The great temptation that confronts copy writers is to preach to the prospects in different ways and by different techniques. The personalized advertisement is developed from an idea within the scope of the consumer's personal interest.

## 2.4 Visualization and Layout

### *Visualization*

The term "visualization" is an elusive one. Writers, artists and production personnel all "Visualize" in creating an advertisement. True visualization, however, is concerned with the creation of an idea. In suggesting the composition or the situation for the key illustration that dramatizes the theme of the advertisement, the artist is visualizing. Layout deals with the arrangement of various elements to deliver the visualized idea effectively. Visualization is a step that must precede the design step of layout, and must either precede the actual writing of the words or take place more or less simultaneously.

To visualize an idea is to think in terms of pictures, and you don't have to be an artist to do that. Having thought of a visual way to express an idea, you can always transmit

it to an artist verbally, or with matchstick drawings, or in any way you can best express what you have in mind. But the idea of what is to be drawn is the important thing in visualization.

In visualizing for print and broadcast media, the copywriter uses different methods to stimulate the reader, listener or viewer to evoke his/her own images scene-setting and word-painting and a combination of sight, sound and motion is to be realized.

### *Layout*

Putting different things (elements) together in an orderly form is called the layout of the advertisement. The term "Layout" is one of the many used in advertising in two senses: First it means the total appearance of the advertisement, its designs and the composition of its elements. Second the term layout also means the physical rendering of the design for the advertisement, its blueprint for the production purposes.

The importance of the elements determines its size and placing within the advertisement. The layoutman picks up the most important features and builds his/her advertisement around that.

### *Composing the Elements*

A layout consists of parts such as the main illustration, headline, copy, other illustrations, trademarks if needed. The skill is to put together all these elements into one pleasing arrangement. Here are some guiding points in the creation of a layout; (1) Unity (2) Balance and (3) Flow.

### *Criteria for Layout*

The following points may be used as a yardstick to measure the quality of final layout: (1) Is it clear? (2) Is it arresting attention? (3) Is it orderly structured? (4) Is the most important idea given the most important attention? (5) Does it invite reading? (6) Is the trademark sufficiently visible? (7) Does the layout leave the desired impression about the product?

After having clearly satisfactory answers to the above mentioned questions the layout becomes ready to put into production.

## **2.5 Print Production**

The print production is considered as the way in which a typed copy, a tissue layout and a picture are transmuted into a finished advertisement reproduced millions of times.

So, anyone, who is concerned with the final appearance of an advertisement, should have a basic understanding of typography, the principal typesetting methods, the major printing processes, and the means of organizing production.

### *Forms of Printing*

There are three basic forms of printing — letter-press (from raised surface), offset lithography (from flat surface), and gravure (from etched surface). The form of printing affects the way material is prepared for publication.

### *Typography*

Typography deals with the style (or face) of type in which the copy is set. Typefaces come in related designs called families. The size of type is specific in points (72 to the inch). The width of the line in which type is to be set is measured in picas (6 to the inch).

### *Setting Metal Type*

The main ways of setting metal type are by hand, by linotype, by monotype and by photocomposition.

### *Letter Press*

If you plan to use illustration for letter-press work, you will have to order photoengravings. The two chief classes are line plates and halftones. The chief finishes are square and outline or silhouette.

Once a photoengraving is made, you can order duplicate plates. For newspaper purpose, you can order a mat and send it to the paper, where a stereotype of it can be cast for use in reproducing the advertisement. You can have electrotypes for magazines also.

For offset and gravure processes, no separate plates need to be ordered. The under process advertisement material is forwarded to the publisher as it is to appear.

In all print production work of advertisements, the most important element is timing.

## 2.6 Writing Commercial Slogans

### *Definition of Slogan*

Slogan means "battle cry". Today, a slogan may be defined as the sales battle cry of the advertiser, trying to impress his/her main claim to its reader's acceptance.

The use of slogans as a tool of copy has varied with the passing years. But it is still a potent instrument in certain situations. It is useful in advertising for epitomizing the theme of a campaign. It may be helpful in providing a corporate theme, telling the public the services or standard the company offers.

### *Writing the Slogans*

Slogans seek to explain, exhort, extol. In order to write commercial slogans the writer must have full command on the following three slogan writing categories.

- i) Description of the uses of a product:  
Here under this category the copywriter has to mention the methods of using the product or service.
- ii) Suggesting the special advantages or importance of the product:  
Under this situation the copywriter has to explain the different benefits of the product or service.
- iii) Creating an overall uniform image of the company. Under this category the writer has to introduce or explain the features of good image of the company.

### *Elements of Writing Good Slogan*

*Differ in Design:* A slogan differs from all other forms of writing because it is designed to be remembered and repeated time and again word by word. This makes it imperative that the slogan says something meaningful to the people.

*Short and Crispy:* It should be short and crispy, easy to understand and easy to repeat.

*Product Name:* Mentioning the name of the product, service or company in the slogan is most desirable. The purposes of slogans are as varied as the purposes of the advertising itself.

