

E advertising: Unit 4

- Ranu Nagori

INTRODUCTION

Advertising is a form of communication for marketing and used to encourage, persuade or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action.

The word advertising comes from the Latin word "**advertere**". That means "**to turn the mind toward**".

Advertising –Definitions continued....

According to American Marketing Association:

“Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.”



Advertising –Definitions cont....

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.

Purchase Now

ADVERTISING OBJECTIVES

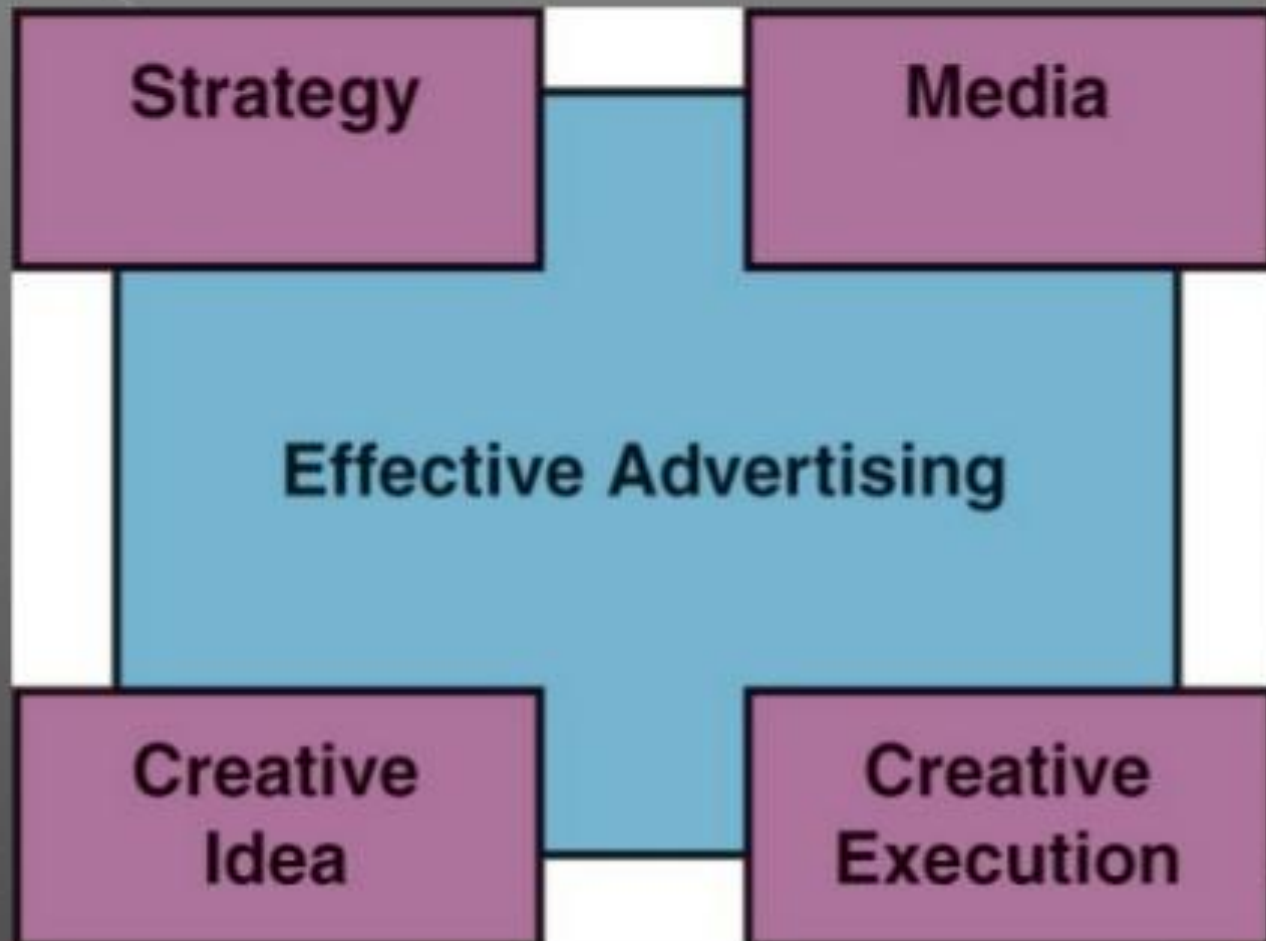
The basic objective of advertisement is effective communication b/w producers and consumers. Some following objectives are:

