

THAKUR COLLEGE OF SCIENCE AND COMMERCE
DEPARTMENT OF COMMERCE
SYBCOM ADVERTISING-II (SEMESTER-IV)
Syllabus of courses of SYB.Com Programme Semester - III

ADVERTISING – II

Course Objective:

- The course is designed to make students familiarize with the fundamental concept of Advertising and Digital Marketing and equip them with necessary skills required for creating ads on digital platforms
- To determine the role of the Advertising in the development of strategic/ tactical marketing plans so as to understand how the marketing communication process influences consumer decision making.
- To equip the students with the nature, purpose & complex constructions in the planning and execution of a successful advertising program. The course will expose student to issues in brand management, faced by firms operating in competitive markets.
- The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising in marketing.
- The course has been designed to understand the advertising process and advertising industry structure thoroughly.
- The syllabus also emphasizes along with the brand building and management.

Sr. No.	Modules	No. of Lectures
1	Media in Advertising	12
2	Planning Advertising Campaign	11
3	Execution and Evaluation of Advertising	11
4	Digital Marketing and Social Media Advertising	11
TOTAL		45

Sr.No.	Modules	No. of Lectures
1	Media in Advertising	12
	<ul style="list-style-type: none"> • Traditional Media: Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media • New Age Media: Digital Media / Internet Advertising – Forms, Significance and Limitations • Media Research: Concept, Importance, Tool for regulation - ABC and Doordarshan Code 	
2	Planning Advertising Campaign	11
	<ul style="list-style-type: none"> • Advertising Campaign: Concept, Advertising Campaign Planning - Steps Determining advertising objectives - DAGMAR model 	

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	<ul style="list-style-type: none"> • Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs • Media Planning: Concept, Process, Factors considered while selecting media, Media Scheduling Strategies 	
3	<p>Fundamentals of Creativity and Evaluation of Advertising</p> <ul style="list-style-type: none"> • Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization, Concept of Story Board Creative aspects: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP), • Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products. • Advertising copy, Pre-testing and Post-testing of Advertisements – Methods and Objectives 	11
4	<p>Digital Marketing and Social Media Advertising</p> <ul style="list-style-type: none"> • Introduction to Digital Marketing: Search Engine Optimization, Search Engine Marketing, google ad word, Campaign Marketing, Display Advertising. • Social Media Advertising: PPC (Pay per click) and CPM (Pay per Impression) advertising, Facebook & Instagram Advertising, Marketing strategy for social media. • New Trends in Digital Media Advertising: Rise in E- Commerce Advertising, Ad Spends on Digital/Online Advertising, Artificial Intelligence (AI) and Machine Learning (ML), Mobile Advertising. 	11

Learning Outcomes:

- The course will help students decide whether to make career in advertising.
- The student will be able to identify advertising decision areas and apply marketing communications functions such as advertising, direct marketing, the Internet, interactive media, and sales promotion.
- Apply basic advertising theories and principles to practice
- Synthesize broader liberal arts knowledge with the principles of advertising in order to create effective advertising campaigns

MODULE 1

MEDIA IN ADVERTISING

INTRODUCTION:-

The term '**media**' means "**channels of communication**". Advertising media refers to the various media channels through which advertising is done. Advertising media is used for showcasing promotional content which is communicated in various forms such as text, speech, images, videos using TV, radio, online, outdoor etc. Basically these are channels through which companies can advertise their products and services to reach to customers.

Traditional media has been used in the advertising world for years. These include newspaper, magazines, radio, television, outdoor, cinema advertising, and direct mail and so on. Traditional media are the most common form utilized by advertisers since decades. Over the course of last years, more businesses are making use of new age media to reach target audience. The new age media is said to be the future of advertising, social media advertising, mobile advertising and so on. Each of these are means in which businesses have the capability to reach consumers and other businesses with ease.

PRINT MEDIA:-

Print media refers to paper publications circulated in the form of physical editions of books, magazines, journals and newsletters. Print media advertising is a form of advertising that physically printed media, such as magazines and newspapers to reach consumers, business customers and prospects.

NEWSPAPER ADVERTISING:-

Newspapers have always been one the most important advertising media. These are the earliest forms of press advertising. Even though we are living in the technologically advanced time, the daily newspapers are still very effective and powerful print medium of advertising. Advertisers spend a sizable share of the total advertising budget in newspapers. In our country, newspapers virtually reach most of the homes in the cities and many members of the family read them. There are national, regional and local newspapers cover short stories, editorial contents and of course a number of advertisements. Newspapers advertising is gaining importance

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Features of Newspapers:-

Newspapers are printed in two sizes i.e. standard size and tabloid size. Newspapers like the Time of India, Indian Express, the Economic times etc. are available in standard size. While Mid-day and daily are available in tabloid size.

Newspapers are published in the morning, afternoon and also in the evening.

Most newspapers present a variety of material to the readers. A typical newspaper has news columns, sports, financial pages, society news, international news, shopping columns, entertainment columns and so on.

Newspapers are available at the national level, regional level, as well as local level. Thus newspapers offer selectivity. They make it possible to communicate in a specific language or in a specific area.

Newspapers may be general or specific in nature. For instance, newspapers like The Times of India and Indian Express are read by the general community. On the other hand newspapers like The Economic Times, Financial Express and Business Standards are preferred by the business community.

Newspapers offer flexibility. It permits last minute changes. This feature is especially useful while launching new products or making public announcements. The advertisements can thus have a powerful news emphasis.

Newspapers have a high penetration among literates. Most of the literates read morning newspapers. Further, the readership is more than the circulation.

Advantages of Newspaper Advertising

1. Detailed information

Through newspapers advertisements, detailed information can be given about product features, use merits, addresses of the retail outlets where the product is available etc.

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2. Wide coverage

Newspapers serve local, regional and national markets. They reach people of all age groups and all income levels, both in cities and rural areas. Further, since regional newspapers cater to specific regions, they offer geographic selectivity.

3. Quick response.

Newspapers are the carriers of current news. People read them to find out the various developments that take place daily. Newspapers advertisements have a sense of urgency. The Public response to the advertisements is immediate as it reaches them while they are fresh and are in a receptive mood.

4. Flexibility

Advertisements can be inserted or changed practically overnight. Retail advertisers often make last minute changes in their newspapers advertisements to take full advantages of newly arrived products, last minute concessions to boost the sales – Hence, flexibility is an unique aspect in newspapers advertng.

5. Economical

Newspaper advertising is economical due to wide circulation and large readership.

6. Split Run Facilities

The media owner allows the advertiser the same space for two or more copy variations.

7. Keying the Advertisements

It is possible to key the newspaper advertisement and attach a mail order coupon in order to measure its effectiveness.

8. Prestige

The prestige and respectability of the newspapers is transferred to the advertised product.

9. Editorial Support

Most newspapers present a variety of material to the readers. Advertising is a part of it. If newspapers contain only advertisements, only a handful of people would read it.

10. Repetition

Many of the newspapers are published daily. This makes it possible to repeat advertisements several times over a period in the newspapers.

11. Reference Value

Newspapers can be stored and preserved.

12. Easy Measurement of reach

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In India, the Audit Bureau of Circulation (ABC), provides the readership and circulation figures.

13. Mobility

It is convenient to carry newspapers from one place to another.

Disadvantages of Newspaper Advertising

1. Limited Coverage

Newspaper advertising can make an appeal to the literates only.

2. Short Life

A newspaper has very limited life and therefore advertising has little impact beyond the day of publication.

3. Hasty Reading

People go through the newspapers in a quick and casual manner.

4. Expensive

Newspaper advertising is becoming expensive due to increase in the rates by newspapers.

5. Lacks quality reproduction

The paper in which newspapers are printed are of low quality.

6. Demonstration

Product demonstration is not possible in newspaper advertising as in television commercials.

7. Limited readership

As illiterate people cannot read the newspapers; the reach of the advertisement is confined only to the educated persons.

MAGAZINE ADVERTISING

Magazine advertising is another form of press publicity. **Magazines are periodic publications.** They have a longer life. Magazines may be weekly, quarterly fortnightly or monthly publications. Magazines are of different types. There are, magazines for general public or for special class. Some of these include: General consumer magazines such as Readers Digest, The Illustrated weekly, India Today etc.

Women magazines such as femina, women's Era, Eves Weekly etc.

Film magazines such as stardust, star and style etc.

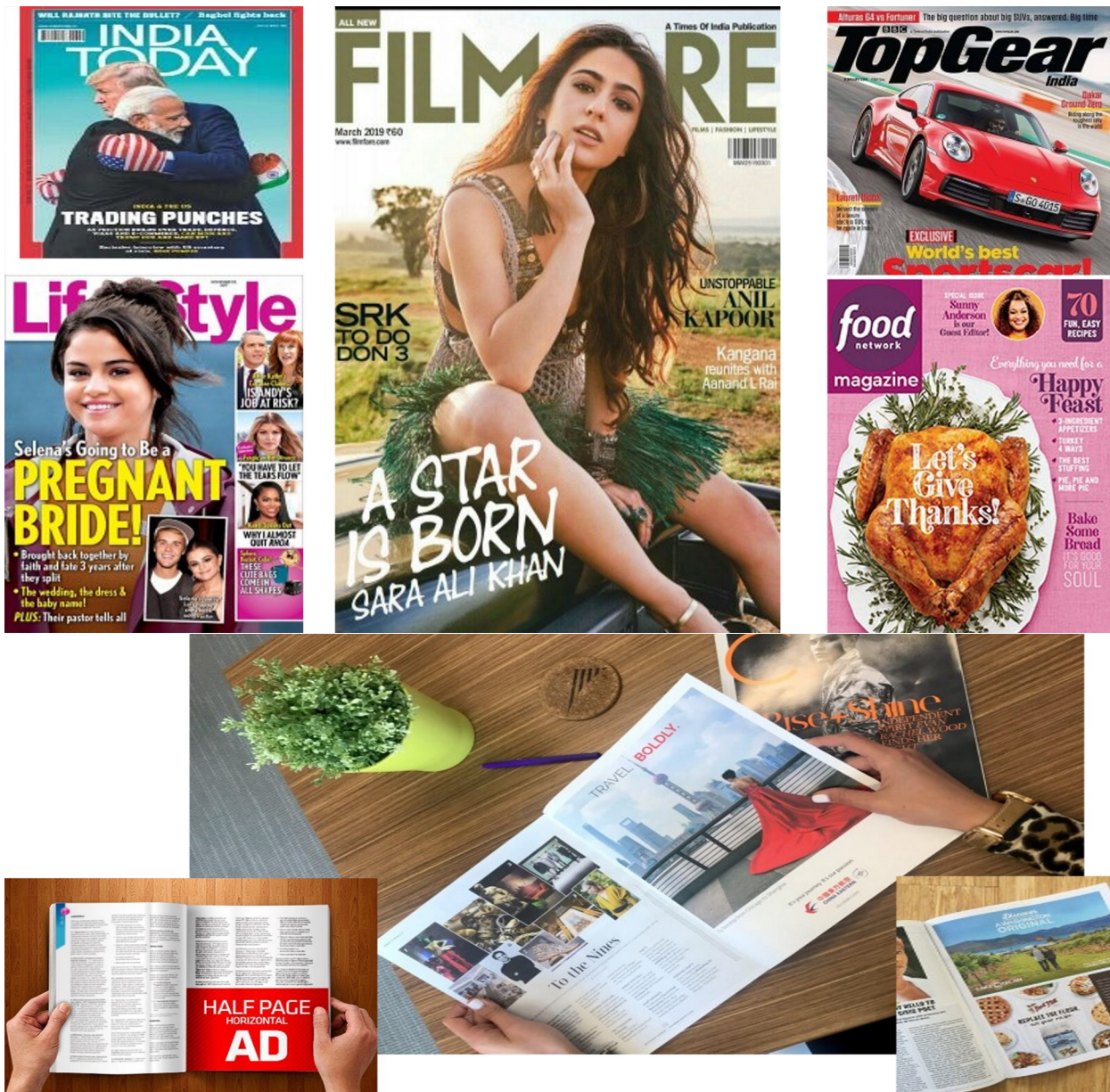
Sports Magazines such as Sports Star, Sports Week etc.

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Business magazines such as Business Week, Business India, Business World etc.

Other **specialized magazines** such as children’s magazines, computer magazines, fashion magazines, investment magazines, automobile magazines etc.

There are also some magazines devoted to religion, education, health, medicine, art, agriculture and so on. The use of colour, glazed and art paper, off-set printing etc. has improved the quality of magazines. This makes magazine advertising attractive.



Advantages of Magazine Advertising

1. Longer Life

Magazines have a longer life than newspapers as they are published at periodic intervals which may be a week, fortnight, and month and so on.

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2. Better Quality

The quality of newspapers is poor. On the other hand, magazines can use glazed or art paper. Therefore, the advertisements look better in a magazine than in a newspaper. Hence magazines are extensively used in fashion advertising.

3. Colour Printing

Also, due to superior quality of paper, colourful illustrations can be reproduced. This makes the advertisements attractive and appealing.

4. Selectivity

Magazine advertising offers high selectivity as the advertising message can be directed to a particular section of the society.

5. National Coverage

Most of the leading magazines offer national coverage. They provide a wide coverage.

6. Longer Copy

It is possible to give a detailed description of the product in magazine advertisements.

7. Secondary Readership

Magazines have a considerable amount of secondary readership. They are read by family members and also borrowed by friends, relatives and neighbors.

8. Reference Value

Like newspapers, magazines too provide editorial content. Advertisements are just a package of it. Along with the informative material, advertisements get noticed by the readers.

Disadvantages of Magazine Advertising

The following are the disadvantages of magazines advertising:

1. Expensive

Magazines advertising is costly due to use of superior quality paper and advanced printing technology. Small advertisers find it difficult to make use of this medium.

2. Limited Reach

Magazines do not have the same reach as television or radio. Readers are typically narrow segments of people interested in the given topic of the magazine. Hence, general audience of customers. Further, magazines are expensive. This limits the extent of the target market.

3. Long lead times

Magazines are normally published weekly or monthly. The advertisement has to be

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given to the publisher couple of days before the magazines are printed.

4. Less Flexibility

Magazines advertising lacks flexibility as last minute changes are not possible.

5. Frequency of Insertions

In a newspaper, advertisements can be placed on consecutive days to have a greater impact. On the other hand, magazines have a lesser periodicity and therefore it has a limited impact of frequency insertions.

6. Scope Limited to Literates

Illiterates cannot be reached through magazine advertising.

7. Current Events

Since the copy of the advertisement has to be submitted well in advance, advertisements based on current events cannot be published through magazines. Similarly, information about latest products cannot be given through magazines.

8. Clutter

These days, along with other media the problem of clutter is found in magazines. Due to too many advertisements, readers may ignore them.

RADIO ADVERTISING

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Advantages of Radio Advertising

1. Personal Touch

Radio advertising gives personal touch because of the impact of human voice. The radio jingles have a more personal touch that immediately involves the listeners.

2. Better Recall

Radio advertising has a better recall value. A message that is heard is better remembered than a message read.

3. Variety

Radio announcements can take the form a spot announcements, sponsored programmes and may use different languages. Moreover, radio advertising is entertaining due to film songs, background music, dialogues etc.

4. Suitable to illiterates

Radio advertising is most suitable in area where the level of literacy is low. Illiterate people who cannot read the printed message can be approached through radio commercials.

5. Demographic Selectivity

Local radio stations are able to appeal to specific target group. Use of local language can be effectively made to communicate the advertising message.

6. Relatively Low Cost

Radio advertising is much cheaper than television advertising.

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7. High penetration

In India, radio has the maximum reach as it covers around 99% of the population. Radio is especially popular in rural areas.

8. Flexibility

The copy of the advertisement can be modified as per the changing environment. Radios permit last minute changes. This has made radio a flexible medium.

9. Divided Attention

Radio can be listened i.e. while cooking, driving, playing, eating, relaxing etc.

10. Repetition

It is possible to repeat advertisements on radio. This improves memorability of advertised product.

Disadvantages of Radio Advertising

1. Short Life

Radio advertising has a short life. It lasts for a few seconds. Further like press advertising, radio advertising cannot be stored.

2. Brief Information

It is not possible to give detailed information about the product through radio.

3. Lacks Visual Effect

Radio advertising lacks visual impact. Hence products requiring visual demonstration cannot be advertised through radio.

4. Clutter

Too many advertisements in between programmes may irritate listeners.

5. Repetition

The frequent repetition of these may create boredom and irritation on the part of the listeners.

6. Suitability

Radio advertising is not suitable for all types of products. It is not suitable for industrial products, financial products and corporate advertising. This medium can be used effectively only for consumer goods of daily use.

7. Wastage

Radio advertising results in substantial wastage as listeners ignore the advertisements. Moreover, wastage is also caused when the advertisements have only a sectional appeal.

8. Perishability

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Radio advertising is highly perishable as compared to press advertising. A Listener gives limited attention to radio advertising.

9. Effectiveness

Testing the effectiveness of radio advertising is difficult. It is not easy to assess the degree of response to radio advertising.

TELEVISION ADVERTISING

Television is a fast growing medium of mass communication in India. It is being used extensively for advertising for advertising. It is the most effective medium of advertising **due to both audio and visual impact**. It is extremely popular with the advertisers and viewers. Due to its wide coverage, it has low cost per reach. In India, Doordarshan started its transmission of 3 days in a week as an experimental service in dece 1959 was transmitted on 1st January 1976. Doordarshan, the national channel of India reaches over 90% of the population. Television in India is are more than 1000 television channels of India. India also has a strong network of cable TV. Cable TV advertising allows advertisers to reach out to local audience.

Viewership data for TV in India is reported by Broadcast Audience Research Council (BARC). (BARC) is a consortium of broadcasters, advertisers, and advertising and media agencies, via their apex bodies.

TV advertising takes the form of short commercial as well as sponsored programme. It is an expensive means of mass communication. Hence, the only big advertisers with a sound financial position can make use of this medium.



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Advantages of Television Advertising

- 1. Dramatic Impact**
Television is a medium that combines sound, vision and that too in colour. It brings life to product features in the most attractive manner.
- 2. Demonstration of Goods**
The products can be demonstrated its use can be illustrated. This helps an advertiser to explain features and uses of his products in an effective manner.
- 3. Entertainment**
Viewers especially Children find television advertising entertaining. Further, TV advertisements get program support.
- 4. Personal Touch**
There is an element of personal touch in television advertisements. It is like a sales person talking to the consumers, explaining and demonstrating the product.
- 5. Introducing New Products**
Television gives quick recognition to the brand and arouses curiosity about its performance.
- 6. Penetration**
In India, television has penetrated not only in urban areas but also rural areas. Television has reached more than 90% of the country. Moreover, the TV network has expanded expressively. This indicates its increasing popularity.
- 7. Low Per-Person Cost**
TV advertising is expensive but due its wide coverage, the per person cost is low.
- 8. Selectivity**
An increase in the number of channels allows advertisers to be selective in booking time slots. Depending upon the profile of audience and their target market. They can choose the channels for advertising.
- 9. Popular Personalities**
The use of popular personalities like firm stars, sports stars etc. Make TV advertising to the media owner.
- 10. Flexibility**
TV is a flexible medium. The advertising message can be modified giving a short notice to the media owner.
- 11. Family Coverage**

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TV addresses to the family as a unit. It is an excellent medium for products, the purchase of which requires decision making.