## 2.7 Advertising Appeal

### *Definition of an Advertising Appeal*

Advertising appeal is defined as the statement which can prompt people to buy specific, advertised product voluntarily. But it has no authority to compel a person to buy anything, it exercises no mystical power.

In other words an appeal is a combination of informative, attractive and persuasive words designed to motivate a person to action. In seeking to move a person towards buying a product, the advertiser likewise must appeal to some of the manifold motives that prompt a man to act — as a desire to fulfil a hope, ambition, need, interest, or goal. The

central premise of the advertising appeal is its promise of a benefit the product will render to the buyer. Numerous appeals may be made for any product.

### *Characteristics of Appeal*

The three characteristics that an appeal should have are:

1. "Meaningful" i.e., what makes an appeal meaningful to the buyer.
2. "Distinctive" i.e., what makes an appeal distinctive so that it can present a product or service in a distinctive light.
3. "Believable" i.e., what makes an appeal believable that means "believable to a skeptical prospect".

Actually these characteristics are the basic approaches to design an appeal and can be considered as the fundamental ingredients for preparing an appeal.

### *Selecting the Best Appeal*

Selecting the best appeal is a research oriented approach. Finding out what the consumer considers most important and attractive about a product, or least attractive, may help not only in selecting the best appeal to use, but may also lead to improvements in the product itself — even to a new product.

Research for one of these questions often ends up with answers for the other. The two main types of such research are: (1) structured, and (2) unstructured research.

The elements of structured research are selecting the sampling pattern, deciding on the method of interviewing, preparing the questionnaire, carrying out the interview and tabulating results.

Similarly unstructured research is composed of interviewing by appointment from one or a group of persons, variety of topics or areas to cover rather a set of specific questions.

### *Strategy Problems and Decisions*

There are certain decisions which can most effectively present the appeal and finally to appraise the whole campaign build around these important decisions and strategies.

1. Balancing importance and distinctiveness.
2. Target market consideration.
3. The reward for not following competition.
4. Constant observation of why people buy the way they do.

These decisions and strategies can help a lot in finding out the most effective appeal for a given product in a given market at a given time.



### 3. SELF-ASSESSMENT QUESTIONS

1. Describe the functions of an advertising copy.

*Key Notes:*

AIDA with 'C',

2. What different ingredients do you suggest for an ideal copy?

*Key Notes:*

Elements of copy, PAPA.

3. What do you understand by layout? Please also elaborate its various components.

*Key Notes:*

Definition of layout and its difference with visualization, composing elements of layout.

4. Write a detailed essay on producing a printed advertisement of a merchandise.

*Key Notes:*

Methods and process of printing and printing tools.

5. Discuss the characteristics approaches of appeal.

*Key Notes:*

Meaningful, distinctive, believable, structured, unstructured approaches.



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**Unit 8**

# **Planning and Managing Advertising Campaigns**

Written by:  
**Prof. Aslam Pervaiz**  
**Saqib Riaz**

Reviewed by:  
**Prof. Mahmood Ghaznavi**

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## 1. OBJECTIVES

After studying this unit, you should be able to:

1. Describe the fundamentals of an advertising campaign.
2. Explain the requirements for preparation of an advertising campaign.
3. Elaborate the organization of an advertising plan.
4. Evaluate the product analysis and market analysis.

## 2. SUMMARY OF THE MAJOR TOPICS

### 2.1 Advertising Campaign Planning

Advertising is a powerful communication force and a vital marketing tool. It helps to sell goods, services, images and ideas through channels of information and persuasion. It is a basic element in the marketing programmes of most business firms. It is the communication arm for marketing organizations and advertising programmes.

After the allocation of advertising budget and the decision about the media mix, an advertising campaign has to be properly planned in order to achieve the marketing objectives. The concept of campaign requires a well planned strategy, proper positioning of the product, training and preparing the field force to capture the target market. A campaign is differentiated from other forms of advertising by three features.

- i. *Visual Similarity:* This means that the advertisements in the newspapers and the commercials on radio and television must maintain the same visual format in each media. TV commercials would have the same demonstration and the same person to explain. The print media would have the same message, same style, same design and same photograph.
- ii. *Verbal Similarity:* In electronic media broadcasting, the same words, the same music, the same models the same theme and the same slogans would be used continuously throughout the campaign.
- iii. *Approach Similarity:* The advertising approach to the market should be consistent both in content as well as context.