- ✓ Preparing ground for new product
- ✓ Creation of demand
- ✓ Facing the competition
- ✓ Creating and enhancing goodwill
- ✓ Informing the changes to the customers
- ✓ Neutralizing the competitor's advertisement

Impact of Advertising



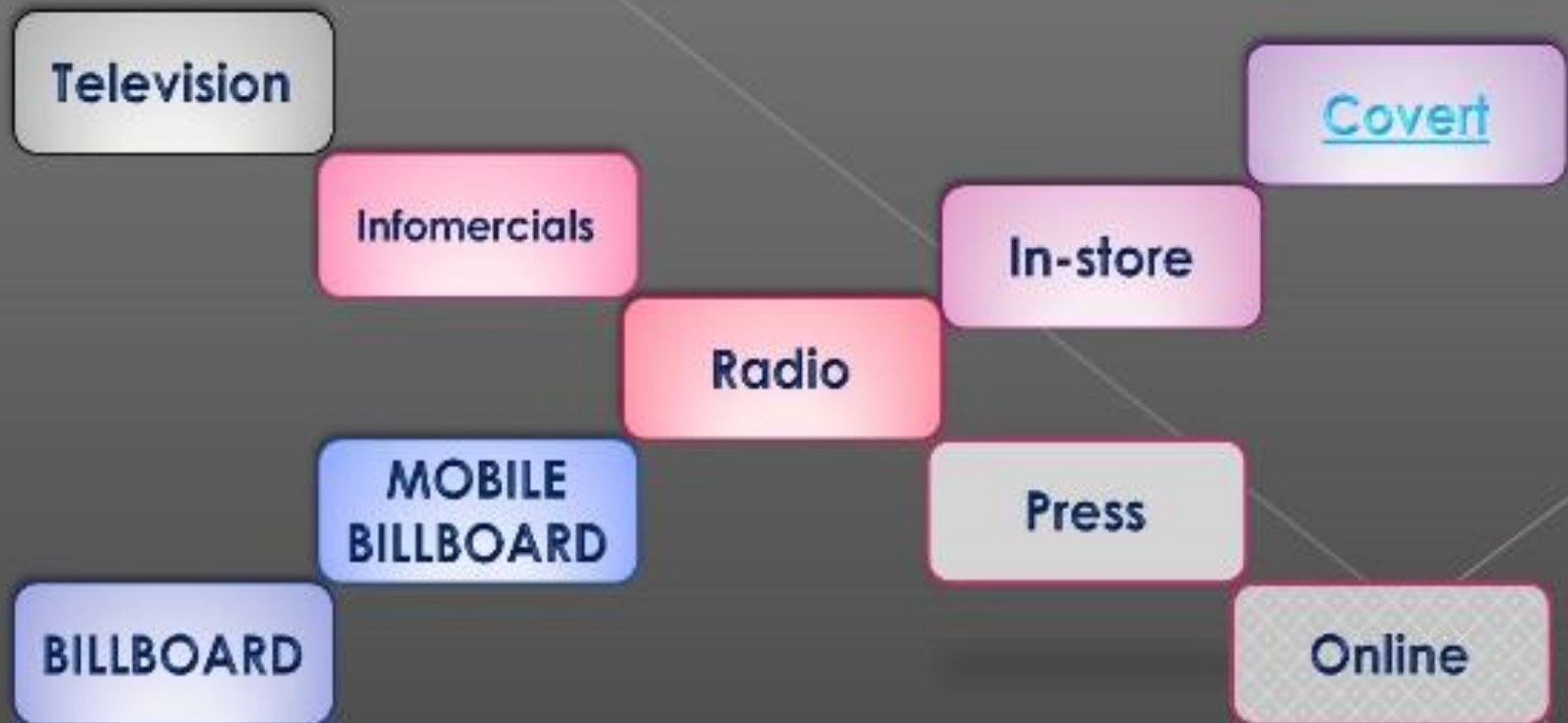
Four Components of Advertising



Ways of advertising in our Society

- ▮ *Print advertising*
- ▮ *Broadcast advertising*
- ▮ *Public service advertising*
- ▮ *Outdoor advertising*
- ▮ *Social networking*
- ▮ *Covert advertising*

Types of advertising based on different medium



1. Print advertising

- The print media have always been a popular advertising medium.
- Advertising products via newspapers, magazines.