12. Appeals to All

TV advertising reaches all chases of people, literates as well as illiterates irrespective of their age, sex, income, levels, religion, etc.

13. World Market

Satellite television has given Indian advertisers an opportunity to reach out to the world markets. Indian products are now advertised world-wide.

14. Research Facilities

Several agencies specialize in researching the television viewership pattern rating of the various programmes help the advertisers in booking time slots.

Disadvantages of Television Advertising

1. Expensive

Advertising on television is very expensive. A part from media costs, the cost of producing television commercials is also high. Hence small advertisers find it difficult to advertise on television.

2. Clutter

This is a serious drawback of television advertising. The popular programmes have too many advertisements. This irritates the viewers. These days with too many channels available, viewers prefer to change the channel when advertisements are shown.

3. Lacks Reference Value

TV advertising does not provide reference value to the prospects. Those who are interested in the advertisement in the advertisement have to wait for the next repetition of the advertisements.

4. Government Control

In India, Doordarshan has no autonomy. The Government exercises control over this media. For instance, it does not permit advertisements of cigarette and alcoholic drink on television.

5. Lacks Flexibility

TV advertising lacks flexibility as last minute changes may prove very expensive. For instance if an advertiser withdraws his advertisements at the last minute, has to pay the full TV rate even through his advertisements might not have been telecast on television.

6. Wastages of Commercial Message

Several television channels broadcast variety of programmes at the same time. Hence audience is divided. The message of any advertiser can reach only to that portion of the total viewing audience turned to a particular channel at that time. Further, the moment advertisements are telecast on a particular channel, viewers change he channels. Hence

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advertisements messages go unnoticed.

7. Difficulty of Getting Suitable Timing

Time on television has to be booked well in advance. There is a lot of competition among advertisers. Hence they may not get the desired time slot on a particular television channel.

8. Not Suitable For All Types Of Products

Television advertising may not be suitable for all types of products. For instance, industrial products cannot be effectively advertised on television. Television advertising is suitable for products of frequent demand and rapid consumption.

9. Difficult to Study Effectiveness

It is difficult to find out the degree of response to television advertising.

10. Lacks Mobility

Television ads are not carried from one place to another. Hence, television advertising does not offer mobility.

OUT OF HOME / OUTDOOR ADVERTISING

Meaning

Outdoor advertising is also known as out of home advertising. **Outdoor advertisement are the advertisements which attract the customers when they are out of their homes. Outdoor media is the oldest means of communication. Advertising** began around 3200 B.C. When Egyptians stenciled

However, today **no advertisement campaign is complete without the support of outdoor media, even in major towns and cities.**

Outdoor advertising is also called mural advertising. It includes posters, painted displays, neon signs, kiosks, electric displays, vehicular ads and so on.

Features of Outdoor Advertising

1. Out of Home

Outdoor advertising gives advertising to the prospects when they are out of their home.

2. Different Forms

Outdoor advertising is possible through various forms such as posters, painted signs, electric and neon signs, cloth banners, transit advertising, balloon advertising, sandwich boards, kiosks etc. Outdoor advertisements are put up on highways streets, railways stations, bus stands, gardens, buildings, bridges, airports and so on.

3. Brief Copy

Outdoor advertising is generally brief. The copy of outdoor advertisement generally includes the brand name, a short headline and a catchy slogan.

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4. Attractive

Outdoor advertising must be made attractive and appealing. This can be done by making use of attractive letters, colors, illustrations, lighting arrangements and so on.

5. Illustration

Illustrations are widely used in outdoor advertising. The major portion of the outdoor advertisement must be occupied by illustration. This is because normally people do not read the outdoor advertisement. They just take a glance at it. Attractive illustration can communicate the advertising message effectively.

6. Size

The poster/bill board must be of large size. Smaller posters go unnoticed by the commuters. The size depends upon the location of the site and the advertising budget available.

7. Location

In order to get maximum viewership from the passer-by, outdoor advertisement must be placed at busy centers such as railway platforms, bus stops, street junctions, highways, gardens, sports stadiums and so on.

8. Proper maintenance

Outdoor advertisements must be maintained regularly. These advertisements may get faded due to dust or heat. Also, they may be worn and torn out due to rains and winds. Hence proper maintenance of advertisements is necessary for attracting attentions of passengers-by in a Correct Presentation

9. Correct Presentation

The advertiser must ensure that there are no mistakes such as grammatical or spelling mistakes in outdoor advertisements. Mistakes may create poor impression of the advertiser. Further, rectification of such mistakes is difficult.

10. Supplementary

Newspapers, Magazines, radio and television are considered as primary media for advertising. Outdoor advertising acts as a supplementary media to these primary media.

Advantages of Outdoor Advertising

1. Attention Grabbing

The combination of size, color, and illumination attracts attention. Advancements in billboard technology including vinyl and computerized painting, 3-dimensional effects, backlighting, digital & LED technology, computerized lighting etc. have the ability to capture viewers' attention.

2. Local Advertising

Outdoor advertising results in advertising in a focused manner to a targeted audience. Due to the localized nature of the medium, this medium turns out to be relatively cheaper and cost-efficient for local advertisers. In other words, it is best suited for local advertising. Even regional and national advertisers make use of outdoor advertising.

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3. Less Expensive

Outdoor advertising is less costly as compared to press and television media.

4. Flexibility

Outdoor advertising offers flexibility. Several variations in the physical size and design are possible. It is possible to alter the advertising message in order to take the advantage of seasonal demand.

5. Language Flexibility

Posters and hoardings can use different languages. This makes them versatile.

6. Continuity

Outdoor advertisements enjoy a longer life as compared to other media. While a newspaper advertisement has a life of 24 hours, television and radio advertisement has a life of a few seconds. On the other hand, outdoor advertising is exposed to consumers 24 hours a day, extended to a number of days or even a few months.

7. Reminder Advertising

Outdoor displays are intended to get people's attention while they travel or work. It is an effective way to remind the audience of the product being advertised. This works as an impact medium for national advertisers as it reinforces the impact of a particular brand. Further, when people move outdoors and get exposed to advertisements, it reminds them of certain purchases.

8. Multiple Exposures

Outdoor advertisements are fixed at particular sites. Passers-by are exposed to these advertisements every time they pass by these posters/hoardings.

Thus outdoor advertisements get multiple exposures without any extra cost.

Limitation of outdoor advertising

1. Brevity

The copy of outdoor ads has to be brief and relatively simple. Therefore, it is difficult to communicate product details, competitive advantages, and specific consumer benefits.

2. Maintenance

Maintaining posters/hoardings is difficult. After a while, the posters start fading which may have a negative appeal.

3. Inconsistency in quality

In India, there is hardly any standardization of posters and hoardings. It becomes difficult for advertisers to maintain a high standard of presentation. Many hoardings are hand painted. Hence, the quality of work varies.

4. Spoils the Beauty of Environment

Outdoor advertising spoils the appearance of the areas where these are displayed. Posters,

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banners, hoardings etc. spoil the look of the street, highways, buildings, gardens and so on.

5. Clutter

When there are too many outdoor advertisements, these go unnoticed by the passers-by. Unless the poster is made exceptionally appealing or different, it fails to attract the attention of prospects.

6. Response

Measurement of audience response is difficult in case of outdoor advertisements. In other words, it becomes difficult to measure the effectiveness of these advertisements.

7. Problems of Placement

In order to get attention of commuters, outdoor advertisements must be put up at appropriate sites. However, it becomes difficult to get the appropriate site. In such case, the advertisement gets unnoticed.

8. Obstructs Traffic

When people look at advertisement displayed on busy streets, it may lead to traffic jams. Further, outdoor advertisement also distract the drivers. For instance neon signs distract drivers during the night.

CINEMA/FILM ADVERTISING

Cinema advertising refers to advertising at cinema theatres. It takes the form of slides or short film of products that are screened at cinema houses. These are screened before the commencement of the movie shows or during the period of intermission. With a spurge in the number of multiplexes and the arrival of state-of-the-art movie screening technology, advertising in cinema houses has become an attractive option for advertisers. From almost nothing, national brands are now spending upto one per cent of their advertising budgets on cinema advertising.

Advertisers often make film advertisements in regional languages. It is best suited for local advertising.

Advantages of film advertising

1. Greater Impact

Cinema advertising has a deep impact on the viewers because of large screen size and the fine picture presented to the viewers combined with sound. Color motion and version. Viewers find film advertising attractive.

2. Less Expensive

Film Advertising is less expensive than television and press advertising. Once produced, the slides/ films can be used at various cinema house.

3. Mass Appeal

Film advertising appeals to all types of people- literates and illiterates, young and old, males

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and females etc.

4. Demonstrative Effect

It is possible to give products demonstrations in film advertising. This medium is especially useful when a complicated or a sensitive subject.

5. Local Selectively

Film advertising offers local selectivity. The advertisers can select cinema houses according to the market they wish to approach.

6. Innovation

Film advertising is screened on a 35mm or 70 mm cinema screen. This offers better scope than a small television screen. Also innovation are taking place in film advertising. Computer graphics, dolby – digital sounds etc. makes film advertising appealing.

7. Supplementary Medium

Film advertising acts as supporting medium to other forms of media.

8. Popularity

Even today, India's most popular form of advertising is movies. These has been a period growth in multiplexes where football is growing with film releases. Cinema advertising has witnessed a growth of 30% in the last five years due to its increasing popularity.

Limitations of Film Advertising

1. Indifference

The audience may be indifferent to the film advertisements. They are basically interested in feature film than advertisements. Most of the audience resent such and messages during the entertainment.

2. Limited Audience

Appeal is made to certain limited numbers of people in cities and industrial centers. Further, the message appeals to only those people who visit cinema houses.

3. Short life

The life of film advertising is very short i.e. a few seconds or minutes. Unlike the print and television media that offers the possibility of frequent insertions, film advertisements may be watched by the consumer just once in a couple of weeks. Thus, there is less continuity in the advertisement camp gain which reduces its impact and memorability.

4. Expensive

It is an expensive medium of advertising as the cost of making a film and screening it in cinema houses is high. Only large advertisers can afford to undertake film advertising.

Advantages of internet Advertising/ Online advertising

1. Wider Coverage

The online advertising gives advertisements a wider coverage and this global wider coverage

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helps in making the advertisements reach home more audiences, which may ultimately help in getting better result.

2. More Interactive

By using web analytical tools, advertisers can track, measure and test nearly all the aspects of the internet advertising. In other words they can find out exactly how much people see their ad, how many people click on it and how many people buy items as a result of the advertisement. That's something that is impossible to do with each other forms of advertising.

3. Greater Control

Online advertising also gives greater control to the advertiser. Web analytic tools provide quick analysis on the response to an advertisement and according to results, advertisers can modify their ads.

4. Affordable

Another main advantage of online advertising is the much affordable price when compared with the traditional advertising costs. With a much lesser cost, an advertiser can advertise on the net for a wider range of audience and geographical locations.

5. Informative

In online advertising, the advertiser is able to convey more details about the advertisement to the audience and that too at relatively low cost. Most of the online advertising campaigns are composed of a clickable link to a specific landing page, where users get more information about the product mentioned in the ad.

6. Selective Audience

Online advertising is very audience specific. Advertisers are able to tailor advertising message content to very narrow target audiences the online world. The ads can be addressed to specific interest or behavior group, gender, and age group etc.

7. Flexible Payments

Payment flexibility is another added advantages of online advertising. In offline advertising, the advertiser has to make the full amount to the advertising agency irrespective of the result. But in online advertising, there is flexibility of paying for only qualified leads, clicks or impressions. For example, in case of pay-per click advertising pay only for the click of their ads.

8. Cost-effective

Internet advertising is more cost-effective than other forms of advertising. There is just a startup cost of creating a website. The hosting costs are minimal. There are no associated costs like postage, storage, or repeated design fee for each promotion. There are no physical or geographical limitations, and the website is available to anyone who has a computer and an internet connection.

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9. Affluent Market

Most of the buyers on internet belong to middle-upper class or upper class. Hence, internet advertising enables to reach the affluent market of the society.

10. Reference Value

Internet as an advertising medium has a reference value. The consumer can refer to the concerned site again and collect necessary information.

Limitations of Internet Advertising / Online advertising

Even though internet advertising is a very good way to reach many people and is fairly inexpensive, there certainly are limitations. There are explained as under:

1. Problem of Trust

Inevitably, some consumers always have doubts about certain services internet is often looked upon with suspicion as it is associated with scams, frauds, manipulations etc. Ethics is still often missing in internet marketing. Security concerns for financial transactions discourage online purchases.

2. Costly Medium

Internet is a costly medium as compared to other media. Targeting cost per person is comparatively high.

3. Low computer Penetrations and connectivity problems

The penetration of computers is comparatively low in India. This automatically hinders the growth of internet advertising. Further, due to infrastructure related problems, there exists connectivity problems and slowness of downloads. This discourages users.

4. Receptiveness

Consumers are suffering from advertising fatigue. While new technologies can provide great results, as soon as the market moves mainstream, it can be saturated. Consumers are increasingly ignoring online ads. Many times, the ad messages fail to connect with the viewers. They find such ads as nuisances rather than added value.

5. Limited Scope

While more and more number of people every day are now using technology and suffering the world wide web, there are quite a few of the average consumers who still prefer traditional forms of advertising as a means to gather information on certain products and services.

6. Technical Obstacles

Internet users get irritated with advertisements. Hence, many browsers now block pop-ups. There are also extensions on web pages. Technologically savvy consumers are increasingly using these methods to limit the advertising that they see.

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7. Complex

Online advertising is quite complex as compared to other forms of advertising. Developing websites, ad banners etc. on web require a lot of creativity and talent.

8. Measuring effectiveness

It is difficult to measure the reach and effectiveness of online advertising. Such an evaluation is a time consuming and statistical savvy activity.

9. Absence of Personal Touch

Many consumers like to physically inspect the goods before buying. Hence, they are not ready to place order online. Further, they look upon Internet as an unsafe place for financial transactions.

10. Problem of Spam

Internet is full of junk mail. Therefore, email users tend to ignore genuine advertisements.

MEDIA RESEARCH

Medium research is a systematic way of collecting information related to media related aspects such as development of media, their achievements and effects, media consumption habits of people, media trends and so on. It helps in seeking answers to questions such as:

How much time do people spend with a particular medium?

Whether it has the effect of bringing about changes in the perspectives of people?

Does the use of medium have any harmful effects?

Whether these effects are because of technology or the programme contents?

What the media users want and expect to hear or read or see and experience?

Media Research is also called "Audience Research". It is conducted to investigate what segment of consumers read which periodicals and / or listen to or watch which radio television programs. It helps to segment people based on what television programs they watch, radio they listen and magazines they read. It provides information regarding the popularity and effectiveness of advertising media and the comparative position of the cost of

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advertising in media. This facilitates the selection of the most suitable media mix for the benefit of the advertiser. Media research is useful for making advertising purposeful and result-oriented. It helps to understand the ways in which media can meet the needs of the audience. For example: Time a person spends with a particular medium.

Importance of Media Research

Media Research is a scientific way of gathering media related information. Media Research helps in finding out the most suitable combination of media that can communicate the advertising messages in cost-effective manner.

1. Media Consumption habits

Media Consumption refers to the sum of information and entertainment media used by an individual. It includes reading books & magazines, listening to radio, watching television & films, interacting with new media and so on.

2. Profile of media audience

Media Research helps to understand the profile of media audience i.e. readers, listeners and viewers. It provides information about demographic and psychographic characteristics of the media audience. While demographic factors include age, gender, education, level, income, etc; psychographics include personality, attitudes, values, and lifestyle and so on. Such a study helps to draft and deliver effective advertising messages towards them.

3. Selection of media

By media research activities, it is possible to gather information about popularity of media, media trends, media packages, media consumption habits and son on.

4. Booking time and space

The media department of the advertiser books time and advertising space in media. This decision is based on readership, viewership and listenership figures which is made available by media research. Further, such information helps the advertiser to negotiate for the best rates for optimal placement of ads.

5. Benefit to media owners

Commercial media owners want to attract advertisers on their medium. Media research helps to get showing the size, demographics and interests of their media audience. The research data about the audience can be used by media owners to generate content for their programmes.

6. Advertising rates

Media research helps media owners in finding out popularity of their media vehicle. It helps them to understand the circulation trends of newspapers and magazines through Audit Bureau of Circulation.

7. Benefits to advertisers

Media research helps the advertisers to select the most suitable media mix. This in turn helps them to get more advertising mileage and thereby better returns open their advertising

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budget.

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8. Competition

A major share of media revenues come from ads which in turn depends on audience measurement. This had led to a growth in media research activities.

9. Benefits to audience

In order to attract of audience, the media has to offer good editorial content and programmes. Media research findings helps the media owners to shape new products, broadcast quality programmes and so on. The ultimate beneficiary is the audience who is then exposed to quality content through editorials and programmes.

10. Others

- Media research is required to keep the activities of research organizations going.
- It helps in media planning, designing media strategies. Media buying and media selling
- It helps to design effective communication messages to create awareness and to persuade target audience to try the product.

AUDIT BUREAU OF CIRCULATION

The Audit Bureau (ABC) of India is a non-profit circulation-auditing organization. **It certifies and audits the circulations of major publications, including newspapers and magazines in India.** ABC is a voluntary organization initiated in 1948 that operates in different parts of the world. ABC is an association of publishers, advertisers and advertising agencies. ABC's membership today includes 562 Dailies, 107 Weeklies and 50 magazines plus 125 Advertising Agencies, 45 Advertisers & 22 New Agencies and Associations connected with print media and advertising. It covers most of the major towns in India.

Some of the highlights of ABC are:

The main function of ABC is to evolve, lay down a standard and uniform audit procedure by which a member publisher shall compute its Qualifying copies.

The circulation figure so arrived at its checked and verified by a firm of chartered accountants which are empanelled by the Bureau.

The publisher should be a Member of Indian Newspapers Society (INS) and the Publications should be registered of Newspapers for India (RNI)

Publisher member must maintain essential books and records to facilitate a proper ABC audit and also appoint an independent firm of Chartered Accountants from amongst the approved panel of auditors named by ABC.

Admission of publishers to ABC membership is subject to a satisfactory admission audit.

ABC has a system of recheck audit and surprise check audits of publications to be carried out as and when ABC deems appropriate.

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The Bureau certifies audited New Paid circulation figures of publications enrolled with it for a continuous and definite six-monthly audit periods and supplies copies of the ABC Certificates issued for such publications to each member.

Free distribution and bulk sales are also shown on the certificates provided the relevant records are adequately maintained. Such records are checked and facts and figures are scrutinized by impartial Auditors, and only then is the Certificate of Net Paid Circulation issued.