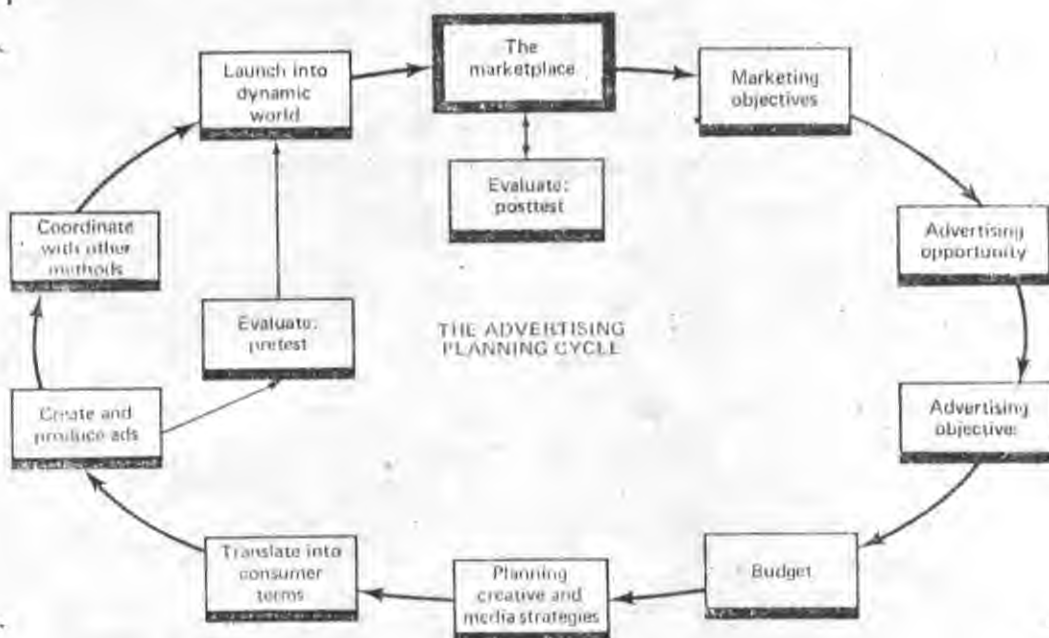
#### *Basic Steps in Campaign Planning*

When an advertiser is planning an advertising campaign, seven essential steps are taken. These steps are as follows.

- i. The advertising opportunity is appraised.
- ii. The market is analyzed.
- iii. Advertising objectives are determined.
- iv. The budget and necessary control systems are established.
- v. Planning the strategy for selecting media and creating messages.
- vi. Advertising is coordinated with other promotional and marketing systems.
- vii. Results are evaluated.

In practice two or more steps can be taken at the same time. An advertiser can begin the next step before the previous step has been concluded. For example once the advertiser determines that the opportunity for advertising exists (Step-1), the campaign plan is put into action. The market analysis (Step-2) and the determination of objectives (Step-3) will be undertaken simultaneously because these are interrelated. Advertising messages influence media choices, while the size of the budget can also affect media decisions (Step-4 and 5). Coordination efforts (Step-6) are carried on parallel to advertising activities. The results can be measured (Step-7) only after the campaign has been started and only if communication goals have been established.

Following figure presents the planning and implementation cycle for the advertising campaign. This chart shows how advertising decisions flow from the market place and eventually return there.





Now we discuss the seven basic steps of campaign planning in brief.

### *Appraising the Advertising Opportunity*

This appraisal involves the determination of the right timing for a particular advertising campaign. Neil Borden has identified five situations which govern the opportunity for advertising. These are as follows:

- a) Presence of a favourable primary demand trend:  
If a product category is becoming favourite in consumers then it is useful to advertise a particular brand of product in that category.
- b) Good chance for product differentiation:  
If the product that is the focus of the advertising campaign, can be differentiated by unique or exclusive qualities, then it provides an advertising opportunity.
- c) Presence of hidden qualities:  
If the consumer can see the qualities the product possesses, the opportunity to advertise successfully is reduced. On the other hand if the products' key virtues are hidden, advertising can help to build mental associations regarding those characteristics. The international companies having reliability are well known in the world.
- d) Presence of powerful emotional buying motives:  
If an advertising appeal can touch the emotions as against potentiality or economic utility, it will be successful. Cosmetics are generally promoted on the basis of sex appeal.
- e) Adequacy of funds:  
Without the availability of adequate funds, advertising is not possible. There should be a reasonable amount for advertising to achieve the target market. Little advertising may be more dangerous than no advertising at all.

### *Market Analysis*

Before starting the advertising campaign, it is necessary to know the target market in detail. The factors like the entire industry, volume of a given product, competitive strategies, any legal problems etc. should be analysed. This would help in pin pointing the segmented target market so that advertising efforts can be focussed on the market.

### *Advertising Objectives*

Advertising objectives must be clearly distinguished from marketing objectives. The advertising objectives should be as specific as possible. For example, one single point increase in market share is not as specific as the desired percentage of increase in market share.

### *Establishing the Budget*

An advertising budget is determined either by the build up method or by the break down method. The appropriate allocation for different media from the budget is established. This break up of allocation would also include consideration of different products, different geographic markets, different time periods etc. Proper monitoring of this budget is also very important. There should be some contingency fund for situational changes.

### *Developing the Strategy*

Advertising strategy is creativity applied to knowledge for the purpose of finding the most effective way of achieving an end. Strategy welds all the marketing factors into a cohesive unity that will achieve the end. Advertising strategy is developed to achieve the advertising and marketing objectives. It involves the selection of the most suitable media as well as the creation of an advertising message.