2. Broadcast Advertising

- Broadcast advertising is a very popular advertising medium that constitutes of several branches like;
- television
- Radio
- internet

3. Outdoor Advertising

- *Attracts the customers outdoors*
- *Several events and tradeshow are organized by the companies.*
- *Examples of outdoor advertising are;*

billboards



Bus Advertising



Wall chalking



posters



Brochures and pamphlets



booklet



4. Public Service Advertising

To convey socially relevant messages about important matters and social welfare causes like; AIDS, Energy conservation, political integrity, deforestation, illiteracy and poverty also.



5. Celebrity Advertising

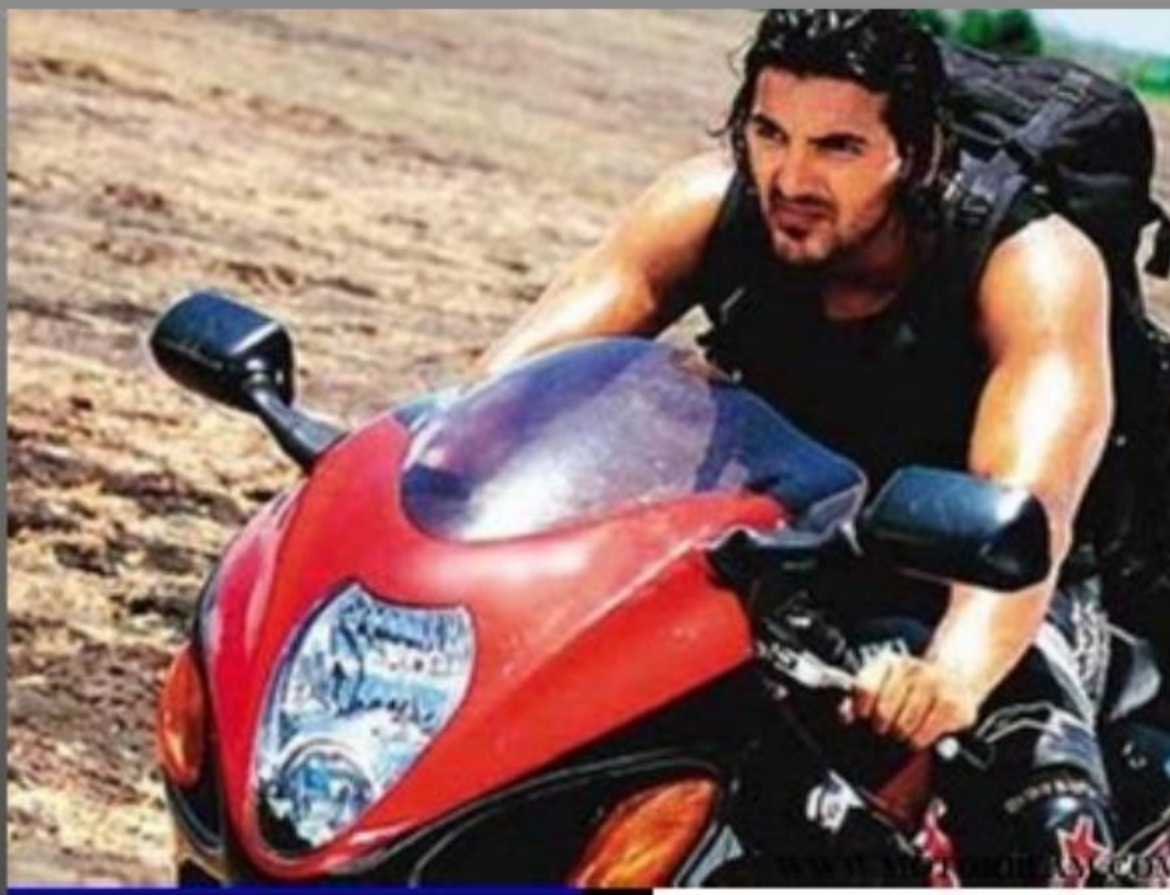
Majority of advertisements bank upon celebrities and their popularity for advertising their products.