Benefits of ABC certification

An ABC certificate is full of valuable information for media buyers and media owners. ABC aims to provide buyers of advertising space with a benchmark. To help them choose between competing media and to provide media owners with an effective sales, marketing and promotional tool. This is achieved through industry-agreed standards of auditing and record keeping. Which lead to the universally recognized ABC certification

For Media buyers (advertisers)

Circulation figures that are checked and certified by an independent body are an important tool and critical to the advertisers. An advertisers would like to know the facts and figures before investing his money in advertising. He is therefore interested in knowing how many people buy a publication and in which area. The ABC gives all these vital statistics every six months. Based on this, he can take his decision regarding booking of advertising space in the publication space in the publication. Further, ABC offers accurate and comparable data. Based on this data, the advertiser can compare the popularity and rates of several publications when making buying decisions.

For Media owners (publishers)

ABC findings are also beneficial to the particular. Depending upon the circulation figures, it is possible to find out the popularity of the publication. This enables him to fix advertising rates. ABC data is an effective sales tool for attracting advertising the added credibility that his circulation claims have been independently audited to industry agreed standards.

DOORDARSHAN CODE

Doordarshan, established in 1959 is an autonomous public service broadcaster founded by the Government of India. It is owned by the broadcasting Ministry of India and is one of two divisions of Prasar Bharati. It is one of India's largest broadcasting organizations in terms of studio and transmitter infrastructure. It also broadcasts on digital terrestrial transmitters. DD provides television, radio, online, and mobile services throughout metropolitan and regional India, as well as overseas, through the Indian Network and Radio India.

The Content on television is presently regulated by a number of regulations and self-regulatory mechanism. Doordarshan has its own code of conduct relating to broadcasting, social objectives and advertisements for production, transmission and telecast of programmes on Doordarshan.

The All India Radio and Doordarshan Broadcasting Code is applicable on the programmes

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transmitted on Doordarshan and prohibits criticism of friendly countries; anything against

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maintenance of law and order; anything amounting to contempt of court; and anything affecting the integrity to the nation etc.

Further, general rules for commercial advertising on Doordarshan have been set-forth in its own code of conduct for advertising which provides that no advertisements shall be accepted in case it violates the All India Radio and Doordarshan Broadcasting Code.

1. THE CODE

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

The following standards of conduct are laid down in order to develop and promote healthy advertising practices in Doordarshan. Responsibility for the observance of these rules rests equally upon the Advertiser and the Advertising Agency.

General Rules of conduct in Advertising

1. Advertising shall be so designed as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the people.

2. No advertisement shall be permitted which-
 - a) Derides any race, caste, colour, creed and nationality;
 - b) Is against any of the directive principles, or any other provision of the Constitution of India;
 - c) Tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any law;
 - d) Presents criminality as desirable;
 - e) Adversely affects friendly relations with foreign states;
 - f) Exploits the national emblem, or any part of the constitution or respected leaders, state dignitaries, gods and prophets belonging to various religions
 - g) Relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants either directly or indirectly.
 - h) In its depiction of women violates the constitutional guarantees to all citizens such as equality of status and opportunity and dignity of the individual. In particular, no advertisement shall be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The portrayal of men and women should not encourage mutual disrespect. Advertiser shall ensure that the portrayal of the female form is tasteful and aesthetic, and is within the well-established norms of good taste and decency.
 - i) Shows institutions like Armed Forces, Paramilitary Forces, Police, and Traffic Police etc. in poor light.

3. Advertisements messages being presented as news can be accepted provided it carries a super "There is an advertisement" throughout the advertisement. The size of the super shall be of minimum 36 pixel height and it should be in the same language as the audio of the advertisements.

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4. No advertisements shall be permitted the objectives whereof are wholly or mainly of a religious or political nature, advertisements must not be directed towards any religious or political end or have any relation to any industrial dispute.

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5. Advertisement for services concerned with the following shall not be accepted.
 - a) Unlicensed employment services;
 - b) Sooth-Sayers etc. and those with claims of hypnotism;
 - c) Betting tips and guide books etc. relating to horse-racing or other games of chance.
6. Doordarshan accepts the advertisements of educational institutions / colleges. However, it must be ensured that the institutions /college are genuine so as to ensure that students do not get misled.

Doordarshan will accept the advertisements relating to hotels resorts and hotels.

Doordarshan also accepts the advertisements relating to real estate including sale of flats/land, flats for rent both commercial and residential.

- a. Foreign products and foreign banks including financial services.
- b. jewelers and precious stones;
- c. Mutual funds approved by SEBI;
- d. Hair dyes;
- e. Matrimonial agencies.

However, to ensure that viewers do not get misled by false claims. It has been decided that all such advertisements must carry a statutory message at the end in the form of super imposition or caption as follow:

“VIEWERS ARE ADVISED TO CHECK THE GENUINENESS OF THE CLAIMS MADE”

7. The items advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.
8. No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or subject-natural property or quality which is difficult of being proved.
9. No advertisement shall contain words “Guarantee” or “Guaranteed”, etc. unless the full terms of the guarantee are available to the purchaser in writing at the point of sale or with the goods. In all cases terms must include details of the remedial action available to the purchaser. No advertisement shall contain a direct or implied reference to any guarantee which purports to take away or diminish the legal rights of a purchaser.
10. Scientific or statistical excerpts from technical literature etc., may be used only with a proper sense of responsibility to the ordinary viewer. Irrelevant data and scientific jargon shall not be used to make claims appear to have a scientific basis they do not possess. Statistics of limited validity should not be presented in a way as to make it appear that they are universally true.

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11. Advertisers or their agents must be prepared to produce evidence to substantiate any claims, testimonials or illustrations. The Director General reserves the right to ask for such proofs and get them examined to his full satisfaction. In case of goods covered by mandatory quality control orders, the advertiser shall produce quality certificate from the institutions recognized by the Government for this purpose.
12. Advertisements shall not contain disparaging or derogatory references to another product or service.
13. Imitation likely to mislead viewers shall be avoided.
14. Visual and verbal representation of actual and comparative price and costs shall be accurate and shall not mislead on account of undue emphasis or distortion.
15. The picture and the audible matter of the advertisement shall not be excessively “loud”. This is to ensure that between the programme and the advertisement there is a smooth change-over avoiding jerkiness or shock to the viewers.
16. Information to consumer in matters of weight, equality or prices of products where given shall be accurate.
17. Advertisements indicating price comparisons or reductions must comply with relevant laws.
18. No advertisements shall be accepted which violates AIR and TV Broadcast Code which is reproduced below :
 - General AIR/TV Code:
 - 1) Criticism friendly countries;
 - 2) Attack on religions or communities;
 - 3) Anything obscene or defamatory
 - 4) Incitement to violence or anything maintenance of law and order;
 - 5) Anything amounting to contempt of court;
 - 6) Aspersions against the integrity of the president and Judiciary;
 - 7) Anything affecting the integrity of the Nation; and
 - 8) Criticism by name of any person.
19. Any pretence in advertising copy must be avoided and such copy shall not be accepted by Doordarshan Kendras. The “simulation” or appearance or voice of a personality in connection with advertisements for commercial products is also prohibited unless bona fide evidence is available that such personality has given permission for the simulation and it is clearly understood that stations telecasting such announcements are indemnified by the advertiser or advertising agency against any possible legal action.
20. No advertisements for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organization.

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21. No advertisements shall be accepted which leads children to belief that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to be condemned or ridiculed for not owning or using it.
22. Any advertisements which endangers the safety of the children or creates in them any interest in unhealthy practices, shall not be accepted.
23. Children shall not be shown begging or in undignified or indecent manner.
24. No advertisement likely to bring advertising into contempt or disrepute shall be permitted. Advertising shall not take advantage of the superstition or ignorance of the general public.
25. No advertisements of talismans, charms and character reading from photographs or such other matter as well as those which trade on the superstition of general public shall be permitted.
26. Advertisements relating to or promoting astrology, numerology, palmistry or similar other forms of predictions shall not be permitted on Doordarshan.
27. Advertising shall be truthful, avoid distorting facts and misleading the public by means of implications and omissions. For instance, it shall not mislead the consumer by false statements, as to :
 - a. The character of the merchandise, i.e. its utility, materials, ingredients, origin etc.
 - b. The price of the merchandise, its value, its suitability or terms of purchase.
 - c. The service accompanying purchase, including delivery, exchange, return, repair, upkeep, etc.
 - d. Personal recommendations of the article or service. The quality or the value of competing goods or the trustworthiness of statements made by others.
28. No advertisement shall be permitted to contain any claim exaggerated as to lead inevitably to disappointment in the minds of the public.
29. Methods of advertising designed to create confusion in the mind of the consumer as between goods by one maker and another maker are unfair and shall not be used. Such methods may consist in :
 - a. The limitations of the trademark or name of competition of the packaging or labelling of goods; or
 - b. The imitation of advertising devices, copy, layout or slogans.
30. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements. This also applies to such advertisements which in themselves are not objectionable as defined above, but which advertise objectionable books, photographs or other matter and thereby lead to their sale and circulation.
31. No advertisement in respect of medicines and treatments shall be accepted which is in contravention of the code relating to Standards for advertising of medicines and treatments as per Annexure-1.

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32. Advertisements shall not portray animals or birds in a cruel, insensitive, disturbing or obnoxious manner. Such advertisements shall conform to the prevention of Cruelty to Animal Act, 1960.
33. No advertisement which promotes directly or indirectly production, sale or consumption of infant milk substitutes, feeding bottle or infant foods shall be permitted.
34. For all the advertisements the size of the “Supers” shall be of minimum 12 pixel height and stay not less than 4 seconds duration on the screen for up to 2 lines of “Supers”. For every additional line of “Super” additional 2 seconds of hold time would be required. Script of the “Supers” should be in the same language as the audio of the advertisement.

MODULE -II

PLANNING ADVERTISING CAMPAIGNS

Advertising Campaign

An advertising campaign is a serious of advertisement message that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns are spread across through various media in order to promote the main theme by different marketing communication tools.

The critical part of making an advertising campaign is determining a campaign theme. **Campaign or advertising theme refer to the central idea or message which is reflected in all ads in an ad campaign.** The objective of an advertising theme is to position the product firmly into the minds of target customers. Hence, a series ads are created under an ad campaign having same theme so that customers receive the same message in several ways and record the same thing in their mind. This has proved to be more effective in creating impact than showing individual ads of same product but with different themes.

Advertising campaign can be defined as “a series of correlated and coordinated ads based on same theme, characters, jingles and placing them in various advertising media to communicate a message to the target customer for a particular product for a definite period of time.”

In advertising campaign planning

Steps

An advertising campaign is a short tem communication program that has a common theme. Use of various mass media is made in order to communicate to the target audience. The steps involved in planning advertising campaign are as under:

1. Define target audience

The first step in the planning process is identifying the target audience. Target audience refers to the group of people at whom the ads are aimed. The advertiser must gather information such as demographics, lifestyle, behavior etc of the target audience. He must find out answers to the following questions

- Who buys the product/brand?
- When do they buy?
- How often do they buy?
- How to they use the product?
- What are their perceptions or attitude regarding the brand?

2. Setting the advertising budget

The next step is to decide the advertising budget i.e. to allocate financial resources for the advertising campaign. While setting the advertising budget, several factors are taken into

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account. These include target audience, extent of competition, advertising objectives, media to be used, and advertising frequency and so on. The budget controls the expenditure by fixing a limit.

3. Deciding the objectives of the campaign

Objectives must be set for the advertising campaign. An objective refers to the specific aim of the campaign. The advertising objectives should be specific and clear. The objective could be to launch a new product in the market, to influence buying decision, to build a strong brand image, to remind consumers about the brand, to give information about sales promotion schemes and so on.

4. Deciding the advertising theme

The next step is to decide on the advertising theme. Advertising theme is the central idea or message which is reflected in all the ads of the campaign. Advertising theme is the heart of the advertising campaign. Some of the common themes include comfort, prestige, economy, health, family values, patriotism and so on.

5. Selection of media

The media to deliver the advertising message is then selected. Several media are available for communication. The media industry has become dynamic. New media options are constantly. Hence, in order to reach the target audience effectively, a combination of media i.e. media mix is used. The selection of media depends of factors such as type of product, target audience, cost of media, media reach, frequency, advertising, budget, media used by competitors and so on.

6. Creation and pre-testing of ads

The teams of copywriters and artists then create ads according to the budget, media plan and the creative strategy. Some advertiser undertake pre-testing of ads. Pre-testing refers to testing the campaign before it is run. The purpose of pre-testing is to defect weaknesses or flaws in the campaign. It helps in avoiding costly mistakes.

7. Execution of the campaign

The campaign is then executed. As per media scheduling the ads are placed in media.

8. Evaluation of the campaign

Post-testing of the advertising campaign is done to evaluate the final result of the campaign. It determines to what extent the advertising objectives have been achieved. It also provided feedback from the audience which helps in future planning.

Advertising Objectives

The objectives are the tasks which advertising is supposed to accomplish within a given time frame. The purpose of advertising is nothing but to sell something- a product, a service or an idea. However, the real objective of advertising is effective communication between producers and consumers. Advertising objectives expressed effectively through DAGMAR model.

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Defining Advertising Goals for Measured Advertising Results (DAGMAR) DAGMAR is a marketing approach used to measure the results of an advertising campaign. This model was developed by Russell Colley in 1961 for setting advertising objectives and measuring advertising results. **According to DAGMAR model, the ultimate objective of advertising involves a communication task, intended to create awareness, impart information develop attitude and induce action.** Colley proposed that the real goal of advertising was communicate, not to sell specifically.

According to DAGMAR, advertising has to perform a particular communication task and the task has to be accomplished among as well defined audience within specified period of time. It is based on the following:

1. Communication Task to achieve Goals

An advertising objective involves a specific communication task. It is recognized that is that advertising is a paid form of mass communication that is intended to create awareness, impart information, develop attitude and induce action.

2. Specific Task

An important concept of DAGMAR approach is that advertising goals should be specific. It consists of:

- **Measurable Task:** As far as possible, the advertising objectives should be quantified to facilitate its measurement.
- **Benchmark:** There must be a standard which can be used to determine the success or failure of an advertising campaign.

3. Target Audience

It is very important to define target audience in precise terms in order to achieve the desired results.

4. Time Period

In setting advertising objectives, time period should be specified. The time period can range from days to a year or more.

Advertising objective is to carry a consumer through four levels of understanding:

From unawareness to awareness: Consumers must be made aware of product or company.

Comprehension: What the product is and its benefits.

Conviction: Mental conviction to buy the product and

Action: finally buy the product.

According to Colley, the purchase process begins at a point where the prospect is not aware of a particular brand. The prospect moves through the following stages before making a purchase decision:

DAGMAR MODEL

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DAGMAR



Advertising job, simply put involves communicating to a defined audience the brand related message which might change their attitude and simulate them to take desired action. The process can be explained as under:

1. Unawareness

Before setting the advertising goals, it is necessary to find out how many people are aware of the brand. If there is lack of awareness, then huge promotional effort would be needed to achieve the advertising objectives.

2. Awareness

Communication task involves making people aware of the brand or the company. If people are not aware of the brand, it is unlikely that they would demand the brand. Awareness needs to be created, developed, refined or sustained, according to the characteristics of the market and the particular situation facing an organization at any one point of time.

3. Comprehension

Comprehending involves grasping mentally. Only awareness is not sufficient to stimulate a purchase, sufficient knowledge and information about the product or organization is necessary. This steps involves providing specific information about key brand attributes. For this the advertisement should properly highlight the unique features of the brand.

4. Conviction

The next step is to establish a sense of conviction. By creating interest and preference, buyers are moved to a position where they are convinced that a particular brands should be tried at the next opportunity. At this step communication task of advertising activity is to mould the audience's beliefs about the product and this is often done through messages that demonstrate the product's superiority over others, by repetition of ads, demonstration the product, or by talking about the rewards as a result of using the product and so on.

5. Action

Communication must finally encourage buyers to engage in purchase activity. Advertising can be directive and guide the buyers into certain behavioral outcomes. For example, gifts, discounts etc. may be offered by the advertiser and these may be communicated through

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different media.

ADVERTISING BUDGET

Introduction

A budget is a plan expressed in numerical terms. It is a forecast of any activity which is put in monetary terms. It acts as a planning and also a control device. The budgeting process is the responsibility of the top management.

The term ‘advertising budget’ means nothing but planning the advertising expenditure. It is plan that sets limitations on advertising expenditure, states how expenditure will be allocated will be allocated and also controls the disbursement of expenditure over a stipulated period of time. It is a detailed plan of the different amounts that will be spent for different advertising activities.

Features

- It **involves forecasting and planning** of advertising funds.
- It is an **estimate of amount** to be spent on advertising
- Advertising budget **depends upon various factors** such as media to be selected, target audience, frequency of advertisements and so on.
- There are **various methods** of preparing advertising budget such as Percentage of Sales method, Objective method etc.
- Advertising budget is generally **prepared by the advertising agency** in concurrence with the advertiser.
- Advertising budget is always **pertaining to a specific time frame**

Factors determining Advertisements Budget

1. Financial Resources

The advertising budget depends upon funds available with the company. If a company has sufficient funds at its disposal, it can have a high advertising budget. In the absence of surplus funds, limited funds can be provided for spending.

2. Objectives of Advertising Campaign

Advertising Budget depends on the objectives if the advertising campaign. The objective may be to introduce a brand in the market, to face market competition, to create corporate image, to create brand awareness and so on.

3. Nature And Extent Of Competition

Advertising budget is influenced by the nature and extent of competition in the market. If the competition in market is fierce, then the advertising budget would be so high. This is because the advertiser would require to select more media options and increase the frequency of the advertisements in order to increase the visibility of his brand.

4. Stage in Product life cycle

The stage in which the product is in its product life cycle determines the advertising budget. For example, if the product is in introductory stage, then the advertising budget is generally more than if the product is in maturity stage.

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5. Type of the product

The advertising budget depends upon the type of the product to be promoted. It will be more for FMCG products like cosmetics, textiles, soaps, detergents etc. due to severe market competition and wider area coverage. On the other hand, budget amount would be less in case of industrial goods due to limited competition. Here, personal selling plays an important role.

6. Type of Audience/ Respondents

Advertising budget is affected by profile of the audience such as their age, sex, income, location, media consumption habits and so on. Advertising media, frequency of insertions etc. has to be adjusted accordingly. For example, advertising budget may be low if the target audience belongs to lower income group.

7. Type of Media

A number of media options are available for advertising. While some media are expensive, others are comparatively economical. The media mix used determines the advertising budget. If the organizational wants to select different media options like TV, radio, newspapers etc. Simultaneously, then the advertising budget would be high. On the other hand, if the advertiser just selects radio as the advertising medium, then the advertising budget would be less.

8. Frequency of Advertisements

If the advertiser plans to have a high frequency i.e. more repetitions of his advertisements, then the advertising budget is likely to be more. Repletion of ads may give better results in terms of sales. Moreover, it helps the brand to be on the top of the mind of the customers.

9. Quality of the Advertising Campaign

Advertising budget is also influenced by the quality of the advertising campaign. If the advertiser wants to make his campaign. If the advertiser wants to make his campaign extremely creative and attractive, he may use popular personalities, computer graphics, electronic media etc. As a result, the budget will be higher. On the other hand, if the advertising campaign is made simple with use of economic media, then advertising budget would be smaller.