### *Coordinating Advertising with Other Marketing Methods*

An effective advertising needs active support from the channels of distribution, sales promotion and public relations. Other functions like production, inventory and delivery should also be integrated with advertising plans. The maximum support from dealers, suppliers and retailers should be available.

### *Evaluating Advertising Results*

All previous steps in campaign planning must be in progress before the results of advertising can be evaluated. There is a number of ways by which such results can be measured. Pre-testing is a method to test the market at the time of introduction of the advertising campaign. Testing the market again after the full commitment of the campaign is called post testing. The pre-testing and the post-testing methods give us a clear indication as to the efficiency of the advertising effort.

## **2.2 Fundamentals of an Advertising Campaign**

The advertising campaign establishes advertising objectives and details of the programme that will be used as a means of giving direction to those who will implement the plan, and serves as a control device by specifying the performance or result expected from the advertising.

Generally there are two essential fundamentals of a campaign (A) It must be comprehensive and (B) It must be in written form.

### *Comprehensive*

The campaign should consider all aspects of the product and its social, legal and competitive environment. The explanation and clear description of these three environments is necessary for a planner.

### *Campaigns are in Written Form*

Putting the campaign in written form has several advantages (1) To make reasoning explicit (2) To permit coordination and delegation (3) To provide a permanent record. An advertising plan must be in written form covering the past, present and future of the product or service. It should contain detailed step by step programme to reach objectives.

### *Use of the Advertising Campaign*

The advertising campaign can serve the company in three areas. (1) The campaign as an analytical tool (2) The campaign as an implementation tool (3) The campaign as a control tool.

### *Principles of Campaign Planning*

The basic principles of campaign planning, which have to be studied as fundamentals of an advertising campaign, can be summarized as: (1) Definition of objectives (2) Concentration (3) Domination (4) Repetition.

### *Campaign Classification's Bases*

The nature, age and position of the product or service provide the bases for at least three types of campaigns. (1) Pioneering campaigns (2) Competitive campaigns (3) Retentive campaigns. Often these three campaigns are carried on as record or new pioneering, competitive and retentive campaigns.

### *Factors Influencing the Campaign Planning*

Many factors influence the planning of the advertising campaign. These factors are included in planning of the overall marketing programme and are carefully studied as fundamentals of campaign planning for advertisement. Following are the most important factors influencing the campaign planning:

(1) The organization and its reputation. (2) The product and types of the product. (3) The market (4) The competition (5) The price (6) The channels of distribution (7) The sales

force (8) The budget (9) The advertising theme (10) The media (11) The advertising schedule (12) The dealer programme (13) Coordination of all phases of the programme.

### 2.3 Requirements for Preparation of an Advertising Campaign

When a national advertiser plans an advertising campaign, he must keep in his mind the different requirements of the campaign which are: (1) Analyzing the market (2) Determining advertising objectives (3) Establishing the budgetary and control systems (4) Developing advertising strategy for: (a) selecting media (b) creating messages. (5) Coordinating advertising with other promotional and marketing methods (6) Evaluating results.

#### *Campaign Consultant Operates*

The major parameters under which the campaign consultant operates as basic requirements for preparation of an advertising campaign are: (1) The socio-economic-cum-demographic-psychographic profile of the customer, (2) The total advertising appropriation. (3) The media availability. (4) The client and the product/service profile. (5) The campaign period and timing. (6) The marketing-advertising objectives and distribution setup. (7) The special group in the marketing environment. (8) The creative requirements.

#### *Creativity in Advertising Campaign*

The main object of the professional advertising man is to create a favourable image of a product or service in the public mind. Before advertising, the advertiser chalks out a programme, selects the most suitable media, etc., so as to get the maximum benefit out of the campaign. If we analyse different advertising campaign, it becomes apparent that creativity is the summum bonus of an advertising campaign. In other words there is a light degree of creative challenge in the advertising methods. Creativity means clothing an ordinary work-a-day object with an idea, an image an association to pull it out of the humdrum.

#### *Using of Advertising Objectives*

Advertising objectives serve two distinct roles in planning the advertising campaign, as a guideline to the programme and as one of the standards against which advertising effectiveness as well as campaign success is measured. Advertising objectives' roles are summarized as: (1) Objectives as programme guides i.e., what is to be accomplished by the advertising programme. (2) Objectives as evaluation guides.

The effectiveness of evaluation in managerial terms, is concerned with control of the advertising efforts. It attempts to measure the success of the advertising campaign.

## 2.4 Contents and Organization of the Advertising Plan

Advertising plans vary greatly because of product needs, the style of the writer of the plan and the capacity of the audience. Despite this, minimum content requirements can be specified and a pattern of organization suggested.

### *Elements/Contents of an Advertising Plan*

A complete advertising plan must contain four inter-related elements.

*Analysis of Problems and Opportunities:* The advertising plan should logically begin with an analysis of the situation with relation to the product. The analysis must include both a look at the product itself and a study of the external environments it faces, including the competition, the structure of the market for the product and the characteristics of perspective consumers.