6. Covert advertising

- Unique kind of advertising in which a product or particular brand is incorporated in some entertainment and media channels like movies, television shows or sports.





Hayabusa –

In Dhoom, John Abraham uses Hayabusa in the movie as a thief, from that time only many of Indians came to know about that bike.





PHIR
HERA
PHERI

- **Domino's is known as much for the quality of its pizzas, as for its promise of "delivery within 30 minutes or free".**
- **Paresh Rawal—who is also the Domino's brand ambassador—was seen in the movie happily munching on a Domino's pizza.**





YASH CHOPRA PRESENTS

TARARUM PUM

DIRECTOR: BIDDHARTH ANAND
PRODUCER: ADITYA CHOPRA



❖ *Ta Ra Rum Pum* insisted on special close-ups and zooms for their brands.

❖ As a result we get a good dose of Castrol, Goodyear and Chevrolet periodically



ADVERTISING PLANNING AND STRATEGY

- ▣ Advertising is both an art and a science. The art comes from writing, designing and producing exciting messages. The science comes from strategic thinking.

The Advertising Plan

- ▣ states what audience/segment is going to receive what message in which medium.
- ▣ Whom are you trying to reach? **Target Audience**
- ▣ What do you say to them? **Message Strategy**
- ▣ When and where do you reach them? **Media Strategy**

▣ Steps for planning an advertising campaign

Appraisal of Advertising opportunity

A vertical flowchart with seven green rectangular boxes connected by downward-pointing arrows. The steps are: Appraisal of Advertising opportunity, Analyzing and Defining the Target market, Setting advertising objectives, Determining the Advertising Budget, Deciding media and Creative Strategy, Creating ads, Pre-testing and Releasing ads, and Evaluating the Final Result (post-testing).

Analyzing and Defining the Target market

Setting advertising objectives

Determining the Advertising Budget

Deciding media and Creative Strategy

Creating ads, Pre-testing and Releasing ads

Evaluating the Final Result (post-testing)

Advertising Campaign??

- ▣ Political campaign, social campaign, election campaign
- ▣ “ An ad campaign includes a **series of ads** placed in **various media** that are designed to **meet objectives** and are based on an analysis of marketing and communication situation”
- ▣ Eg. ?

Analyzing an advert. opportunity

- ▣ Is there any scope for ad. campaign...
- ▣ **Five points**
 1. presence of positive primary demand
 2. opportunity for product differentiation eg. surf
 3. hidden/not readily acceptable/not readily noticeable qualities of a product.. Eg vanish
 4. presence of powerful emotional buying motives.
 5. availability of sufficient funds

Analysing and defining target market

Analysing..... Having clear understanding of market and objectives

Where we are, how we get that and where we want to go

Only through this ad. Message can reach target audience

- ▣ Demographic characteristics
- ▣ Geographic location
- ▣ Psychological variables
- ▣ Behaviour pattern
- ▣ Lifestyle of the customers

Defining target market...

- ▣ Who buy a product?
- ▣ What do they really buy?
- ▣ When do they buy?
- ▣ How often do they buy?
- ▣ How is the product used?
- ▣ What are the perception regarding the product?

Setting advertising objectives

- ▣ Objective must be set for each ad campaign as well as media

Factors affecting objectives

Consumer needs and demands

The extent of brand and product reputation

Changes in economic scenario

Change in marketing scenario

Determining the ad. budget

- ▣ Plan to allocate financial resources to an ad campaign for future operations
- ▣ Budget fix the expenditure limit
- ▣ Competitors ad activity must be studied in order to set an appropriate budget

Deciding media and ad strategy

- ▣ Media plan determines the best way to reach target audience
- ▣ Media plan ensures that the message reached effectively by finding the perfect combination of media that will cater large market at lower cost
- ▣ Factors affecting media plan
 - Media habits of target audience
 - Media reach frequency
 - Timing, campaign length, media exposure

Deciding media and ad strategy...