10. Size of the Company

Size of the company affects the budget. Larger companies marketing many products have large advertising budgets as compared to smaller companies.

11. Media Availability

Finally, availability of media also influences the advertising budget. If no time/space is available in the media preferred by the advertiser, he is forced to select whichever media is available. Accordingly, the budget will vary.

Methods of setting Advertising Budget

A. Fixed Guidelines method

Here, some arithmetical formula is used to determine the budget. The fixed guideline methods are explained as under:

Percentage of Sales Method

This is the simplest and the most widely used method of setting advertising budget. Here, the advertiser takes a certain percentage of sales and apportions the amount for advertising. The percentage is based on:

Past year's sales.

Average of last two or three years sales.

Anticipated sales for the next year.

For example, projected sales of a company is Rs 50,00,000. The advertiser decides to spend of 10% on advertising. Hence, the amount to be set aside for advertising would be $10/100 \times 50,00,000 = 5,00,000$ rs.

1. Unit of Sales Method

Here, the advertiser takes the number of units sold as the base for finalizing advertising budget. The advertiser decides a specific amount to be allocated for advertising for each unit sold. For example, if number of units sold is 1000 units and the advertiser decides to allocate Rs 50 per unit sold, then the advertising budget would be Rs 50,000.

This is a simple method of calculating advertising budget. However, for new product this method may not be useful. In fact, in the initial stages when the product is new advertising has to more but adopting this method would lead to lesser amount being spent.

2. Competitor's Parity Method

Here, the advertiser decides to spend the amount on advertising equivalent to the amount spend by the competitors. For example, if the competitor spends Rs 10 lakhs, then the advertiser would be spend Rs 10 lakhs.

This is an easy method of preparing advertising budget. But this may be an appropriate method due to:

- Differences in the objectives of competitors.
- Different media selected by competitors.
- If more than one competitor exists, then whose budget should be taken as the base.

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- There is no guarantee that the competitor might have set his budget properly.

3. Market Share

Here, the advertiser decides his budget on the basis of his share in the market. For example, if brand A has 10% market share, its advertiser would spend 10% of the amount spend in that product category, if brand B has 15% share, the advertiser would 15% and so on.

B. Task Method

This method is also known as ‘Objective Method’ as it provides a more logical basis for deciding advertising budget. *The steps involved in this method are:*

1. Determining the Advertising objectives

This method is also known as ‘Objective Method’ as it provide the create goodwill and so on.

2. Calculating the Amount Required to Achieve the Objectives

The next step is to draft advertising plan in order to achieve the objective decided. Further, the amount required for the execution of the plan has to be determined.

3. Determining Whether the Amount is Affordable

The third step is to find out whether the company has the capacity to provide the amount required for the execution of the proposed advertising plan. If not, a new advertising plan has to be prepared.

4. Finalizing the Budget

The advertising budget is then finalized taking into account several factors such as type of the product, target audience, media mix and so on.

5. Executing the Plan

The budget / plan is implemented in order to achieve the pre-determined objectives.

6. Follow – up

The advertiser must find out whether the objectives are achieved. If not, corrective actions can be taken.

C. Subjective Methods

Under this method, no arithmetic formula or fixed rule is followed. Such methods include:

1. All you can Afford Method

Here, the advertiser allocates that much amount which he can afford. In other words, advertising budget is decided on the basis of whatever money is left over after all over fixed and variable expenses have been allocated. This method is an illogical method but conservative managements use it as it is safe and it ensures that there is no over spending.

2. Arbitrary Method

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This is not a rational method of preparing advertising budget. The budget is fixed without any specific advertising plan. In other words, the budget decision is arbitrary in nature.

MEDIA OBJECTIVES

The media planner has to decide on the media objectives. Media objectives are often stated in terms of reach, frequency, gross rating points and continuity

Reach - Reach refers to the number of persons or households exposed to particular media vehicle or media schedule at least once during a specific period of time. This can be explained with the help of an example: A sample group of 10 TV homes that may be watching program X over a period of 4 weeks reveal the following:

It can be seen that seven of the ten homes watched program X at least once during the period the period of 4 weeks. Thus, it can be concluded that the reach of this program was 7 of 10 = 70%.

a) Frequency

It refers to the numbers of times within specified period that the target audience is exposed to the message.

The average frequency is equal to $\frac{\text{Total exposure}}{\text{Reach}}$

In the example discussed above, average frequency = $\frac{15}{7} = 2.14$

b) Gross Rating Points

The concepts of 'reach' and 'frequency' are put together so as to describe the total weight of media effort. The concept used to express this combination is the gross rating point. In quantitative terms,

Gross Rating Points = Reach x Average frequency
In our example, GRPs = 70 x 2.14
= 149.8 = 150

c) Continuity

Continuity deals with how the advertising is scheduled over the planning period. In other words, it refers to the timing of the advertiser insertions in the media. For example, an advertiser might allocate the total media budget for 6 months as under:

- 40% in the introductory month,
- 30% in the following two months,
- 20% in the next two months,
- 10% in the remaining month

The target audience must be exposed to the advertising message on a continuous basis over a period of time so as to achieve the desired media goals.

MEDIA PLANNING

Media are channels of communication. Advertising media are vehicles used to carry the advertising message from the advertiser to the target audience. Newspapers, magazines, television, radio, posters etc. are some examples of advertising media. Media are dynamic. Moreover, new advertising media are emerging. The advertisers must select the most suitable media to communicate the advertising message to the target audience.

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The term media planning refers to the process of selecting the best combination of media for advertising the products. In other words, it means choosing the media which will reach maximum number of prospects at minimum cost. An advertising agency undertakes media planning on behalf of its clients. Proper media planning on behalf of its clients. Proper media planning decides the success of an advertising campaign.

Media planning is a lengthy activity. **Some of the components of media planning include:**

- Deciding the **target audience**.
- Studying their **media consumption habits**.
- Finding out where most of the **target audiences are located**.
- Finalizing the **communication message**.
- Deciding on **media scheduling**.
- Undertaking **media Research** and so on.

Media planning process

The steps in media planning are explained as under:

1. Deciding the media Objectives

Media planning begins with setting the goals. In other words, the purpose of media planning must be decided. These goals must be stated precisely so that it becomes possible to measure the results. The objective could be to introduce a new product in the market, to counter the claim of competitors, to create goodwill, to overcome negative image and soon. Media objectives are stated in terms of reach, frequency, gross rating points and continuity.

Reach refers to the number of people or households exposed to the media at least once during a specific period.

Frequency refers to the number of times a larger audience is exposed to the media during a given period.

Gross rating points refer to the total weight of media efforts.

Continuity means the timing of the ad insertions in media.

2. Defining the Target Market

Defining the target market is an important step in media planning. The target market can be defined in terms of demographics, geographic, socio-psychological and/ or product usage terms. The media planner must selecting media for communicating the advertising message.

3. Selection of Media

The media planner must select specific media types which include newspapers, magazines, radio, television, outdoor, internet, local cable channels and so on. While selecting the media, the media planner must contain several factors such as type of the product, advertising budget, media restrictions etc.

4. Selection of Media Vehicles

Once a decision is made on media types, specific media vehicles within each medium must be selected. For example, if TV is chosen as the major medium, the media planner has to decide which channel is appropriate. Further he has to decide whether to go in for short announcements, commercials or sponsored programmes. He has to decide the programme before, during or after which the advertisement has to be inserted.

5. Allocation of Funds

The media planner has to decide the allocation of funds to each media type and vehicle selected for advertising. For example, if radio selected as a medium and sponsored programme as a vehicle, the media planner has to decided the total budget for radio advertising and the number of advertisements to be announced during the programme.

6. Media Scheduling

Finally, the media planner has to prepare a media schedule. Media Schedule is a time table showing table showing the date, timing, size, number of advertisements etc. to be placed in the selected media. In other words, media scheduling is programming of media insertions. It depends on factors such as nature of product, nature of sales, nature and extent of competition, availability of funds etc.

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7. Implementation of Media Plan

The implementation of media plan requires media buying. Media buying refers to buying time and space in the selected media. Thereafter, the ads are placed in the media. The advertiser has to monitor the ads have appeared in the media as per the schedule.

8. Emulation and follow up:

Evaluation is essential to assess the performance of any activity. Two factors are important in evaluation of media plans:

How successful were the strategies in achieving media objectives?

Was the media plan successful in accomplishing advertising objectives?

Factors to Be Considered While Selecting Media/ Media Vehicles

No advertiser can rely only on one medium to reach his target audience. Hence, it is advisable to choose a media mix for advertising products. A combination of media types is known as media mix. The advertiser has to consider the following factors while selecting a suitable media mix:

1. Nature of the product

The type of the product affects the choice of media. Mass media are used for advertising consumer products; while trade magazines can be effectively used to advertise industrial products. Products of daily use can be effectively advertised through newspapers or radio; on the other hand, products having niche markets can be effectively advertised in magazines of special interest.

2. Advertising Budget

It is one of the most important factors to be taken into account while making the choice of the media. In case of limited funds, use of expensive media like television and radio cannot be made. On the other hand when large funds are available, the advertiser can not only make use of a variety of media but also expensive ones.

3. Competitor's Strategy

An advertiser's media decisions are influenced by the competitor's strategy. Since the advertiser tries to reach the same audience as his competitors, he may use the same media mix used by the competitors.

4. Target Audience

The advertiser has to consider the type of consumers to whom the message has to be directed. The media selected must reach the desired group of people. For example, cosmetics can be effectively advertised through women magazines, If the advertiser wants to reach men who are professionals, newspapers such as Economic Times or The Financial Express will be appropriate choice.

5. Advertising Objectives

The advertising objectives affect the choice of the media. For example, if the objective is to create awareness about the brand then the advertiser is likely to go for more media options.

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6. Availability of Media Space & Time

Media space and time have to be booked in advance especially in case of popular media slots. This is due to tremendous increase in competitive activity. When an advertisement has to be placed immediately then the advertiser has little choice but to use the available space and time.

7. Media Restrictions

At times, certain restrictions are placed either by the government or by the media itself. For example, in India the government does not permit advertisements of cigarettes and alcoholic drinks and Doordarshan. In such a case the advertiser has to select alternative media for advertising his products.

8. Language

In India, this an important consideration. Depend upon the particular linguistic group to be reached, a particular language newspaper or television and radio programme must be used. For example, if the product has to be advertised in Maharashtra, use of Marathi newspapers can be made. However, for a national market, use of Hindi or English language would be suitable.

9. Prestige of the Media

Prestige of the advertising medium may be transferred to the advertised product. For example, when advertising appears in the Times of India, the image of the newspaper may be transferred to the advertised product. This enhances the status of the advertiser and adds to his goodwill. Sponsoring of prestigious programmes such as World Cup matches, Olympics, the Oscar wards etc. are looked upon as prestigious advertising opportunities.

10. Media Flexibility

Flexibility refers to the ability of the media to adapt to changing needs of the advertisers. Newspaper advertising enjoys flexibility as the advertisements can be changed or withdrawn by giving a short notice to the publisher. On the other hand, Doordarshan Offers little flexibility as it involves a lengthy procedure of getting the story board the TV commercial approved.

Media Scheduling Strategies

Media scheduling is one of the important decisions in advertising programme. **Media scheduling refers to programming media insertions. The media planner develops media scheduling strategies depending upon the advertisement budget, advertising objectives and media consumption habits of the target audience.** Media scheduling is simply a time-table showing

- The time decision-when to advertise,
- The duration/space decision-how much to advertise each time and
- The frequency to advertise the message through different media – how many times in a year (or specified time period) the message should be advertised in each of the media.

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Some of the media scheduling strategies include:

1. Bursting

Under this strategy, advertising is undertaken heavily during the initial period and normal advertising during the rest of the plan period. For example, during the plan period of say six months, 50% of the advertising budget amount is spent to the first month and the balance 50% is spread over the remaining 5 months period. This strategy is useful during the introductory stage of the product life cycle i.e in case of the launch of new product in the market.

2. Pulsing

Under this strategy, the advertiser undertakes heavy advertising followed by limited advertising and again heavy advertising. For instance, he may spend heavily for one month, then go in for limited advertising for one month and the again advertise heavily for one month. Pulsing strategy is generally followed during the growth stage of the product life cycle. Such strategy preferred by financially sound companies.

3. Flighting

Flighting is similar to pulsing except that the advertiser does not follow limited advertising during the second period. Instead he drops advertisements altogether during the period. **In other words, periodic heavy advertising is followed by gap in advertising.** In other words, advertisements are given specific intervals. This strategy is generally adopted during the maturity stage of product life cycle.

4. Seasonal

Certain products like umbrellas, woolen clothes, text books etc. have a seasonal demand. The advertisers of such seasonal products follow a seasonal scheduling strategy. Under this strategy, **they undertake heavy advertising as the business season approaches and top advertising when the business season comes to an end.**

5. Teaser step-up

This is similar to seasonal strategy. In this strategy, **advertisements start on low scale when the season begins. As the season picks up, advertising increases and reaches its peak.** Advertisers of product like air-coolers, air conditioners etc. follow this strategy.

6. Step-down

Under this strategy, as the season approaches there is heavy advertising. Advertising is reduced when the season starts declining. For example, when rainy season approaches, lot of companies give ads related to rainy footwear, umbrellas raincoats etc. These ads are reduced when the season starts declining.

7. Steady

Under the strategy, **advertising is done regularly i.e. on a steady and a continuous basis.** This strategy is adopted by many advertisers.

8. Alternate month

As the title suggest, under this strategy, **the advertisers advertises every alternate month**

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of the year.

MODULE 3

FUNDAMENTALS OF CREATIVITY IN ADVERTISING

CREATIVITY IN ADVERTISING

INTRODUCTION

It is an accepted fact that creativity is the heart and soul of advertisement. Creativity gives life to the messages about products and services that may otherwise be boring or insignificant. **In simple words, creativity means being inventive and innovative.** An advertising idea is considered creative when it is novel, fresh, unexpected and unusual. **Advertising creativity is the ability to generate fresh, unique and appropriate ideas that can be used as solution to communication problems.** In order to be effective, the idea must be relevant to the target audience. Generally, behind every effective advertisement there is a creative concept which is attention-getting and memorable.

Definitions of creativity

1. According to John Haefele, creativity is defined as **“the ability to formulated new combination from two or more concepts already in mind.”**
2. According to Albert Wesley, **“Creativity is the ability to develop new useful ideas that produce desired results.”**

In the book “Creative Strategy in advertising” the authors say that an advertisement should:

Needs to contain a persuasive message that convinces people to take action.

In order to be creative, it must make a relevant connection with audience and present a selling idea in an unexpected way.

Role/ Importance of Creativity In Advertising

1. Attracting attention

Today, media is saturated with advertisements. Creative advertisements can stand out amongst a clutter of advertisements. Creativity can make people stop what they are doing and pay attention to the advertisement. In other words, such advertisements grab the attention of target audience.

2. Increase Recall

The purpose of advertising is to interest potential customers in the product and to get them to remember it. Creativity can push the advertising message into the minds of the target audience. In other words, creative advertisements increase the recall of the brand and the company.

3. Memorable

Creativity makes the advertisement memorable. It can plant associations so deeply that people can't forget them. This increases the recognition of the brand. For instance, people still remember the advertisement campaign of Surf where Lintas came up with a bargain-oriented 'Lalitaji' with her punch line "Surf ki kharidari mein hi samajdhari hain".

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4. Impressing Consumers

Creative advertising is essential because it shows potential consumers that the company can deliver on its promises. It makes the product likeable. It also ensures repeat purchase by customers.

5. Product positioning

Most products in the same products category deliver more or less the same functional benefits and satisfy the same needs of the customers. With so many products in the market having the same function, one of the way to position a product or company differently is through creative advertising.

6. Brand Image

Creativity in the advertisements helps the advertiser to differentiate himself from others. This helps to create a distinct brand image in the minds of the consumers. For example, Idea Cellular Service used its brand name “idea” and social issues to successfully showcase its message in the minds of the people. “what an Idea Sirji” campaigns raised issues related to caste wars, education for all, democracy, health etc. These campaigns helped them to create distinctive brand image.

7. Increase Sales

Creativity advertising draws the attention of people towards the strong points of the product. It creates desire and motivates consumers to purchase the product. This promotes the sale of advertised product.

THE CREATIVITY BRIEF

In advertising, a creative brief is the outline of instructions for work to be done by advertising agency’s creative team. It is a document that explains the ins and outs of a project for the creative team who will be working on it. It is like a road map or a blue print which gives directions to the creative team in executing the advertising campaign. A creative brief spells out the creative strategy and the execution details of the ad campaign.

Contents of the Creative Brief

Creative brief generally includes the following:

- **Objectives** of the advertising campaign.
- **Profile** of the advertising campaign.
- A **basic schedule and deadlines** for each part of the creative process.
- **Background of the client** and/or ad campaign, if relevant to the project.
- **Client’s contact information** so that the creative team can communication with the client about the ad, if necessary.
- **The theme** for the advertising campaign.
- **The positioning** strategy to be adopted.
- **Unique selling point** to be highlighted in the campaign.
- **Advertising appeal.**
- The **message**, approach and the format to be used.

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- **Jingles and dialogue** in audio and audio visual media.
- some large agencies have formal forms that accompany each set of instructions. The necessary information may include the name and signature of the creative director or other employee who wrote and/or approved the brief.
- Metrics for measuring success.
- Supporting data.

Steps in Preparing /creative Brief

The creative brief is the foundation of any advertising campaign. Following are the steps involved in preparing the creative brief:

1. Gathering client's information

A creative brief is an interpretation of what the clients wants. The first step is to obtain information from the client. The ad agency must gather details about the client's company, its product and services. Such information is required to make an effective ad campaign

2. Use of the product or Service

This is a crucial step in preparing the creative brief. The creative team must get samples of the product the company wants to advertise. In case of a service, they must test it out. For instance, if its food, they must go and eat it. If it's a car, they must drive it. In other words the product/service must be experience such an experience helps in getting personal perspective which enables in making a better brief.

3. Making a list of details

In this step, details are highlighted. These, include – the goals of the client, the time line, budget, advertising strategies of competitors, the obstacles which may arise etc. Spelling of details helps in making a good brief. It becomes easier to make potential strategies.

4. Planning the contents

In next step, contents are planned. There is no standard format for making creative brief. Every creative brief is different. However, there are some common contents of a creative brief. Some of these are:

- Target Audience
- Objectives
- Single minded proposition (USP/ key message of the campaign)
- Key benefits
- Reasons to believe
- Audience Takeaway
- Deliverables (Outdoor, Print, TV etc.)
- Budget
- Schedule for media insertions etc.

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5. Single Minded Proposition (SMP)

SMP is one of the most important part of creative brief. **It refers to one important thing or key message that has to be communicated to the target audience.** A core principle of writing an effective single-minded proposition is that it is in fact “single method.” SMP is the foundation of the ad campaign. It’s the hardest part of the creative brief to write. The product/service has several features, benefits, research, competitive insights etc, translating all this into one simple statement i.e. SMP difficult. This statement becomes the foundation of the advertising program. Being single method is what makes it powerful and effective. SMP sums up the advertising message.