### *Definition of Objectives*

The advertising plan must specify objectives that will lead to solution of the problems and realization of the opportunities being faced by the product. Two types of objectives can usefully be defined. One type of objective is the product's positioning. The other is the problem-solving objective.

### *Programmes of Action*

The third essential element/content in an advertising plan is the specification of programme for future action. (1) Determination of the advertising budget, (2) selection of advertising media, and (3) determination of the advertising message are considered in this section of advertising plan.

### *Control and Evaluation*

There are two important areas in which control must be exerted. (1) The effectiveness of the advertising programmes must be monitored their goals determined and standards of acceptable performance, media programmes, target prospects must be considered in the plan.

The second area of the advertising plan which requires control is the legality and taste of the advertising efforts.

### *Organization of the Advertising Plan*

The organization of an advertising plan should be logical and clear, suited to its audience, and useful and convenient to those who work with it.



A suggested organizational structure arranges the following sections of the plan in the sequence in which they should be developed, moving from an analysis of the past performance to the statement of current problems and opportunities, and finally to objectives and programmes for the future.

The sections of the plan are:

#### *Analysis to Define Problems and Opportunities*

- A. *Consumer Analysis*
  - 1. Definition of consumer's needs and motives
  - 2. Determination of consumer's characteristics
  
- B. *Product Analysis*
  - 1. Determination of product characteristics
  - 2. Analysis of marketing history of the product
  
- C. *Market Analysis*
  - 1. Sales analysis
  - 2. Analysis of competitive sales
  - 3. Analysis of environmental influence.

#### *Positioning the Product and Setting Advertising Objectives*

- A. Positioning the product
- B. Advertising and advertising campaign's objectives.

#### *Programmes for Achieving Objectives*

- A. Budget programme — Setting the advertising budget.
- B. Media programme — selecting the media.
- C. Creative programme — determining the advertising message.
- D. Other programmes — sales promotion, new products etc.

#### *Control and Evaluation of the Advertising Plan*

- A. Evaluation of advertising effectiveness.
- B. Evaluation of legal and social acceptability.

This organization of advertising plan is one that has been extensively used in actual practice. It provides a useful starting place for organizing the plan.



## 2.5 Determining Consumer Needs and Behaviour Promotion

### *Nature of Consumer Needs*

Just as an advertiser sets objectives to guide advertising programmes, so consumers too have objectives that they attempt to satisfy through the purchase of a product or service. These objectives are termed as "needs".

### *Needs, Goals and Problems*

The total "package" of needs that influence's a consumer's shopping behaviour and use of advertising is highly complex. Needs vary in their depth, origins, and importance.

The most permanent category of needs is "underlying needs".

To satisfy these underlying needs consumers establish a second level of needs called "goals".

Finally, a third level of needs can be thought of as the "problems or obstacles". Underlying needs, goals and problems make-up the total need structure of the individual consumer.

### *Kinds of Consumer Needs*

Various behavioural schools have uncovered and explored different basic need categories, three of which are of great interest to advertisers, i.e, (1) utilitarian needs (2) social needs and (3) psychological needs.

### *Product's Role and Consumer Needs*

Consumer needs are the motivating force that brings consumers to the marketplace. Products represent the other end of the market equation. They are the need-satisfying solutions offered by marketers.

### *Products are Means, Not Ends*

Products offered by marketers do not represent a need for which the consumer is striving. Rather, products represent means to satisfy needs.

### *Products Serve Multiple Needs*

The marketer seeking to determine the underlying need served by a product will frequently find that the product serves multiple needs, even for the same person.

### *Consumer Behaviour*

Consumer behaviour may be defined as the acts of individuals in obtaining and using goods and services, including the decision processes that precede and determine these acts.

Consumer behaviour is the result of the interaction of the consumer's personal influence and the pressures exerted on them by outside forces in the environment.

Understanding consumer behaviour requires that we understand the nature of these influence.

The four basic determinants of consumer behaviour are the (1) individual's needs (2) motives (3) perceptions and (4) attitudes. The interaction of these factors with the influences of the environment cause the consumer to act.

### *Behaviour Promotion*

The behaviour of consumer is promoted or activated by needs, goals and problems. Consumers come to the market place searching for products that will fulfil their needs and goals and will help to solve their problems. When consumer behaviour does not confirm to the pattern expected by the advertiser, a more helpful approach is to assume that the consumer's behaviour is purposeful and then attempt to understand what need is motivating the behaviour.

### *Elements of Behaviour Promotion*

There are a few elements which can promote or provide help to promote the consumer's behaviour, usually action. These are (1) Attitude formation and (a) cognitive component (b) affective component (c) conative component of attitude. (2) The self-concept (3) Personality (4) Family (5) Reference groups (6) Opinion leaders (7) Culture (8) Social classes (9) Media fare.

These elements work as a strong stimulus that promotes and activates behaviour.