- ▣ ad strategy
- ▣ -what message to deliver for achieving the ad. Objectives
- ▣ Factors to be included in message
 - central theme, idea, image
- ▣ Similarity and continuity- same logo, pictures, voice etc.

- ▣ Creating ads, pre-testing and releasing ads.
- ▣ Evaluating the final result or post testing

Ad Schedule

The Ad Schedule enables you to show an ad on various days and various times of the day. Use the Ad Schedule fields to set a schedule for your search ads to serve on specific days and times of the week. Set multiple schedules for a given campaign or ad group.

Media Planning

- ▣ Main objective of media planning is to reach the target audience through best medium efficiently.
- ▣ In view of the complexities of selecting the media, it is very essential for the advertiser to have planning which allow for the greatest use of advertising resources.

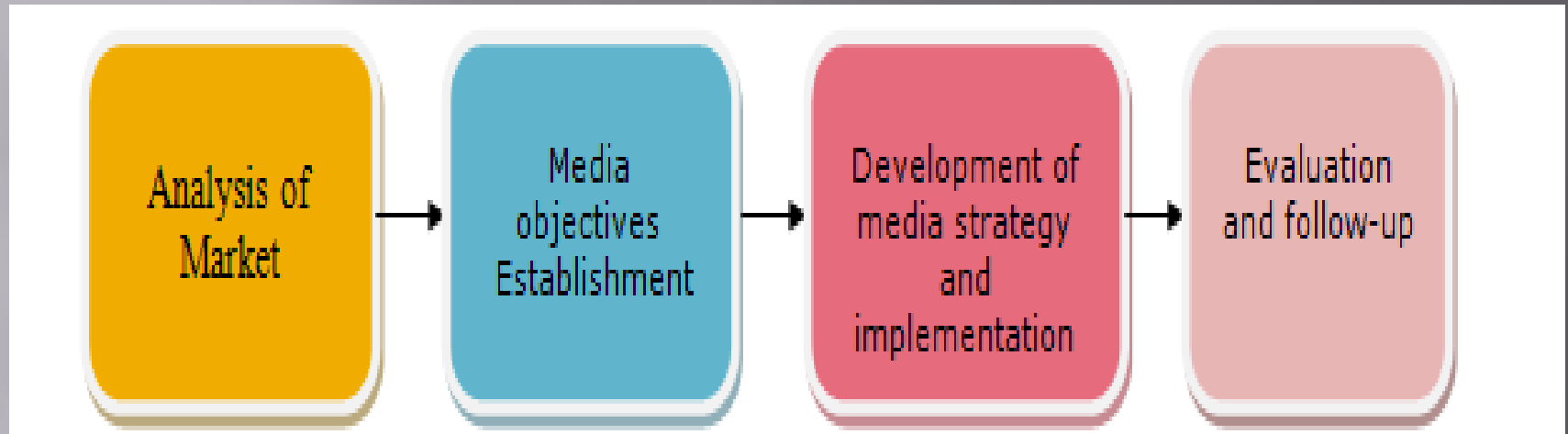
- ▣ Media Planning is an important step of advertising campaign after preparation of right message.
- ▣ The main objective of media planning is to communicate the message through right medium to the target consumers.

- ▣ Media Planning helps to select which type of media to be used for advertisement of the product.
- ▣ when to use and
- ▣ where to use in order to reach the target audience.

- ▣ Thus media planning is a process “of designing a course of action that shows how advertising time and space will be used to contribute to the achievement of marketing objectives.”
-

- ▣ Following points affect the media plan
- ▣ **Media Characteristics**
- ▣ **Media Discounts**
- ▣ **Media Cost Efficiency**
- ▣ **Media Availability**
- ▣ **Media Objectives**

Media Plan Development



- ▣ **1. Market Analysis:** This is a critical step in the process of developing a media plan. It helps determine all the factors you need to take into consideration before deciding on a media strategy. It basically involves a complete analysis of internal, external factors and competitive strategies. Now the questions arising at this stage are: what is the target market, what type of internal and external factors may influence the media plan, where (geographically) and when should the advertisers advertise.