Here, are some examples of creative SMPs:

- **Avis:** We’re Number Two, So We Try Harder.
- **Nike:** Just Do It
- **DeBeers:** A Diamond Is Forever
- **Domino’s :** You Get Your Fresh, Hot Pizza Delivered To Your Door In 30 Minutes Or Less
 - o Or it’s Free.

6. Summarize the brief

The creative brief must then be summarized i.e. made brief. In other words it must be concise and creativity written. Unnecessary details must be avoided. Ideally, the creative brief must be of one page. Details such as research done, product background, competitive ads etc must not be included in the creative brief. These are all support documents.

7. Feedback From creative Director

The Brief is discussed with the creative director. It is the job of the creative director to check minute details of the Brief. It is advisable to have a personal and face to face discussion with the creative director. Based on the feedback of the creative director, the Brief is finalized. At times, he may suggest changes in the Brief.

8. Approval of the client

Getting the client’s approval is very vital. Based on the approval of the client, the ad campaign can be finalized. At times, the client suggests changes in the Brief Prepared.

9. Presentation of the Brief To The Teams

Once the Brief is approved by the client, it is presented to the creative team. This must be done in the person. Personal interaction gives the team a chance to ask questions, clear up an possible gray areas, and other issues that may come up.

VISUALISATION

Visualization is the most important activity in developing an ad. **Visualization is a creative imagination of ideas, which are converted into effective advertising message.** It is process of screening various ways of expressing and idea. In simple words, it refers to the process of designing the ad. **Visualization means the ability to see images in the mind and to imagine how the ad will look like when it is completed.** Visualization involves forming creative image of the brand. Such an image is created by the creative people i.e. visualisers, copywriters and artists. Visualization is not limited to print advertising. It is also applied to

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radio advertising and television commercials. In radio advertising, it involves forming words

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and sounds to create an image in the minds of the listeners. In case of television ads, visualisers consider staging of artists, movement, story development, picturisation and so on.

Techniques of visualization:

1. Juxtaposition

Juxtaposition is the act of placing two different ideas together. By such placing, their differences are even more prominent. In advertising it is usually done with the intention of bringing out a specific quality or creating an effect. Use of unrelated concepts draws the attention of the prospects. It arouses an element of curiosity in their text. In other words by putting forward an unrelated concept, an advertisement can attract the attention of the target audience.

2. Brain Storming

Brain Storming is a process of generating creative ideas and solutions through intensive group discussion. Every participant in the group is encouraged to think aloud and suggest as many ideas as possible. This technique of visualization can be effectively used by the visualizer to gather many ideas.

3. Observation

Observation is a process of watching something or someone carefully for a period of time. The visualizer may observe people at places such as bus stop, restaurants, railway stations, shops, at social gatherings etc. Different people behave differently at a given point of time. Such an observation may enable him to generate ideas for the advertisement.

4. Analyzing competitors advertisements

At times, visualizers also analyze advertisements of competitors to study the ideas behind their advertisements. Analyzing competitor's advertisements gives an idea as to what the competitors are focusing on. By analyzing such ads, a new idea can be generated.

5. Meditation

To meditate means to be in a state of deep concentration. Meditation requires a peaceful environment. In this technique, the visualizer meditates or focuses his entire attention on the advertisement and its layout. He concentrates fully on developing advertising ideas.

6. Divergent thinking

Divergent thinking refers to the ability to come up with multiple solutions to one problem. In other words, it is a process of idea generation. Divergent thought is critical for creativity and problem solving. At times, divergent thinking leads to surprising alternatives.

CREATIVE ASPECTS

Buying Motives

A motive means an inner urge that moves and prompts a person to action. **Buying motives refer to the intentions behind purchases.** It is the reason why a person purchases the products. These simply mean why people purchase certain products. It refers to the

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throughout, feelings, emotions and instincts, which arouse in the buyer's a desire to purchase. Behind every purchase there is a buying motive. A buyer does not buy because he has been

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persuaded by the salesman, but he buys the products. Knowledge of buying motive of customers is important for the producers. This helps them to take proper steps in drawing their attention and thereafter sale of goods. After analyzing and evaluating the buying motives, the producers can effort to develop the product and advertisement creativity.

Buying motives can be defined as “those influences or considerations which provide the impulse to buy, induce action or determine choice in the purchase of goods or service”.

Types of buying motives

Some of the buying motives that affect consumer behavior are explained as under:-

1. Love and Affection

This is one of the strongest emotional buying motives influencing the purchasing decisions of the buyers. Many goods are purchased by the buyers because of their affection of love for others. For instance, a husband may buy a mobile phone hand set of his wife or a father buy a costly watch for his son or daughter out of his affection and love.

2. Comfort and Convenience

Desire for comfort is an important emotional buying motive. In fact, many products are bought because they provide comfort. For instance, purchase of fans, refrigerators, washing machines, cushion beds, etc.

3. Safety and Security

Desire for safety and security is an important rational buying motive influencing many purchases. For instance, iron safes or safety lockers are bought by the people because they want to safeguard their cash and jewellery against theft. Similarly, vitamin tablets, tonics, medicines, etc., are brought by the people because of this motive, i.e. they want to safeguard their health and protect themselves against diseases.

4. Pride or Prestige

Pride is one of the most common and strongest emotional buying motives. Many buyers are proud of possessing some product i.e. they feel that the possession of the product increases their social prestige or status. Due to pride and prestige in society, customers purchase expensive and luxury product in order to maintain their status. For example, designer watches, cars, diamonds, and so on.

5. Emulation or Imitation

Emulation, i.e. imitating others, is one of the important emotional buying motives. For instance, a child may like to have a particular toy or game simply because his classmates have such a toy or a game.

6. Economy

Economy, i.e. saving in operating costs, is one of the important rational buying motives. For instance, Hero Honda bikes are preferred by the people because of the economy or saving in the operating cost, i.e. petrol costs. Further, many buyers compare the prices of competing products and buy things, which are relatively cheaper.

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7. Sex appeal

Buyers buy and use certain things, as they want to attract people of the opposite gender. Men women buy cosmetics, perfumes, garments etc., because of this emotional motive, i.e., sex appeal.

8. Recreation or pleasure

Desire for recreation or pleasure is also one of the emotional buying motives. For instance, radios, musical instruments, etc. are bought by people because of their desire for recreation or pleasure.

9. Habit

Habit is one of the emotional considerations influencing the purchasing decision of the customers. Many customers buy a particular thing because of habit i.e. because they are used to the consumption of the product. For instance, many people purchase cigarettes, liquors, etc. becomes of sheet habit.

10. Curiosity

Curiosity is the desire for new experience which motivates the people to buy a specific product. Thus, to get the new experience, customers purchase this goods.

11. Distinctiveness or individuality

Desire to be distinct from others, is one of the important emotional buying motives. For example, purchasing and wearing a designer by a women is because of her desire for distinctiveness or individuality.

12. Style and fashion

At times, some purchases are made on the basis of style and fashion. Some people try to copy particularly the movie stars, sports stars and so on.

13. Fear

People are generally afraid of losing their health, wealth and life. Thus, it motivates them to purchase goods such as insurance policy, health related products, insurance policy, membership of health club etc.

SELLING POINTS

Selling points refers to the features or uses of the product or service which are used by the manufacturer to sell his product. These selling points help in positioning the product. It also helps in creating a separate image for the brand. The manufactures have to understand the buying motives of the consumers and adjust the selling points of the product accordingly.

Instead of highlighting all the selling points of the brand, advertisers highlighted one among these in their ads. Such as selling point is called Unique Selling Point.

An effective selling point is one that:

- Is exclusively offered by the product
- Can be communicated effectively
- Attracts the attention of the target audience

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- Persuades target audience to buy the product.

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Selling points include:

1. Size of the product

Here the size, which could be either bigger size or smaller size is used to promote the brand. For example in the ads of cars, space inside the car is highlighted to show how comfortable the sitting in the car would be.

2. Price

Price is an important selling point of the product. Many advertisers highlighted on low price of their products. Such a selling point appeals to price-conscious people. Grand sale offered by Amazon has effectively used price as selling point to sell their product.

3. Technology

Advanced technology is used by some sell their products. For example, in products such as consumer durables, technology used is highlighted by the advertiser.

4. Style

Here the manufacture focuses on the style offered by the brand. For example Raheja Builders emphasis on how one can enjoy a stylish living.

5. Warranty

Product warranty can also be used as effective selling points. Some advertisers mention about extended warranty in their ads. For example Nirvana diamond jewellery assures a Lifetime warranty, Lifetime exchange and Lifetime buyback.

6. Quality of the product

Here the manufacture focuses on the superior quality of his product vis-à-vis his competitors. For example Duraflex mattresses- The highest standards of international quality, certified by ISO 9001:2000.

7. Uses of the product

The specific uses of the products are also highlighted by some manufactures. An advertisement by Aditya Birla for selling shops at a shopping mall states: New age shopping mall with 14ft high, ultra modern amenities, a triple height atrium, double glazed glass elevation, centrally air conditioned with escalators and high speed lifts from lower ground.

8. Image of the company

Sometimes the selling points can be the name and image of the company. For example, Raymonds since 1925.

9. Others

Others selling points include environmental friendly product, safety offered, uniqueness, age of the company, awards and recognitions, after sale service offered.

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ADVERTISING APPEALS

An appeal is the earnest request or a plea to the product. Every advertisement is in the form of appeal. Through his advertisement, an advertiser makes an appeal to the prospective consumers and the people at large to act on the advertising message. By using different kinds of appeals, advertising attempts to communicate and influence the purchase and consumption behavior of existing and potential customers. In order to be effective, an appeal must match with the buying motives of the customers and the selling points of the advertiser.

The purpose of an advertising appeal is:

- To **influence the feelings** of customers towards products, services concepts.
- To **persuade people** to buy the advertised brand.
- To **create a positive image of the brand and the company** in the minds of people.
- To **influence the purchasing decisions** of people.

Following are essentials of an effective appeal:

- It should be **simple to understand**.
- It should be interesting enough to hold the attention of the target audience.
- It must be exclusive or unique. Consumers must be able to distinguish the advertiser's message from the competitor's message.
- It should **revolve around** the USP of the product.
- It should be **creative and appealing**.
- It must be **believable**. It should not make extravagant claims.
- It should **not be controversial**.
- It must be rightly used **in conjunction with the product**. Being advertised.

Types of Appeals

1. Rational appeal

Rational appeals are those directed at the thinking process of the audience. These are **logic based appeals**. Rational appeals as the name suggests aim to focus on the individual's functional, utilitarian or practical needs for particular products or services. **Such appeals emphasize the characteristics and features of the product and the service and how it would be benefits to own or use the particular brand.** Rational appeals are suited for industrial products and for consumer products that are suited for industrial products and consumer products that are the complex and that need high degree of attention and involvement. Some of the tactics used by the advertisers in marketing communication based upon the logical approach includes:

- i) **Listing Product Benefit:** The advertiser emphasis on benefits of the product like quality, economy, convenience, comfort, health, performance, durability etc. For example advertisements of Aqua guard highlighted the "purity of water" aspect giving consumers a rational reason to buy the product.
- ii) **Convincing Proof:** This approach is based upon the premise, "seeing is believing" Ads or

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commercial take the form of a product demonstration.

2. Emotional Appeal

Emotions are the states of feelings which prompt us to act in a particular manner. **People have various emotions like love, jealousy, pride, liking etc.** Some advertiser believes in appealing to these emotions in order to attract prospects. An emotional appeal is related to an individual's psychological and social needs for purchasing certain products and services. Many consumers are emotionally motivated or driven to make certain purchases. Hence advertisers aim to cash in to the emotional appeal. **Emotional appeal includes:**

- i) **Personal appeal:** Some personal emotions that can drive individuals to purchase products include safety, fear, love, humor, joy, happiness, sentiments, stimulation, pride, pleasure, comfort, ambition etc.
- ii) **Social Appeal:** Social factors cause people to make purchases and include such aspects as recognition, respect, involvement, affiliation, rejection, acceptance, status and approval.

Emotional appeals can also be divided into two broad categories:

Positive emotional appeals and negative emotional appeals depending upon the kind of emotions triggered. These are explained as under:

a) Positive Appeals:

Here, the advertisers uses positive emotional appeals such as love, joy, pride, humor etc. to influence the behavior of consumers. Many food products use a mother's love appeal. For example, the advertisements of Johnson's baby products show a mother's love for her baby and the care that a Johnson's baby product will provide just as a mother does. The love appeal is also used by advertisers during special occasions such as Mother's Day, Valentine Day, Father's Day, Friendship Day etc. Fevicol advertisements convey their messages in a humorous way.

b) Negative Appeals:

At times, advertisers make use of negative appeals such as fear, guilt, shame, embarrassment, rejection, etc. to get the desired response or behavior form the target audience. Use of such appeals can get people do things that they should do for instance brush their teeth regularly or stop doing things they should not do. For instance, chewing tobacco smoking etc.

One of the most important emotional appeals used by advertisers is the fear appeal. Fear appeal is used to motivate the audience to take certain action in order to remove fear. Some of the product categories that generally use fear appeal are life or general insurance, mediclaim policies, edible oils etc. Advertisements issued in public interest for the use of seat belts while driving, helmets while riding two-wheelers, prevention of aids, drug abuse etc. have focused on the fear appeal.

3. Moral Appeal

Moral appeals attempt to draw audience attention to what is "right". These appeals are generally used to urge people to support or show concern to social causes such as polio eradication, AIDS prevention, environment protection, donation to support victims of natural calamities, prevention of child labour etc. In the same league is the "Save the Girl Child"

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campaign which insists that it is our moral duty to stop female foeticide and to save the girl child.

CONCEPT OF UNIQUE SELLING PROPOSITION (USP)

Also known as unique selling point, a Unique Selling Proposition (USP) is a specific characteristic that makes one product, company or person stand out from its competitors. A unique selling proposition is a single, concise statement indicating competitive advantage. More distinctly, it is a simple and short sentence which tells prospective customers why a product service is different and superior from its competitors.

The target audience generally does not remember much of advertising material. Hence, the advertiser must provide a memorable statement which tells them why they should purchase his product or service. **The goal of the USP is to capture the customer's attention with one catchy sentence – which may persuade them to purchase the product or service.**

USP can be defined as “the particular quality, feature or benefit of a product which a competitor's product, although similar, cannot or does not offer.”

Rosser Reeves, a well-known advertising guru, created this concept to explain a behavior among successful advertising campaigns. Reeves indicated that successful campaigns made unique propositions to the customer and this alone convinced them to switch brands. **The concepts says that advertising must offer the consumer a logical reason for buying a product that separates the product from its competitors. According to this concept, all successful advertising campaigns are based on a product's unique selling proposition. There are three views to the concept.**

- Each advertisement or **commercial must offer a special benefit** to the consumer.
- The benefit must **be unique** to the advertised brand.
- The benefit must be **strong enough to pull customers** toward the brand.

Unique Ways

There are different ways to seek uniqueness. Some of these are:

1. By offering the lowest price

For instance, Big Bazaar claims to offer lowest price for the products.

2. By offering the highest quality

This is the Rolls- Royce approach to selling

3. By offering the best customer service

Domino's Pizza became the bestselling brand in the United States on the basis of its USP: “Fresh, hot pizza delivered in 30 minutes or less, guaranteed.” It did not promise high quality or low price, just fast delivery.

4. By offering the best customer service

This is particularly important to niche markets. For example, a specified cake shop can claim to offer a wider selection of cake than other shops.

5. By giving the best guarantee

This is particularly important in industries such as travel and catalogue selling, where

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customers pay for something upfront and then expect that what they have bought is everything delivered.

In order to successfully, develop a unique selling proposition, **the advertisement must be aware of the buyer's needs and behavior**. He must find out what a are willing to pay for. Further, **a unique selling proposition offers a business a command a premium price** for its product or service, increase the unit sales as a result of customers connecting to the differentiating features; and gaining customer loyalty to the brand.

CREATIVITY THROUGH ENDORSEMENTS

Endorsers

An endorser refers to a person who recommends a product in advertisements. Generally for endorsements, endorsers charge fees. In other words, endorsements are done in exchange of some payment. There has been plenty of examples of endorsement advertising over the last hundred years. From athletes and movie stars, to doctors and mechanics, endorsements are a major part of the advertising and PR industries. The main purpose of endorsements is to influence the target audience favorably.

Generally, endorsements use famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people. Such people advertise for a product lending their names or images to promote a product or service.

Message delivered by highly credible endorsers are more persuasive. The factors affecting credibility are expertise and trustworthiness. Any information coming from an expert influences beliefs, opinions, attitudes and behavior because the audience believes that the information coming such as source is accurate. For instance, a doctor may be considered as an expert in recommending a drug. The customers must be convinced about the expert's trustworthiness.

Types of endorsers

1. Celebrities

The use of celebrities in advertisements has become a trend. In simple words, celebrity refers to well known person. A celebrity is someone who is famous, especially in areas of entertainment such as films, music, writing, or sport. Celebrities are used for endorsing products, services or even raising environmental and social issues. Advertisers use celebrity endorsers as celebrities have the advantage of publicity and attention-getting power. Large segments of the audience can instantly recognize and indentify with the famous celebrity. The goodwill associated with the celebrity can be transferred to the product.

2. Experts

An expert is the best choice when the product is technical in nature or even in case of high involvement products. Doctors, lawyers, engineers and other kinds of expert can be chosen to endorse the products. For instance, a doctor recommending Colgate and announcing that Colgate has been approved by Indian Dental Association reinforces the belief of consumers on Colgate toothpaste.

3. Satisfied customers

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A satisfied consumer is often the best choice when there is a strong audience identification with the role involved and the person is similar to many members of the target audience. For example, VLCC uses a typical satisfied customer for its weight-loss programme. Harpik and svim bar use a typical housewife to explain how these products can be helpful to a housewife.

4. Announcers

Radio advertising uses an announcer spokesperson as the manage source. The announcer's ability to bring about persuasive impact can make a radio ad successful. Likewise TV announcers could also be used to talk favorably about the product.

5. Company CEO

Sometimes use company CEO as the spokesperson. For instance Anil Ambani was seen in the ad of Reliance. A CEO may also be used as the spokesperson when some important message has to be communicated like enhancing the belief in the company, for instance after the coke pesticide issues or how a company has grown over a period of time. For example, the Reliance ad which staged "EkSochThi", "EkSpanaTha".

**CELEBRITY
ENDORSEMENTS
MEANING**

Celebrity endorsements now appear in advertisements for almost any type product or service available. **The uses of celebrities in order to increase the sales and / or the recall value of a brand are called celebrity endorsement.** Celebrity endorsers, in general, are defined as "any individual who enjoy public recognition and who uses this recognition on behalf of a customer goods by appearing with it in an advertisement."