## **2.6 Product Analysis**

### *Definition of Product*

Manufacturer views the product as an item with certain physical and technical attributes. The consumer views the product as a means of satisfying the need.

### *Product Analysis Definition*

The term product analysis refers to the efforts made to have product knowledge and collection of complete information about the product and its various attributes.

### *Dimensions of Product Analysis*

The product analysis activity includes the following dimensions: (a) Raw material used in various proportions. (b) Attributes of the product. (c) Saleable points of the product. (d) Product appraisal (e) Product classification (f) Product design (g) Product development (h) Product packing (i) Product planning (j) Product branding or trade marks.

As products are prepared for the people and people are more important than the product, therefore the product analysis is more concerned with the perception of the consumers about the product than with the product as a bundle of physical and chemical attributes.

### *Object of Product Analysis*

A product analysis refers to the study of: (1) What are the merits and demerits of the product? (2) What are the features of the product like shape, size, colour, weight and design? (3) What is the functional utility and benefits? (4) What is the status of the product's convenience, portability, style, comfort, durability and purity?

The aim or object of a product analysis is the product's improvement to increase its consumption.

### *Sources of Product Analysis and Acquiring Product Knowledge*

Following are the different sources of product analysis: (1) Colleagues in the sales organization. (2) Books and periodicals (3) Factory, workshop or plant (4) Casual sources (media) (5) Competitors (6) Consumers.

Methods of acquiring product knowledge (1) Observation (2) Discussion (3) reading.

## **2.7 Market Analysis**

### *What is Market Analysis?*

The term market refers to actual and potential customers. Market analysis is a systematic and intelligent investigation of the "who, what, where, when why and how of actual and potential buyers". It deals with research on customer demand, e.g., the behaviour and attitudes of consumers and dealers in the market, and analysis of sales data, an analysis of the market share of a firm etc.

### *Elements of Market Analysis*

The following elements are included in market analysis.

- (1) Size of the market.
- (2) Geographic location of customers.
- (3) Demographic descriptions of customers.
- (4) Market segmentation on the basis of age, sex, income, education, nationality, standard of living.
- (5) Analysis of market demand.
- (6) Sales analysis by customers, territories, products.
- (7) Consumer's needs, wants, habits and behaviour.
- (8) Dealer's wants and preferences.
- (9) Degree of competition and market trends.

### *Areas of Market Analysis*

The field of market analysis covers the following areas:

- A. Nature of the market — this includes:
  - i. Special features of the markets;
  - ii. Channel of distribution;
  - iii. Location of the markets;
  - iv. Influences and business trends.
  
- B. Consumer Analysis —this includes:
  - i. Methods of approaching the prospects;
  - ii. The habits, likes and dislikes of consumers;
  - iii. Buying motives of customers;
  - iv. Location of consumers;
  - v. Pre-approach and collection of information about income and expenditure;
  - vi. Types of customers.
  
- C. Media Analysis — this deals with:
  - i. Different media available for advertising;
  - ii. Quality of the prospects reached — selective approach;
  - iii. Recollability;
  - iv. Depth of the impact;
  - v. Media research;
  - vi. Testing or measuring the effectiveness of media.

### *Techniques and Tools of Market Analysis*

- A. *Sampling:* Sampling is based on the law of statistical regularity and the law of inertia of large number. Sampling unit, sample size, sampling procedures and sampling media are vital elements of analysis design. There are generally four other types of samples, i.e., simple random sample, stratified random sample, area sample, quota sample.
- B. *Questionnaire:* A set of questions for recording answer. The questionnaire should be characterised by the general rules.
- C. *Data Collection:* All marketing analysis are based on two sources of data for investigation: internal sources and external sources. These sources referred to as primary data and secondary data. And then this data is analysed for drawing the conclusion.

### *Types of Information for Market Analysis*

- A. *Total Market Sales:* To analyse the total market sales includes geographic area, determining the size of the market, forecasting total market growth, seasonal market sales.
- B. *Product's Sale:* Analysis of the sales of the product cover different areas such as, growth in product sales, seasonal sales, total sale and sales by geographic area.
- C. *Competitors Sales:* The analysis of competitive sales is covered on the basis of defining competition, estimating market share, market position and analysis of environmental factors.

### **2.8 Diffusion of Advertising Message**

The diffusion process of advertising message refers to the acceptance of new products and services by the members of a community or a social system. For a marketer, it would be obviously beneficial to have an understanding of a process by which people learn about new products, try them and eventually accept or reject them. The diffusion theory, a body of knowledge that has been evolved from sociology, provides this kind of understanding. Central concept of the theory is that there is a process of diffusion by which an innovation about product or service spreads from its source of invention or creation to its ultimate users or adopters.



### *Elements of Diffusion Process for Advertising Message*

Four elements are required for diffusion process of an advertising message:

1. An innovation, which is an idea or a product or a service that is perceived as new. The innovation needs to be new only in the eyes of its beholder, and may actually already be quite well known to others.
2. Its communication from one individual to another.
3. Its permeation in a social system.
4. Its use over a period of time.