- ▣ **2. Establishment of media objectives:** After market analysis you will be able to determine specific media objectives. Media objectives are the specific goals that can be accomplished through the use of media strategies. Media objectives are created to lead to the accomplishment of integrated marketing communication.
- ▣ For example- use newspaper advertisement for the coverage of 70% of target market over the period of 6 months. This takes into account WHICH (medium-newspaper), WHAT (specific goal that is cover 70% of target market) and BY WHEN (time frame-6 months) questions while preparing the media plan.

- ▣ **3. Development of media strategy and implementation:** After knowing the needs to be accomplished, media planners must decide on how they will work upon the needs to achieve their objectives. There are wide variety of media and media vehicles available and choosing the right one can be a critical success factor. Some of the factors that need to be considered in determining what combination of media would be used are: Target audience coverage, size of the budget, individual preferences, reach, frequency, flexibility, etc.

- ▣ **4. Evaluation and follow-up:** Marketers need to determine whether their media plan were successful or not. Marketers need to evaluate the effectiveness of the media plan which calls for undertaking a cost benefit analysis of the various activities involved in the process. However, it needs to be borne in mind that, though planning takes place before launching an ad campaign, its evaluation is possible after the launch of the campaign to assess its impact on consumer behavior. To ensure that the advertisement does not go overboard in the process, periodic evaluations at various stages maybe imperative.

Factors Influencing Media Choice

- ▣ **Reach** Reach is the percentage of different audience exposed at least once to a given media vehicle or advertising message in a given time period.

For example, if a target of media plan is roughly about 5 million of women who are 18-25 years old, then a reach of 50 means that 50% or 2.5 million of the target audience will exposed to some of the media vehicles in the media plan.

- ▣ Second, reach measures the accumulation of audience over time. Because reach is always defined for a certain period of time, the number of audience members exposed to the media vehicles in a media plan increases over time. *For example, reach may grow from 20 (20%) in the first week to 60 (60%) in the fourth week.*

- ▣ **Frequency:** Frequency basically means average number of time the receivers or individual is exposed to the media vehicle in specified period of time.
- ▣ *Effective frequency* refers to the minimum number of media exposures for a communication goal to be achieved.
- ▣ Media planners should select an effective frequency based on the communication goals.

- ▣ Communication goals may vary
- ▣ building awareness
- ▣ preference
- ▣ attitude change
- ▣ purchase and repurchase. communication goal, the reach at that effective frequency level will be the effective reach.

- ▣ **3. Gross Rating Points (GRP):** GRP is also referred as programme ratings. It is a numerical indicator that determines the percentage of potential audience of specific media vehicle that may be exposed to a series of commercials in relation to the total population in target market.

- ▣ **Impact**

- ▣ Impact is the **qualitative** value of an exposure through a given medium.
- ▣ impact that the advertiser seeks to create has to be kept in mind while choosing the advertising media first and then the media vehicle.
- ▣ Eg brand communication, appeals,

▣ Continuity

- ▣ It basically determines the pattern of message exposures take place over a long period of time. The exposures of advertisement take place at regular intervals or concentrated for particular season throughout the time period of usually one year.

▣ Flexible Nature

- ▣ a. **Market Opportunities.** Sometimes due to some uncertain or unforeseen reasons, a market opportunity arises which enables an advertiser to take maximum advantage out of it. The development of a new advertising medium may offer an opportunity that was not available previously.
- b. **Market threats.** Some Internal/External or uncontrollable factors may pose as a threat to the organization, and a change in media strategy is instantly needed. For example, a sudden ban on outdoor media like uni poles may insist a media planner to shift to an electronic media like T.V Commercials. This alteration in media strategy for him will gain an edge from the competitor.

- ▣ **c. Availability of media.** Sometimes a scheduled medium (or vehicle) is not available to the marketer. Medium does not reach a particular target segment or has no time or space available. There are some places or areas where certain media do not reach. Even when the media is available, limited advertising time may have been booked by other marketer or the cut off dates for signing it may have passed. For instance, a marketer wanting to sponsor the national cricket team may have to look for alternative vehicles of media if a competitor has bid for it at a higher price.
- d. Changes in media or media vehicle.** A change in the medium or in a particular media vehicle may require a change in the media strategy as it may impact the cash outflows, reach to the desired customers, time frame for desired output etc. For example, the advent of cable TV started a new opportunity for message delivery, as also the introduction of interactive media.