In India today, the uses of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing. As existing media get increasingly cluttered, the need to stand out has become paramount- and celebrities have proved to be ideal way to ensure brand prominence. **The glamour of celebrities seldom goes unnoticed** ". Studies show that using celebrities ca increase consumer's awareness of the ad, capture their attention and make ads more memorable. Celebrities can catalyze brand acceptance and provide the enormous momentum that brands require by endorsing the intrinsic value of the brand.

Preferred celebrities

Celebrities who have endorsed products include:

- Actors (e.g Amitab Bachan, Shahrukh Khan, Aamir khan).
- Models (e.g. Navneet Kaur dhillionzoya Afroz).
- Television Personalities (Hussain, SiddarthShukla).
- Sports figures (e.g. Suresh Raina, M.S Dhoni),
- Entertainers (e.g. Cyrus Broacha),
- Pop stars (e.g. Akon)

Endorsements by celebrities have started since a long time. The late '80s saw the beginning of celebrity endorsements in advertising in India. Hindi film and TV stars as well as

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sportsperson began encroaching on a territory that was, until then, the exclusive domain of models. There was a spurt of advertisement featuring stars like Tabassum (prestige pressure cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive Shaving Cream), and Sunil Gavaskar (Dinesh Suitings).

When it comes to celebrity endorsement, the first brand that comes to the Indian mind is that of Lux, the Beauty Bar of the stars. Since its inception, Lux the brand has grown positioning itself thus. One of the first sports endorsements in India was when Farokh Engineer became the first Indian cricket to model for Brylcream. Today, many cricketing stars like Virat Kohli, M.S Dhoni, etc. are endorsing several brands. Advertisers spend huge amount on celebrity endorsements as there is a huge impact of celebrity endorsements on people.

Advantages of Celebrity Endorsements

1. Credibility

The most important aspect and reasons for celebrity endorsements is credibility. Celebrities are a credible name, face or voice. The adulation that they receive in their fields gets transferred to the product they are endorsing. Approval of a brand by a star fosters a sense of trust for the brand among the target audience. One of the most obvious reasons of Amitabh Bachchan endorsing huge number of brands is his credibility and recognition across consumers.

2. Social Awareness

Celebrity endorsers can be used effectively for spreading general awareness about issues of concern to the society. When Amitabh Bachchan, Shahkruh Khan and Sachin Tendulkar plead parents to get their kids vaccinated against polio, their advice is taken seriously. When Aishwariya Rai asks the nation to donate eyes, there is an overwhelming number of people who pledge their eyes for the cause.

3. Ensured Attention

In this age of intense competition, celebrities ensure attention of the target group by breaking the clutter of advertisements and making the advertisement and the brand more noticeable. For example, TATASky, Titan ads by Amir Khan, Nakshtra by Ashiwariya Rai, Dish Tv by Shahkruh Khan and so on.

4. PR Coverage

This is another reason for using celebrities. Advertisers perceive celebrities as topical, which create high PR coverage.

5. Higher Degree of Recall

In the midst of the advertisement clutter, the ads that celebrities endorse achieve high recall rates. People tend to commensurate the personalities of the celebrity with the brand thereby increasing the recall value. The recall value for Nakshatra is only due to Katrina, Kareena, Bipasha, Anushka and so on.

6. Improving Tarnished Image

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Celebrity endorsement helps in improving soiled image of the brand. Cadbury India wanted to restore the consumer's confidence in its chocolate brands following the high-pitch worms controversy. So the company appointed Amitabh Bachchan for the job. When the controversial pesticide issue shook up Coca-Cola and PepsiCo and resulted in much negative press, both soft drink majors put out high-profile damage control ads featuring their best and most expensive celebrities.

7. Brand Building

Celebrities can help the corporate in brand building. Celebrity association strengthens the brand's core values. For instance Sachin Tendulkar's endorsement for Boost helped the company to associate "Boost" with "energy". "Boost it the secret of my energy" campaign was a big hit

8. Psychographic Connect

Celebrities are loved and adored by their fans and advertisers use stars to capitalize on these feelings to sway the fans towards their brand. For example, John Abraham for Garnier.

9. Associative Benefit

A celebrity's preference for a brand gives out a persuasive message – because the celebrity is benefiting from the brand, the consumer will also benefit. For example, Shilpa Shetty for Pantene Pro-V shampoo.

10. Mass Appeal

Some stars have a universal appeal and therefore prove to be a good bet to generate interest among the masses. For example Ranbir Kapoor for Lenevo Tablet.

11. Repositioning

Celebrities can refresh life into a stagnant brand. For instance, Dabur India roped in Amitabh Bachchan to endorse Chyawanprash.

12. Compensate

Celebrity endorsement can sometimes compensate for lack of innovative ideas. For example Salman Khan for yatra.com.

Disadvantage of celebrity Advertising

The celebrity approach has a few serious risks:

1. Short Lifecycle

The shine of most stars is short lived. This is seen more in case of sports stars. A celebrity signed as a brand ambassador may prove to have a shorter lifespan than the brand itself, as was the case with cricketer Parthiv Patel who endorsed like Britannia Little Hearts and Avon cycles. Such as celebrity endorsement is not suitable in the long run.

2. Improper Positioning

If the positioning of the brand is not proper, associating it with a celebrity however big he

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may be, does not help in its promoting. For instance, in case of Maruti Versa car, inspite of Amitabh Bachchan and Abhishek Bachchan being brand ambassadors, the brand's sales remained sluggish.

3. Multiple Endorsements

The novelty of a celebrity endorsement gets diluted if he does too many advertisements. At times, consumers get confused about the brand endorsement when a single celebrity endorses numerous brands. The recall then gets reduced and reduces the popularity of the brand. For example, Shahrukh Khan endorses number of brands simultaneously.

4. Celebrity Controversy Risk

Scams, scandals or negative press about celebrities can harm the produce they endorse. For example, Salman Khan was replaced as Thumps Up ambassador by Akshay Kumar after the blackbuck case and his rash driving. Many advertisers cancelled their contracts with Fardeen Khan when he was nabbed for drugging.

5. Vampire Effect

The concept of celebrity becoming bigger than the brand is known as vampire effect. In other words, the celebrity overshadows the brand. Often consumers focus their attention solely on the celebrity. They do not remember the brand endorsed by the celebrity.

6. Does not Guarantee Sales

A celebrity endorsement does not guarantee sales. A marketer cannot sell an ordinary product just by making a celebrity endorse it. A celebrity can only arouse interest of the target audience in the brand advertised. He cannot come to the rescue of marketer if the product fails to deliver performance. Sachin Tendulkar's endorsement of Fiat Palio was a success initially but due to the poor fuel efficiency of Palio, its sales were adversely affected.

7. Expensive

Celebrity endorsement is an expensive affair. It costs the advertiser a fortune. Small companies are not in a position to afford celebrities for endorsing their brands. Moreover, some companies who rope in celebrities as brand ambassadors find it difficult to recover the celebrity costs.

8. Celebrities endorsing one brand and using another (competitor)

Celebrities in actual life may be seen using another brand than the one they are endorsing. This may cause a huge embarrassment to the advertiser of the brand.

9. Shifting Loyalties

At times, celebrities are seen shifting their loyalties. Amir Khan and Aishwarya Rai, once Pepsi endorsers have also campaigned for Coca – Cola. Shahrukh Khan too has shifted loyalty from Omega to TagHeuer watches.

10. Mismatch between the celebrity and the image of the brand

Each celebrity portrays a broad range of meanings, involving a specific personality and lifestyle. There must be a congruency between the persona of the celebrity and the image of

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the brand. In case of a disconnect between the brand and the celebrity, the audience may reject the proposition. For example, the commercial showing Shah Rukh Khan in a bath tub, endorsing Lux soap, was difficult to digest for audience.

11. The Celebrity Trap

Once into a celebrity, it is hard to get out of it. If the brand has done even moderately well after the break of a celebrity campaign, it becomes difficult to separate the role of message and role of the celebrity in selling brand. For example brand Ddmas.

12. Distrust

Celebrity credibility is coming under question. Many people think that celebrities endorse products only for money and may not even be using the product in reality. It becomes hard to believe that the celebrities who are rich and afford the best are actually using a mass product being advertised on television.

Conclusion

Celebrity endorsement if used effectively, makes the brand stand out, galvanizes brand recall and facilitates instant awareness. To achieve this, the marketer needs to be really disciplined in choice of a celebrity. Hence the right use heights. A celebrity is a means to an end, and not an end in himself / herself.

LUX ADVERTISEMENTS OVER A PERIOD OF TIME WITH LEADING CELEBRITIES OF THAT PERIOD

LOW INVOLVEMENT AND HIGH INVOLVEMENT PRODUCTS

On the basis of the level of involvement of consumers while buying products, products can be broadly classified as high involvement products and low involvement products.

1. High involvement products

High involvement products are those where the customers are **emotionally & physically more involved in the purchase of the product.**

Following are the peculiarities of high involvement products:

- High – involvement goods are those **which generally tend to be higher in price** and are purchased relatively infrequently.
- The buyer is prepared to **spend considerable time and effort** in searching for the right and most suitable product.
- Consumers seek for **in-depth information** about the product.
- The products are **mostly found at specific locations** such as showrooms, specialized guide books/ booklets/ magazines and own website.
- **Relatively fewer buyers** exist as compared to low involvement products.
- **Some examples** of high involvement products are automobiles, jewellery, houses, holiday travel plans etc.

2. Low Involvement Products

Low involvement products are those where the customers are **emotionally & physically less involved in the purchase of the product.**

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Following are the peculiarities of low involvement products:

- Low involvement goods are those which are of a **relatively low price and purchased frequently** by the customers.
- **Minimum thought and efforts** are required because they are not of vital concern nor have any great impact on the customer's lifestyle.
- Here consumers require **minimal product information**. They do not associate any risk while purchasing these products as it is often habit buying these products.
- Low involvement products are **widely available** as compared to high involvement products.
- **Relatively more number of buyers** exists as compared to high involvement products.
- **Some examples** of low involvement products are bread, toothpaste, stationeries, chewing gums, candies, etc.

Advertising strategy should take into account the level of involvement that a consumer has with the product.

- a) **Advertising for high involvement products** contains more information and must be placed in media where the information can be processed. Hence print advertising is preferred. Emotional and visual appeals are used in the advertisements. Lots of celebrity endorsements are used.
- b) **In case of low involvement products**, the role of advertising is to get consumers to sample or switch products. The purpose of advertising such products is to remind people about the product's existence. The gathers. Hence television should be the primary medium as it allows passive learning. Tactical approaches like coupons, sales / discount promos or any other incentives are often used.

MODULE - 4

DIGITAL MARKETING AND SOCIAL MEDIA ADVERTISING

WHAT IS DIGITAL MARKETING - The first approaches to digital marketing defined it as a projection of conventional marketing, its tool and strategies, on Internet (Otero and Rolan, 2016). Satya (2015) defined it as 'online marketing', 'web marketing' or 'internet marketing'. The term digital marketing became popular overtime, especially in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but, in the UK, and worldwide, digital marketing has become the most common term, especially after the year 2013. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mostly on the Internet, but also including mobile phones, display advertising and any other digital terms.

SEARCH ENGINE OPTIMIZATION

What is Search Engine Optimization?

Search Engine Optimization Definition

Based on insights from Wikipedia, SEO is "the process of increasing the quality and quantity

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of website traffic by increasing the visibility of a website or a web page to users of a web search engine,” and “refers to the improvement of unpaid results (known as ‘natural’ or ‘organic’ results) and excludes direct traffic/visitors and the purchase of paid placement.”

In simple terms, search engine optimization is the ongoing act of improving website content in order to be shown closer to the top of the search results, without having to pay.

Conversely, paying for a spot at the top of search is known as Search Engine Marketing (SEM), which requires an entirely different set of knowledge and skills. While both of these tactics make up “Search” as a channel, when you focus on ranking your content organically, you are doing SEO, not SEM.

It’s also worth mentioning that typically, when people talk about SEO, they are referring to “Google-first” search optimization.

But there are several other search engines aside from Google that can help brands drive traffic and distribute content to their audiences.

However, while it is not a wise idea to build your castle on rented land, optimizing for Google, at least in the beginning, is still going to be your best bet since it is the most widely used search engine, and the work you put in will translate to the other platforms as well

Main Types of SEO

There are three main types of SEO, each with their own set of guidelines and potential impact. Those types are called on-page, off-page, and technical SEO

On-Page SEO

According to SearchMetrics.com, on-page SEO refers to “all measures that can be taken directly within the website in order to improve its position in the search rankings.”

This includes having the correct title tags, writing keyword-rich meta descriptions, and crafting content that contains keywords and phrases that are related to what your content is about in order to help the search engine understand when to display your webpage.

Everything that falls under the on-page SEO umbrella can be directly manually updated or optimized by editing the code on your website.

Off-Page SEO

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If on-page SEO is all about actions you can take on the pages of your website, off-page SEO refers to indirect activities – like generating backlinks – that happen away from your website to raise the organic ranking of a page.

Because Google uses more than just what is published on your site to determine rankings and authority, it is a crucial step in the SEO process to pursue off-page SEO tactics in conjunction with on-page optimization.

While most people associate off-page SEO with building links, it can go beyond that.

Off-page actions like brand mentions (with or without a link), social media shares of your content, and bookmarking are all high-value search signals that tell Google you are a valued source of information.

Technical SEO

Technical SEO, on the other hand, is a catchall category for the behind-the-scenes improvements you can make to increase your chances of ranking in search.

According to Moz, technical SEO is the act of enhancing the structure and content of your site for crawling and indexing. These activities are usually performed by developers

Having good technical SEO alone is not enough to boost you to the top of the search engine results, but if you've laid a good foundation with your on-page SEO and you have built authority by generating off-page search signals, improving the technical aspects of your site will have a noticeable impact on how many people find your content from search.

Think of it like this – technical SEO is like the skeleton of your website. Having a strong skeleton is not enough to win a race, but not having skeleton (or having a broken one) could mean sudden death. It's essential to make sure your website can easily be found in search, loads quickly when visited by readers, and is simple for the search engine to crawl and decode.

Local SEO

Local search engine optimization is the act of optimizing your website and content to appear in your regional search results. Standard SEO and local SEO practices can differ because the goal is to show up for searches that include phrases like “near me” or “in X area.”

Having a strategy that focuses on local SEO is beneficial for companies who serve a local market. Some examples of companies who should be concentrated on local SEO might be restaurants, brick and mortar retail stores, auto repair shops or plumbers.

Did you know that four out of five consumers use search to find information about local businesses? If your customers are searching for what you offer and they aren't finding your business, you are leaving money on the table, and lots of it.

The first step toward optimizing for local search is to claim and update your Google My Business listing.

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According to HubSpot, one in two people who conduct a local search end up visiting a location that same day. It's essential that your business information is as accurate, complete, and as optimized as possible.

Mobile SEO

The last type of SEO we'll cover here is a vital one, especially in today's device-obsessed culture – and it's called mobile SEO.

This form of optimization goes beyond simply having a “mobile-friendly” website.

First of all, Google wants the content that shows up on your desktop to be the same as what is displayed in the mobile results. Second, Google wants your mobile pages to load quickly.

This is why Google introduced Accelerated Mobile Pages (AMP) a few years ago.

Ultimately, Google knows that users are searching on their phones and tablets and they are committed to creating the best user experience possible, so having a solid mobile SEO strategy is necessary if you want to win with organic search.

SEARCH ENGINE MARKETING

Search Engine Marketing Definition

SEM is a type of digital marketing strategy that is focused on getting your company or your client on the first page, if not the first position, of search engine results. The purpose of this is to drive a higher volume of traffic to your site, which you can then convert.

What Is Search Engine Marketing?

Search engine marketing includes all the tools, techniques, and strategies that help optimize the visibility of websites and web pages in search engines such as Google and other, similar sites.

There are two main ways to show up at the top of the result.

Organic or natural results are usually displayed in the center of the page and are selected by Google's algorithm. This algorithm assesses both the relevance of the website (the quality of the content and to what extent it responds to a specific search) and the authority of the website (links from other pages).

Paid results are also displayed at the top of the page but in a column on the right. Unlike organic results, here the advertiser must pay a certain amount for each click on their ad. To buy advertising space on search engines, it is necessary to use platforms such as Google Ads.

In theory, search engine marketing covers both types of results. But in practice, techniques that are aimed at improving organic positioning fall into the category of SEO and techniques that are aimed at appearing among the paid results are categorized as SEM. To avoid

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confusion, we will use the term SEM or search engine marketing only for the later.

Therefore, search engine marketing consists of a series of tools, techniques and strategies aimed at optimizing search engine advertising, appearing in the top positions, getting lower costs per click, and maximizing conversions from these ads. The most well known and widely used SEM platform is Google Ads, but there are other solutions, such as Bing Ads, for example.

Search Engine Marketing Concepts

Keywords: these are the terms that users enter into search engines that prompt a particular ad or search result to be shown. They do not have to be individual words. In fact, it is common to use groups of words or phrases, such as "buy Nike shoes" or "what is the best accounting software."

Concordance: when setting up a campaign in Google Ads, you will need to define the degree of correspondence between the keywords you have selected and the terms that people use when typing a query into a search engine. This is known as "concordance." For example, if you opt for a broad match, the ad will be displayed when the user searches for synonyms or terms similar to the keyword. If you opt for an exact match, the ad will appear only when the user enters a specific keyword in the search engine.

Text ad: this is the standard type of ad that is shown in search engines, although today there are a variety of options such as shopping ads. Text ads usually include a title, a visible URL that can be customized, and a short description.

Ad group: in Google Ads, an ad group consists of several ads that feature the same keywords. This way, you can see which of them are the most effective.

Campaign: in Google Ads, the campaign is like the "umbrella" under which different ad groups with similar goals are organized. For example, if you sell school supplies online one campaign could include ad groups featuring textbooks, another could have backpacks and a third could focus on drawing materials.

Landing page: this is the web page the user is directed to after clicking on an advertisement. To achieve good results with search engine marketing, this page must be optimized to get conversions and prompt users to take certain actions (like completing a form to download an ebook). The keywords, the ad shown, and the landing page should all be aligned to ensure a good user experience.

Search Network: these are the places where your ads appear. The most common option is on the top and right of the results page, but you can also show them on other sites such as YouTube.

Impressions: this refers to the number of times an ad was shown.

Clicks: are the number of times an ad has been clicked on

CTR: is the percentage of clicks on total impressions.

CPC: is the average cost per click.

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Quality Score: this is the score that Google gives ads and keywords which influences your cost per click. This score is determined based on the relevance of the ad, the percentage of clicks obtained, and the experience of the landing page. The objective of this system is for higher quality ads to occupy higher positions and have a lower cost per click.

GOOGLE AD WORDS

Google Ads (formerly AdWords) is an advertising service that enables businesses to display ads within Google's search results and advertising network. Using a pay-per-click model, campaigns are only charged when a user clicks on an ad that is displayed on one of Google's networks, including Search, Display, and Shopping, as well as YouTube and Gmail. Although it is free to create an Ads account and connect it to an existing website, the cost of an individual campaign is driven by competing bids for the same keyword.

HOW DO GOOGLE ADS WORK?

To use Google Ads, businesses start by identifying the goals of their campaign and the network it will use:

Search campaigns are strictly text-based and display on Google.com search engine results as well as those of partner search sites. (Webopedia is a partner search site that displays search campaigns!)