### *Characteristics of an Innovation*

The characteristics of an innovation vary from one product to another, and tend to vary between geographic areas and culture. These characteristics are summarized as:

1. *Relative Advantage*: This refers to the superiority of the innovation over existing offers.
2. *Compatibility*: Innovation has compatibility if it fits with the values and life-style of the prospects.
3. *Complexity*: It means the degree of difficulty that consumers experience in understanding how it works and in using it.
4. *Divisibility*: It is the extent to which the innovation may be used on a limited basis.

### *Theories of Diffusion for Awareness about New Products*

A natural diffusion process is amplified by the transmission of the awareness about new products.

The theories of diffusion regarding the transmission of advertising message are: (1) The Triekle Down theory of diffusion; (2) The Booster station theory of influence. These two theories help the marketer in the dissemination of advertising message.



### 3. SELF-ASSESSMENT QUESTIONS

1. Describe in detail the essential factors of an advertising campaign.

*Key Notes:*

Comprehension and written forms of campaign.

2. Explain the advertising campaign logically, theoretically and practically.

*Key Notes:*

Uses, principles and classification of a campaign.

3. Evaluate the index of an advertising campaign.

*Key Notes:*

Contents of campaign, their nature and type

4. Describe in detail the dimensions of product and market analysis.

*Key Notes:*

Areas of analysis for product and market.

5. Explain diffusion of innovation's theoretical approaches as fully as you can.

*Key Notes:*

Trickle down theory, Booster station theory

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Unit 9

# **Evaluation of Advertising Campaign**

Written by:  
**Prof. Aslam Pervaiz**

Reviewed by:  
**Prof. Mehmood Ghaznavi**

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## 1. OBJECTIVES

After studying this unit, you should be able to:

1. Evaluate the essentials of an effective advertising programme.
2. Elaborate the techniques for measuring the effects of an advertising campaign.
3. Explain the basis for primary data gathering.

## 2. SUMMARY OF THE MAJOR TOPICS

### 2.1 Essentials of an Effective Advertising Programme

A successful or effective advertising programme generally seeks to use advertising with the objective of obtaining long-run profits rather than immediate returns. The purpose of an effective advertising programme is to induce continued patronage. The primary function of an effective advertising programme should be to promote the organisation and its products or services and to build confidence on the firm. A successful or effective advertising campaign or programme can be characterised as educational, informative, persuasive, attractive and upholder of the prime motive of advertising.

#### *Factors for Effective Advertising Programme*

Effective advertising programme depends on the right combination of numerous factors. Some of the factors favourable for an effective advertising programme, are the following:

1. Trend of rising demand should exist.
2. Opportunity to stimulate selective demand.
3. Consumer's satisfaction.
4. Strong emotional buying motives.

#### *Principles of an Effective Advertising Programme*

An advertising programme is not homogeneous, isolated or unique. The advertising programme will not be fully effective unless the under mentioned principles are applied or considered while preparing its:

1. Correct appraisal of the suitable combination of advertising and price policy.
2. Coordination with marketing and merchandising programmes.
3. Skilfully executed with
  - a) Correct determination of the audience
  - b) Selection of influencing selling appeals
  - c) Selection of effective media or media mix
  - d) Determination of frequency to produce maximum effects (in case of radio).

#### *Illimination of Irrelevancies*

Developed techniques for illiminating the irrelevancies include the following:

1. Controlling market operations, sales quotas, and distribution cost analysis.
2. Continuing search for methods of measuring results and responses of advertising programme, controlled experiments, readership tests etc.
3. Market studies
4. Utilisation of greater technical refinements.



### *Reviewing and Refining Points for Effective Advertising Programme*

After the advertising campaign/programme has been chalked out it may be advisable to review or refine with these points in view:

1. Agency is free from fear.
2. Do not compete with your agency in creative area.
3. If the programme has much creative component, then suitable arrangements should be available for the presentation of creative work.
4. Test everything such as message, copy, media, implementation of programme's techniques, market, product etc.
5. Timings and scheduling of preparing and launching advertising programme.
6. All the principles of effective advertising programme should be adopted carefully.

### **2.2 Techniques for Measuring the Effects of Advertising Campaign**

There are many advertising campaign effectiveness measurement techniques in use. These techniques are divided into classes and then evaluated or measured.

#### *Classes of Measurement Techniques*

Advertising campaign effectiveness measurement techniques can be classified as measuring cognitive response, effective response and conative response. A cognitive response measurement technique evaluates changes in subject's knowledge; an effective response measurement technique measures changes in consumer's attitudes towards a product; and a conative response measurement determines the action that consumers take towards a product.

#### *Approach to Examining Measurement*

In selecting each measurement technique, two related questions or approaches must be considered.

- A. Does the measurement technique meet the criteria for measurement techniques i.e., is the technique accurate and valid?
- B. The advertiser must select a measurement technique that measures the particular element to be evaluated.

The analysis of measurement techniques which follows is designed to help in answering these questions.