- ▣ **Budget Considerations**
- ▣ **Cost**

Media Scheduling –Deciding on media timing

- ▣ Three different scheduling patterns are:
- ▣ **Continuity**
- ▣ **Flighting**
- ▣ **Concentration**
- ▣ **Pulsing**

Factors affecting media scheduling decisions

- ▣ Seasonality
- ▣ Product purchase cycle
- ▣ Interval between decision making and consumption-
- ▣ Buyer turnover-
- ▣ Forgetting rate

- ▣ The micro-scheduling problem occurs while allocating expenditures when firm's tries to obtain maximum impact within a short period. For example: Suppose a firm decides to buy 30 radio spots in the month of June. Advertising messages for the month can be concentrated between the 15th to the 20th day of the month, or dispersed continuously throughout the month, or dispersed intermittently during the month following the concentration, continuity, flighting and pulsing scheduling methods as discussed above.

Advertising Agency

Advertising Agency is an independent business organization specialized in advertising related work which undertakes the work of planning, preparing, and executing advertising campaign for its clients.

Definition

- ▣ According to **American marketing Association**, "An Advertising agency is an independent business organization composed of creative and business people who develop, prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services."

Top Advertising agencies in India



▣ 1. DDB Mudra Communications

Clients: Linen Club, Aditya Birla Group, Bharat Petroleum, Henkel, ACC Limited, Pepsi, Colgate, USHA, McDonalds, Reebok, Puma, Peter England.

Campaigns:

Rasna (I Love you Rasna)



▣ PUMA (Forever faster)





IPL (10 saal aapke naam)



2. Grey India

GREY

- ▣ **Clients:** Sensodyne, BNatural, Gillette, Dell, Crocin, Indian Air Force, Tic-Tac, Ferrero, Fortis Healthcare, Pantene, Cadbury Silk, Kinder Joy
- ▣ **Campaign:**





3. Rediffusion (Y&R)

- ▣ **Clients:** Tata Motors, ITC Stationery, Eveready, Handard, Ambuja, Emani and many more.
- ▣ **Tata Motor T1Prima Truck**



4. McCann-Erickson India Ltd

- ▣ Clients
- ▣ Maybelline, Loris, Spirite, Master card, Coca-Cola, Microsoft and etc

Advertising Agency performs following functions for its clients:

- ▣ **Contacting Clients**
- ▣ **Planning Advertisement**
- ▣ **Creative Function:** Creative people like - the copywriters, artists, art-directors, graphic-specialists have to perform the creative function which is most important part of all advertising function.
- ▣
- ▣ **Developing Ad-Copy:** Ad-agency with the help of their writers, artists, designers, animators, graphic-designers, and film-directors prepares and develops Ad-copy.
- ▣

- ▣ **Approval of Client:** Ad-copy is shown to the client for his approval
- ▣
- ▣ **Media Selection and scheduling:** It is very important function of ad-agency to select appropriate media for its clients. Ad-agency has to consider various factors like- media cost, media coverage, ad-budget, nature of product, client's needs, targeted customer, and etc while selecting media.
- ▣

- ▣ **Ad-Execution:** After approval, verification, and required changes, the ad-copy is handed to the media for ad-execution.
- ▣ **Evaluation Function:** After execution, it is the responsibility of ad-agency to evaluate the effectiveness of ad to know how beneficial the ad is for its client.
- ▣ **Marketing Function:** The advertising agency also performs various marketing function like- selecting target audience, designing products, designing packages, determining prices, study of channel of distribution, market research, sales promotion, publicity, etc.



- ▣ **Research Function:** Ad-agency performs various research functions like- research of different media, media cost, media reach, circulation, entry of new media, information regarding ratings of TV programmes, serials.
- ▣ **Accounting Function:** Accounting function of ad-agency includes checking bills, making payments, cash discounts allowed by media, collection of dues from clients, payment to staff, payment to outside professionals like- writers, producers, models, etc.