Display campaigns are strictly graphics-based, but can include text within the graphics. These campaigns use Google's Display Network, which includes publishers who utilize Google AdSense to generate revenue.

Video campaigns use a combination of text, graphics, and video and are displayed on YouTube.

Shopping campaigns focus on existing retail product listings that are created in the Google Merchant Center.

There are also three types of campaigns that blend some of the networks to optimize a campaign based on a specific goal or audience type:

Discovery campaigns leverage YouTube and Gmail platforms using visual ads. These campaigns are best for advertisers looking to expand their audiences.

App campaigns use a combination of Search, Display, Google Play, and YouTube advertisements (as well as ads in other apps) to drive app downloads.

Smart campaigns automatically adjust for Google's Search Network, Display Network, and Maps platform to enable a hands-off approach.

DISPLAY ADVERTISING

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What Is Display Advertising?

A popular and effective format of digital advertising is display advertising. It is completely driven by the visuals it uses to attract attention and spread brand awareness across the internet. Display ads are a lucrative method of advertising for marketers looking for ways to reach and acquire customers. They make generous use of visual media in the form of texts, images, or even videos to catch people's attention. You can usually spot display ads in designated corners of webpages and social media platforms, and they are usually showcased in the form of a banner ad (graphic or text). All campaigns ranging from the ones using simple text to those with attractive videos can be grouped under display advertising. Most successful display advertising campaigns use a clever combination of images, text, gifs, and videos to stand out on the internet and send their message across to the targeted audience. Marketers can play around with language, design, shapes, and sizes of banners to create engaging display ads.

The Display Advertising Targeting Process One of the most vital features of display advertising is its ability to target specific sections of the audience that match parameters based on the advertiser's requirement. The display advertising targeting feature ensures that your ad reaches the right audience, and ad spend isn't wasted on a demographic that isn't interested in your product/service. The multitude of options available when it comes to display ad targeting can be overwhelming; it is important to have clarity about the kind of demographic that you want to cater to, and accordingly choose from available targeting options.

Display advertising targeting is a complex process – here's a look at some of the steps you can take to maximize this feature:

Define your demographic: You can segment the audience based on their basic demographic details like age, gender, interests, etc.

Identify target keywords: This allows you to reach the target demographic based on selected keywords as per your product or service. The display ad network will match your keywords with words/phrases present in the publisher's site where your ad will be displayed.

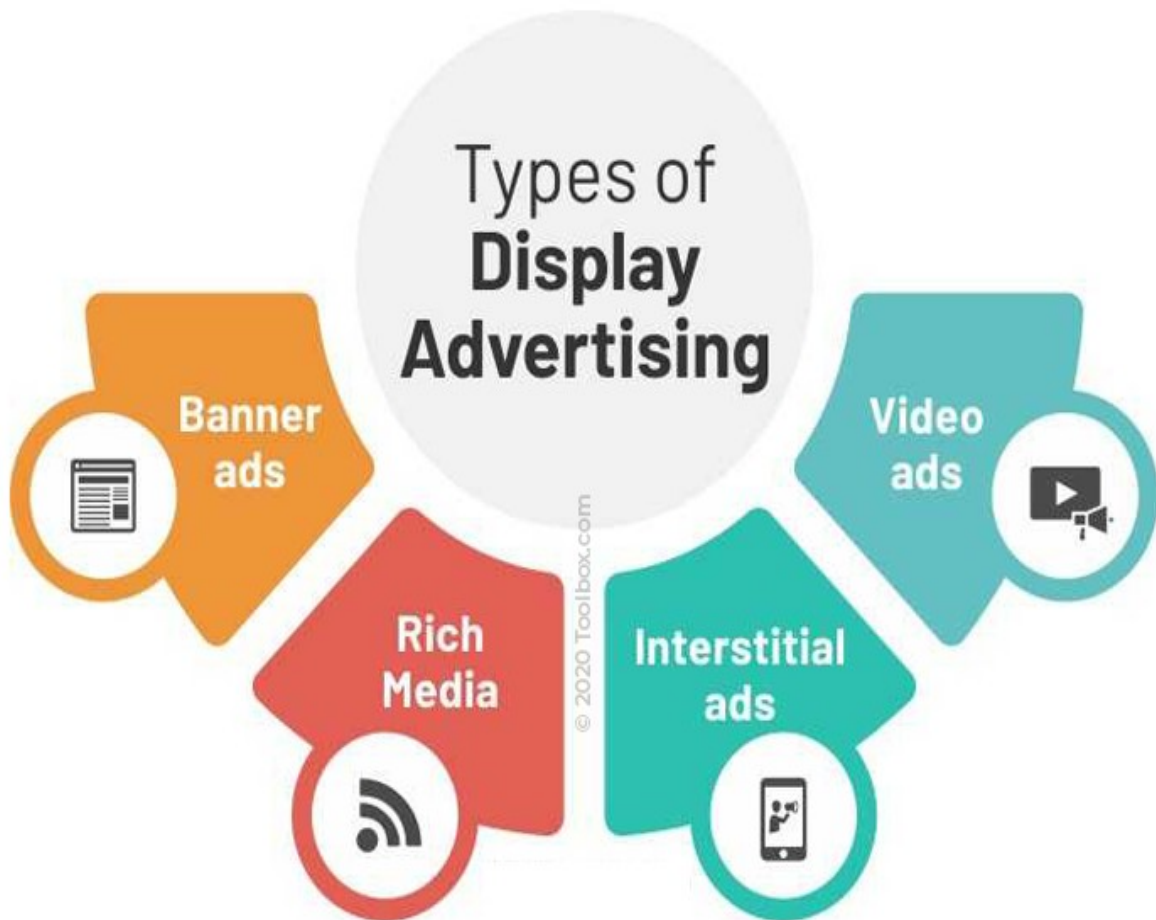
Zero-in on the topic: This feature lets you choose a group of websites that fit a specific topic/category within which your business operates.

Formulate the ideal placement: You can choose the website you want your display ads to run on. For example, if you're targeting customers of a specific car variant, you can display the ads on articles related to that model, or even on a product review page.

Show ads based on interest: Google collects data on its users' behavior, and depending on what users are searching for, you run display ads that resonate with specific interest areas. For example, a car enthusiast may be researching tires, car stereo systems, etc. Interest-based display ad targeting will place your ad on all relevant webpages.

Retarget based on past behavior: Also known as retargeting, this display ad targeting feature lets you target users who have already visited your website, thereby reinforcing the brand's impact and recall.

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TYPES OF DISPLAY ADVERTISING



Effective display advertising management relies on visuals to get the core message of the campaign to the audience. The aim is to make sure that users are automatically drawn to an ad when they visit a website or a social media platform. So, here are a few different options you should experiment with when outlining your display advertising management strategy.

Banner ads

Banner ads are the most common display advertising format, as they clearly stand out on any webpage. They are named after their shape, which is banner-like. They are nothing more than hyperlinked, image-based ads in the shape of a strip. They are usually placed on the top of a webpage to immediately draw the user's attention.

Rich Media

Considering that roughly 30% of Internet users find traditional banner advertising distracting, advertisers are exploring more innovative ways to display their ads. Use of rich media is one such new tactic that involves using interactive elements such as video, audio, and clickable elements to make the advertisement more engaging.

Interstitial ads

These are ads that appear as a separate webpage before you are directed to the original page

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that you wanted to visit on the internet. They are effective in capturing the user's attention as they take up the entire screen.

Video ads

When it comes to display advertising costs, video ads are slightly more expensive but worth it. Platforms like YouTube and Instagram have made it convenient for marketers to run video ads and attract a lot of attention and engagement.

SOCIAL MEDIA ADVERTISING

PPC (PAY PER CLICK)

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. For example, if we bid on the keyword "PPC software," our ad might show up in the very top spot on the Google results page.

Every time our ad is clicked, sending a visitor to our website, we have to pay the search engine a small fee. When PPC is working correctly, the fee is trivial, because the visit is worth more than what you pay for it. In other words, if we pay \$3 for a click, but the click results in a \$300 sale, then we've made a hefty profit.

A lot goes into building a winning PPC campaign: from researching and selecting the right keywords, to organizing those keywords into well-organized campaigns and ad groups, to setting up PPC landing pages that are optimized for conversions. Search engines reward advertisers who can create relevant, intelligently targeted pay-per-click campaigns by charging them less for ad clicks. If your ads and landing pages are useful and satisfying to users, Google charges you less per click, leading to higher profits for your business.

CPM

CPM: What is CPM? CPM is an abbreviation for cost per thousand impressions. CPM is used to measure the cost of online advertising campaigns, where each impression is an appearance of an ad on a web page.

The CPM model refers to advertising bought on the basis of impression. This is in contrast to the various types of pay-for-performance advertising, whereby payment is only triggered by a mutually agreed upon activity (i.e. click-through, lead, sale).

The total price paid in a CPM deal is calculated by multiplying the CPM rate by the number of CPM units. For example, one million impressions at \$10 CPM equals a \$10,000 total price.

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1,000,000 / 1,000 impressions = 1,000 units

1,000 units X \$10 CPM = \$10,000 total price

FACEBOOK ADVERTISING

Facebook marketing is a platform that offers a variety of highly targeted paid advertisements and organic posts, allowing brands to put their products and services in front of the massive audience. Over the last decade, Facebook has shifted from the most prominent social medium on the internet into one of the biggest marketplaces.

BENEFITS OF FACEBOOK ADVERTISING

Precise targeting - You already know that Facebook allows users to deeply segment their audience but let's take a closer look at the options available. Within demographic targeting, you can select an audience with a particular income, education level, life events, relationship status, or job. You can look for customers, taking into account their interests, such as their preferred entertainment, sports, hobbies, and shopping habits. Also, you can reach clients based on purchase behaviors, intent, device usage, etc.

Increased website traffic - With this platform, you can drive your audience directly to your website. Moreover, these people will be higher quality leads than users who land on your site organically because they already know your company. Hence, you have more credibility in their minds. Encourage your followers to visit your site to find out more about your products. Besides, when linking to a site, Facebook generates a full-size image if your site page has one. So, it will attract many users' attention and help you boost website traffic.

Variety of ad formats - Facebook provides businesses with excellent opportunities that allow them to showcase their products from the best angles. Ads on this platform include both text and visual formats. You can boost your post by turning it into an ad, produce stories to show your behind-the-scenes, make a slideshow of your new collection, use carousel ads to demonstrate up to 10 products linking to the corresponding pages, etc.

Customer support - A lot of people prefer to connect with a brand via social media. Phone calls have become a thing of the past. Create a chatbot for Facebook Messenger to communicate with users based on their popular queries — keywords. They can include “price,” “delivery,” “payment options,” “purchase,” “book,” etc. You only need to develop a scenario based on users' FAQs and write the answers. Your chatbot will imitate the real conversation. As a result, your support team will have time for more complicated issues and you can automate routine tasks.

Positive impact on SEO - Some marketers claim that social media influences search rankings. It's believed that robots take into account your data in the About section while ranking. Moreover, your social media engagement contributes a lot. Shares, likes, and comments tell Google that people are interested in your brand and engage with it. Although there is no exact proof, it isn't superfluous either.

What Is Instagram Advertising?

Instagram advertising is method of paying to post sponsored content on the Instagram platform to reach a larger and more targeted audience. While there are many reasons a business or individual may decide to advertise, Instagram advertising is often utilized to grow brand exposure, website traffic, generate new leads, and move current leads down the funnel (and hopefully towards converting).

Since Instagram is such a visual platform, text ads are not a thing here. Rather you need an image, set of images, or video (which can be accompanied by text) to reach your audience with Instagram ads.

The exciting part? Instagram advertising works! In March 2017, over 120 million Instagrammers visited a website, got directions, called, emailed, or direct messaged to learn about a business based on an Instagram ad. According to Instagram, 60% of people say they discover new products on the platform, and 75% of Instagrammers take action after being inspired by a post.

Similar to Facebook ads, throwing some money behind a post will lead to more exposure for your brand, as well as more control over who can see your post.

BENEFITS OF ADVERTISING ON INSTAGRAM

1. ENHANCED TARGETING

One of the greatest benefits of using paid advertisements on Instagram is that it allows you to target your audience more precisely.

With it, you can target your customers by location, interests, demographics, behaviours and much more. This means that your advertisement will appear on the feeds of your exact target audience, increasing the chance of making a sale.

It's a great tool to take advantage of and you can customize your audience targeting and monitor the results.

2. BOOST BRAND AWARENESS

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Another great reason to start using Instagram paid advertising is to boost the overall brand awareness among a wider audience. With so many active users on the platform, more people will become aware of your brand.

When people recognize your brand more and more, it builds credibility and helps you gain trust from your target audience. Around 80% of Instagram users follow at least one brand account, and these users will be likely to shop with you.

When you post eye-catching and engaging content, these users are more likely to follow you and stick around.

3. INCREASED CUSTOMER SATISFACTION

Lots of people use social media to vent their feelings about a brand or ask a question to the people who work there. Using your Instagram account as a way to connect to your audience as well as advertising your products is a great tool.

You can respond to user comments and provide a personal touch to your brand. Nobody likes to be ignored when asking a question online or receive a clearly automated message back.

Providing real feedback will make your customers feel valued and this will help boost your brand credibility.

4. STAY AHEAD OF THE CURVE

Social media is always evolving and adding new features, and Instagram is always changing to meet user demands or improve the overall experience.

Instagram is always changing as a platform, and Instagram advertising is always adding new features. These are designed to make the process of Instagram advertising easier and more informative.

With things like Story features, IGTV, insights, enhanced targeting and more, there are always new features to help your brand. Other platforms don't offer as many features and might not be as easy to use, so you can stay ahead of the curve.

5. TRACK YOUR CAMPAIGN'S SUCCESS

When you've set an advertising campaign on Instagram, you don't need to just sit and wait for results. You can track the success of your campaigns in real-time and gain insightful information that can help you further.

You will get access to analytics that will inform you of which campaigns get the best engagement. It will also tell you how many converted into sales and leads, and how much

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you've spent/made on your campaign.

This means that as you keep using Instagram paid advertising, you can make changes to get better results.

6. BUILD AN ORGANIC CONNECTION TO YOUR AUDIENCE

You'll find that you won't always have to pay for audience engagement. When your brand posts engaging content, people will like and comment on your posts.

You can post things you know your audience will like and use the engagement results of each post to find out what your audience does and doesn't like. This means you can tailor your posts to suit the tastes of your target audience. Use these insights to grow an organic audience connection and make your brand more credible.

7. FIT YOUR BUDGET

One of the best parts about Instagram advertising is that you can use it no matter what your budget is. You don't need to drop thousands of dollars to make an effective campaign, you can pay less and still reach a wider audience.

Instagram uses a pay-per-click model that means you will only have to pay if the user clicks on your post/goes to your website/makes a purchase. If they don't, you won't pay anything!

Of course, you will need to adjust your expectations if you're spending a lower amount. But it can still be a very effective way to advertise your products and services.

8. BECOME MEMORABLE

The thing about Instagram that makes it stand out from other social media platforms is that it is a visual platform. The content focuses on photos and videos and isn't so much focused on the text.

When your post appears on the feed of your target audience, a good post will stick around in their mind. Following a particular theme on your account will make it more likely for users to remember your profile and it will make an impression.

When people remember your brand they will be more likely to come back to your account and this can help convert into a sale.

9. USE IT FOR OTHER ASPECTS OF MARKETING

Instagram advertising provides you with a lot of information that tells you how well your campaign is performing. These insights are valuable not only on Instagram but across the board.

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These insights can influence other aspects of your marketing campaigns. You can help make them more successful both online and offline using what you learn on Instagram.

It will help you grow your brand profile on other social media platforms. This cross-promotion will help you reach a much wider audience

SOCIAL MEDIA MARKETING STRATEGY

Defining SMMS

Although researchers have often used the term “social media marketing strategy” in their studies (e.g., Choi and Thoeni 2016; Kumar et al. 2013; Zhang et al. 2017), they have yet to propose a clear definition. Despite the introduction of several close terms in the past, including “social media strategy” (Aral et al. 2013; Effing and Spil 2016), “online marketing strategy” (Micu et al. 2017), and “strategic social media marketing” (Felix et al. 2017), these either fail to take into consideration the different functions/features of social media or neglect key marketing strategy issues. What is therefore required is an all-encompassing definition of SMMS that will capture two fundamental elements—namely, social media and marketing strategy. Table 1 draws a comparison between social media and marketing strategy on five dimensions (i.e., core, orientation, resource, purpose, and premise) and presents the resulting profile of SMMS.

Effective Social Media Marketing Strategies

1. Actively Engage with Your Followers

Social media is a two-way conversation, and a smart marketing strategy will take advantage of this. Respond to customers’ posts about your brand (both positive and negative), interact with the comments section, and repost praising mentions. Customers will build more trust toward your brand if feeling seen and heard. - Lynn Kier, Diebold Nixdorf

2. Use Conversational Marketing

Conversational marketing (e.g., using an AI chatbot in Facebook Messenger) is a creative way to get online users to engage in a much more direct one-on-one conversation with your brand. In applying your FAQs as the basis of your discussion prompts, people choose a conversation path that then allows you to provide them with more personalized content that helps them make their buying decision faster. - Christina Crawley, Forum One

3. Leverage User-Generated Content

Social media is largely a pay-to-play channel now. Most brands though have a significant amount of user-generated content that should be a major theme in the content strategy. Encourage, reward, and amplify user-generated content so that the voices of your customers do the selling for you. - Noah Echols, CARROLL

4. Partner with Influencers

The power of influencer relations can be vastly underestimated in today’s social media

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landscape. By working with an influencer partner, you can market your product to a broader and more engaged audience directly from a trusted source. This creates more authenticity for potential customers as they learn about and begin to consider purchasing your product. - Melissa Rivers, Mattress Firm

5. Leverage Look-Alike Audiences

Leverage look-alike audiences to find users on social platforms that resemble your best customers. For example, on Facebook, you can upload a list of star customer emails, and then the platform can create audiences that behave similarly for you to target with your social ads. - Roshni Wijayasinha, Foxquilt

6. Get Employees Involved

Getting employees to share more about your company, products, and, more importantly, your industry (including trends and educational content) is a key way to drive social engagement. Companies that crack the code on getting regular employee social sharing will have a powerful (and cost-effective) social media program. This can be driven by education, as well as the use of employee engagement tools. - Tom Treanor, Treasure Data

7. Have A Value Ladder for Initial Offer

You need to consider a value ladder for your initial offer. This is a critical first step. From there, businesses that already have a following on social media can send out a video sales letter/email with a free offer (e.g., e-book, guide, top five tips) to hook customers. Afterward, follow-up emails can drive potential customers to a webinar or challenge. Overdeliver and you will win customers! - Marisa Salcines

8. Tap into Real-Time Moments

Tap into culture. Seize real-time moments that get your audience to say, "Wow, they read my mind." For example, a fashion brand has every reason to post about when the next season of "Emily in Paris" will drop on Netflix and boomerang glasses of rose clinking together. They know their design-savvy audience loves this show for the Parisian sights, high-fashion, and binge-worthy rom-com storyline. - Meghann Craig, Empower

9. Post Native Content

One social media marketing strategy that's often overlooked is the importance of posting native content, especially when it comes to video. To get the most mileage out of your videos, upload them to each platform instead of hosting on one platform and re-sharing to others. While this route is more time-consuming, it will pay dividends when it comes to visibility and engagement. - Stephen Tarleton, Logic Monitor

10. Join Related Facebook Groups

One creative social media strategy is to join related Facebook groups. For example, if you are selling software exclusively to HVAC businesses, you should look for HVAC groups to join. I have seen people using Facebook as a business-to-business platform because it is much easier to target like-minded people within that group.