#### *Cognitive (Knowledge) Test*

The responses measured by cognitive tests are the earliest stages of the hierarchy of effects. Some of these tests measure changes in the first or awareness stage by determining how many people were exposed to the advertising campaign's elements being tested e.g. media audience measures or physiological measurement.

### *Media Audience Measurement*

Media audience measurement serves as an important technique for evaluating or measuring effectiveness of a media programme for an advertising campaign. The technique used to measure the audience of media vehicle varies from medium to medium. Therefore certain steps must be included in media audience measurement which are:

1. Design of measurement
2. Uses of audience measurement
3. Evaluation of audience measurement.
  - a. Sampling error
  - b. Distortion of estimates.

### *Physiological Measurement*

A variety of laboratory measurement devices that record physical response to stimuli have been applied as advertising campaign measures. These tests are most often used to evaluate creative elements of an advertising campaign. The physiological measurement consists of the following steps:

1. Design of the measurement
2. Use of physiological measurement
3. Evaluation of physiological measurement

### *Affective (Attitude) Tests*

Affective tests move to the liking and preference stages in the hierarchy. The responses measured are consumer's attitudes towards companies products, and advertisements of advertising campaign.

The rationale behind these tests is that a favourable change in attitude towards a product means that a person will be more likely to buy that product. The affective tests are completed through the following steps:

1. *Opinion Measurements*
  - a. Design of opinion measurements.
    - i. Consumer juries
    - ii. Headline testing
  - b. Evaluation of opinion measurements.
2. *Attitude Measurements*
  - a. Design of attitude measurements
  - b. Uses of attitude measurements
  - c. Evaluation of attitude measurements

### *Cognitive (Motive) Tests*

Cognitive tests move one stage further along the hierarchy of effects and measure the action that people take as a result of advertising campaign. Sometimes the action measured is actual purchase of the product, and sometimes the measurement is of some action prior to purchase or some action that is thought to stimulate purchase. The cognitive tests include different steps which are

1. Inquiry Measurements
  - a. Design of inquiry tests
  - b. Evaluation of inquiry tests
  - c. Split-run tests
  - d. Theatre tests
  - e. Split cable tests.

### *Sales Analysis Measurements*

Since the ultimate effects desired from an advertising campaign are purchase, sales, results etc., hence if they can be related to advertising effort, it represents the most valuable measure of advertising campaign effectiveness. Sales analysis measurements are completed by the following steps.

1. Design of the sales measurement approach
2. Measuring consumer sales
3. Evaluation of consumer sales measures.

### **2.3 Basis of Primary Data Gathering**

Primary data can be gathered slowly at a high cost. But it offers a much greater accuracy and reliability.

#### *Methods of Obtaining Primary Data*

The methods of gathering primary data are:

1. The survey technique or approach. This includes
  - a. Mail (questionnaire or survey mail or postal inquiry)
  - b. Personal interview or field survey
  - c. Telephone survey

We may have a census or sample survey. In business we have sample survey. The governments adopt only the census method.

2. Panel survey (research)
3. Observation approach
4. Experiment approach

### *Survey, Observation, Experiment*

1. *Survey:* In the questionnaire or survey method, well informed and suitable persons are questioned by mail or telephone, or through a personal interview. A standard set of questions is prepared to obtain the required primary information (data) on points not covered by printed matter or records.
2. *Observation:* In the observation method, we use the services of an observer or interpreter of things seen or a person who examines carefully what happens under certain conditions.
3. *Experiment:* The experimental method employs controlled experiments similar to those in science: e.g., test marketing, consumer panel research etc.

### *Sources of Primary Data*

The preliminary or explorative phase of research usually taps the internal sources first. All other sources of information are external sources of data. Primary data obtaining sources generally include; (a) consumers, (b) dealers, (c) salesman, (d) original sales records, e.g., invoices and credit slips etc. These are personally developed sources of gathering data as these are not published sources of data.

### *Limitations of Primary Data*

1. Primary data is more useful because it gives the latest information.
2. Primary data is collected by a researcher to meet the research objectives of the current project.
3. Primary data is absolutely tailor made, and there is no problem of adjustment.
4. Primary data involves a lot of time; and the unit cost of such data is quite high.

### 3. SELF-ASSESSMENT QUESTIONS

1. Elaborate the importance and role of effective advertising programme in sales promotion.

*Key Notes:*

Characteristics, scope and objectives of an advertising campaign.

2. Explain the process of preparing an effective advertising campaign.

*Key Notes:*

Media audience and sales analysis, cognitive, affective and conative tests.

3. Evaluate the consumers buying habits and motives.

*Key Notes:*

Opinion and attitude measurement.

4. How would you characterize the primary data.

*Key Notes:*

Differences between primary and secondary data, characteristics of primary data.

5. Describe the techniques of gathering primary data during the processing of an advertising campaign.

*Key Notes:*

Methods of gathering primary data survey, observation, experiment.

#### 4. SUGGESTED READINGS

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