**NEW TRENDS IN DIGITAL MEDIA ADVERTISING
RISE IN E-COMMERCE ADVERTISING**



E-commerce platforms like Amazon, Flipkart, Paytm, and Snapdeal have emerged as key advertising channels for marketers due to the growing online retail sales in India. According to Statista, the Indian e-commerce market is estimated at \$64 billion in 2020 and is projected to touch \$200 billion by 2027.

The changing consumer behavior has had its impact on the Indian digital advertising market as well with advertising spends on e-commerce platforms touching Rs 4,700 crore by the end of 2020, according to the recent Dentsu-exchange4media Digital Advertising in India 2021 report. Based on the current trajectory, the report has predicted that advertising spends on these platforms is expected to grow at a CAGR of 40%.

According to the 2021 FICCI-EY report on the M&E sector, advertising on e-commerce platforms crossed Rs 3500 crore in 2020 to garner 12% of total digital advertising as more brands used online channels to drive sales. The report stated that digital ad spends stood at Rs 28,200 crore during the year

WATConsult India AVP Consumer Insights Abheek Biswas said that the ad spends on e-commerce platforms is spread across formats like display, video, social media, paid search, and others (incl. classifieds).

Xaxis India country head Bharat Khatri said e-commerce advertising in India is quite significant with advertising on the owned and operated properties of e-commerce platforms pegged at Rs 100-200 crore. This, he clarified, is the spending on digital and not on other

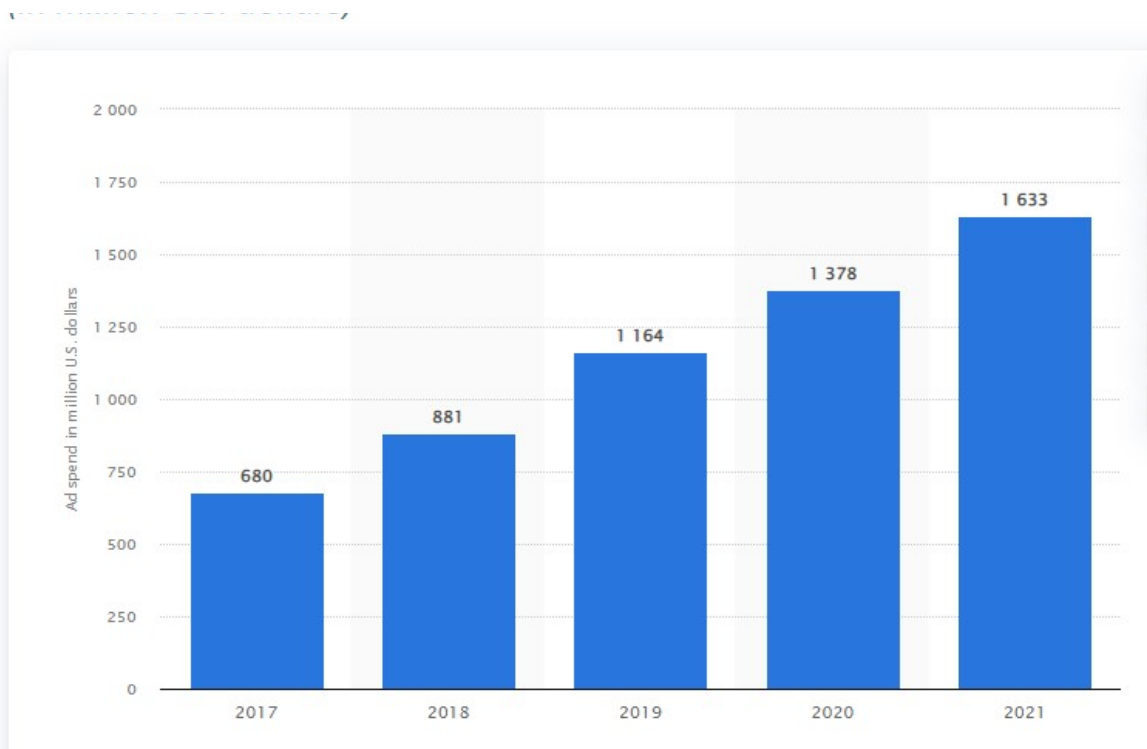
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fulfilment types of advertising concepts that these platforms have

Over the last six months, e-commerce platforms have come up with their own DSP on the lines of Google. So now, Amazon and Flipkart have their own DSP. Brands can now activate a campaign and target users outside the e-commerce platform as well. So earlier, they were targeting Amazon guy only inside the Amazon platform when he had decided what products to purchase but you still have the last-mile option to influence and change the product preference. But now you can target the Amazon guy outside Amazon also when he is reading news or listening to music. Whatever everyone is doing on the internet the DSP now has the power to target them. Now you can do a 360-degree funnel," he explained.

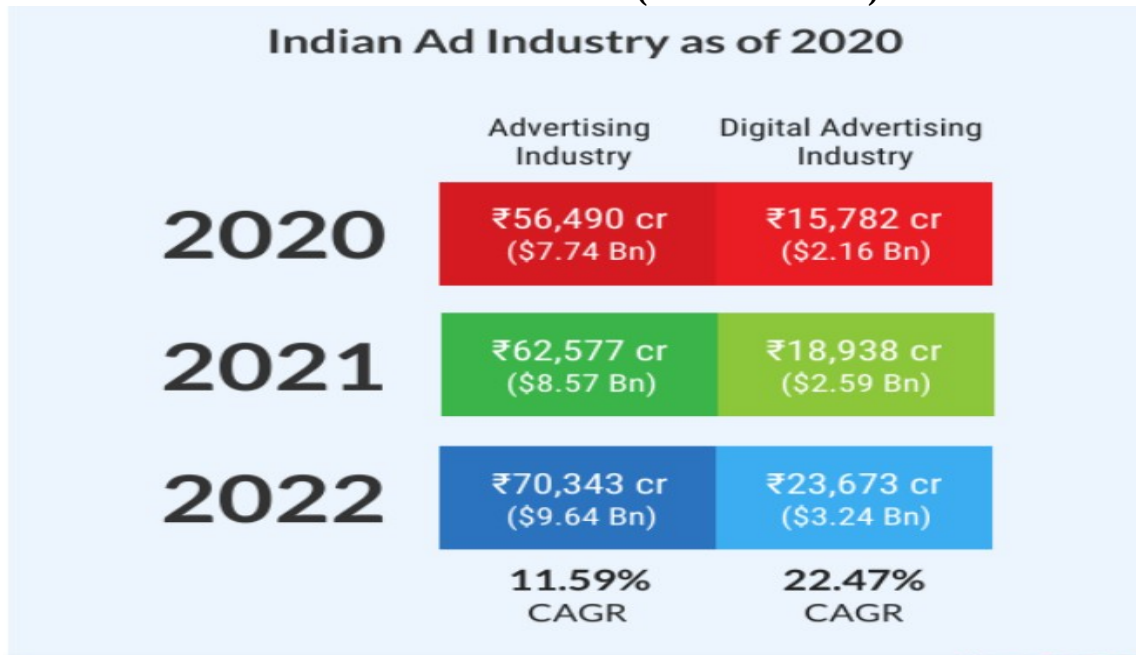
AD SPEND ON DIGITAL/ONLINE ADVERTISING

Value of overall digital display ad spends in India from 2017 to 2021 (in million U.S. dollars)



The report by advertising major Dentsu, throws more light on the growth of digital advertising in 2020 and how the market has been reshaped over this one-year period. Let us take a look at some interesting statistics and the key trends that have led to a makeover of the digital advertising market and contributed to this paradigm shift

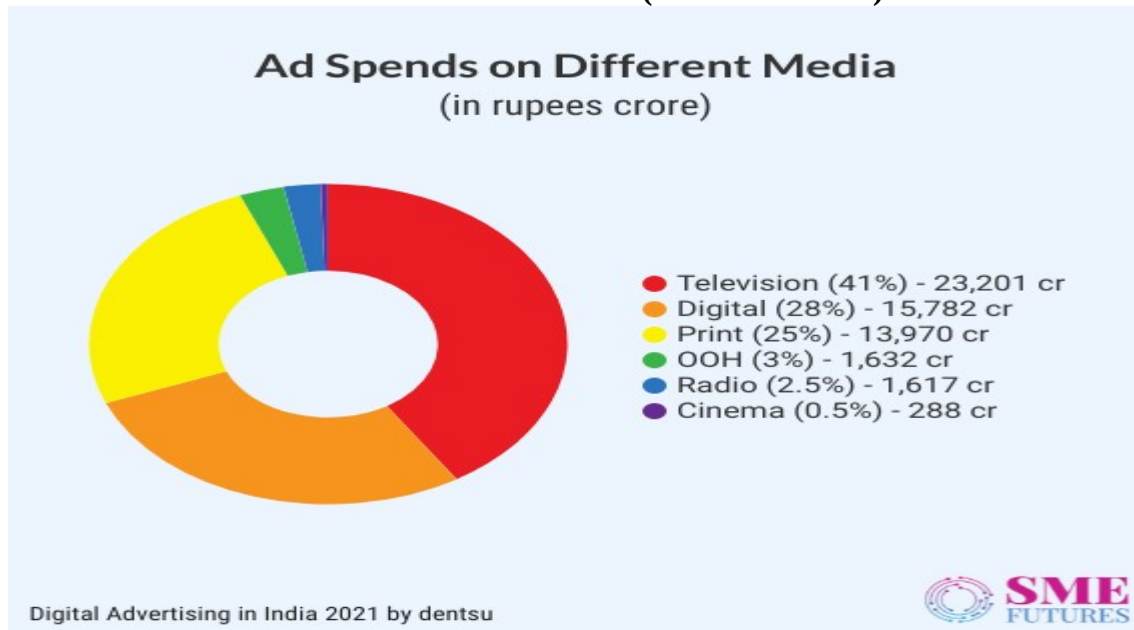
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The COVID-19 pandemic has only accelerated the adoption of the digital medium as a key advertising vehicle. According to a report titled ‘Digital Advertising in India 2021’ the digital advertising industry has grown by 15.3 per cent and reached Rs. 15,782 crores by the end of 2020. In 2019, it stood at Rs 13,683 crores. Infact, the digital medium has already overtaken print to become the second biggest AdEx medium in India and is fast catching up with TV AdEx numbers. Moving further, the digital media is expected to grow by 20 per cent to reach a market size of Rs. 18,938 crores by 2021 and with a CAGR of 22.47 per cent to reach Rs. 23,673 crores by 2022.

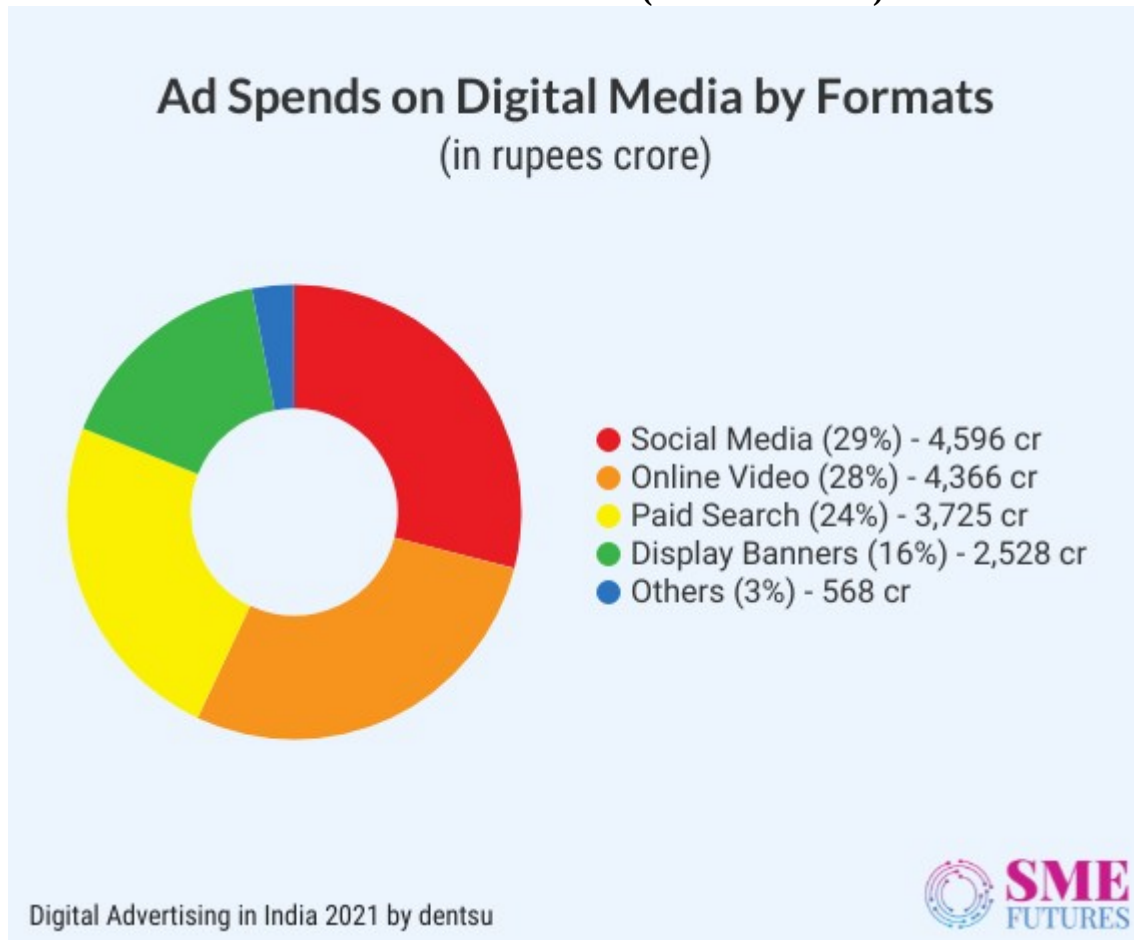
Dentsu India CEO Anand Bhadkamkar comments, “The pandemic created a demand for e-commerce purchases in tier-II and tier-III cities and brought in a behavioural shift in elderly consumers. Customers from tier-II and tier-III cities began to prefer buying from online retailers offering delivery at flexible timings while being cautious about safety and health during the pandemic; the elderly, meanwhile, gradually moved to using cashless digital payment methods instead of cash transactions. The result? The pandemic began to aggressively fuel digital adoption across the country leading to a 15.3% growth over the previous year. We, at Dentsu, expect 2021 to witness a colossal rise in digital advertising.”

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Print, OOH, radio and cinema are expected to maintain the same market spending share this year as in the year 2020.

As per the numbers, the social media ad spend on digital is 29 per cent at Rs. 4,596 crores. This is followed very closely by online video, which contributes 28 per cent with around Rs. 4,366 crores, and the paid search spend is 24 per cent i.e. Rs. 3,725 crores. Spending on display banners stands at 16 per cent with Rs. 2,528 crores.



MACHINE LAEARNING

Machine Learning is the field of study that gives computers the capability to learn without being explicitly programmed. ML is one of the most exciting technologies that one would have ever come across. As it is evident from the name, it gives the computer that makes it more similar to humans: The ability to learn. Machine learning is actively being used today, perhaps in many more places than one would expect.

Classification of Machine Learning

Machine learning implementations are classified into three major categories, depending on the nature of the learning “signal” or “response” available to a learning system which is as follows:-

Supervised learning: When an algorithm learns from example data and associated target responses that can consist of numeric values or string labels, such as classes or tags, in order to later predict the correct response when posed with new examples comes under the category of Supervised learning. This approach is indeed similar to human learning under the supervision of a teacher. The teacher provides good examples for the student to memorize, and the student then derives general rules from these specific examples.

Unsupervised learning: Whereas when an algorithm learns from plain examples without any associated response, leaving to the algorithm to determine the data patterns on its own. This

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type of algorithm tends to restructure the data into something else, such as new features that may represent a class or a new series of un-correlated values. They are quite useful in providing humans with insights into the meaning of data and new useful inputs to supervised machine learning algorithms.

As a kind of learning, it resembles the methods humans use to figure out that certain objects or events are from the same class, such as by observing the degree of similarity between objects. Some recommendation systems that you find on the web in the form of marketing automation are based on this type of learning.

Reinforcement learning: When you present the algorithm with examples that lack labels, as in unsupervised learning. However, you can accompany an example with positive or negative feedback according to the solution the algorithm proposes comes under the category of Reinforcement learning, which is connected to applications for which the algorithm must make decisions (so the product is prescriptive, not just descriptive, as in unsupervised learning), and the decisions bear consequences. In the human world, it is just like learning by trial and error.

Errors help you learn because they have a penalty added (cost, loss of time, regret, pain, and so on), teaching you that a certain course of action is less likely to succeed than others. An interesting example of reinforcement learning occurs when computers learn to play video games by themselves.

Semi-supervised learning: where an incomplete training signal is given: a training set with some (often many) of the target outputs missing. There is a special case of this principle known as Transduction where the entire set of problem instances is known at learning time, except that part of the targets are missing.

ARTIFICIAL INTELIGENCE

Definition –: “A field of study that seeks to explain and emulate intelligent behavior in terms of computational processes”. – Schalkoff 1990

How Artificial Intelligence (AI) Works?

Building an AI system is a careful process of reverse-engineering human traits and capabilities in a machine, and using its computational prowess to surpass what we are capable of.

To understand How Artificial Intelligence actually works, one needs to deep dive into the various sub-domains of Artificial Intelligence and understand how those domains could be applied to the various fields of the industry. You can also take up an artificial intelligence course that will help you gain a comprehensive understanding.

Machine Learning : ML teaches a machine how to make inferences and decisions based on past experience. It identifies patterns, analyses past data to infer the meaning of these data points to reach a possible conclusion without having to involve human experience. This automation to reach conclusions by evaluating data, saves a human time for businesses and

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helps them make a better decision.

Deep Learning : Deep Learning is an ML technique. It teaches a machine to process inputs through layers in order to classify, infer and predict the outcome.

Neural Networks : Neural Networks work on the similar principles as of Human Neural cells. They are a series of algorithms that captures the relationship between various underlying variables and processes the data as a human brain does.

Natural Language Processing: NLP is a science of reading, understanding, interpreting a language by a machine. Once a machine understands what the user intends to communicate, it responds accordingly.

Computer Vision : Computer vision algorithms try to understand an image by breaking down an image and studying different parts of the objects. This helps the machine classify and learn from a set of images, to make a better output decision based on previous observations.

Cognitive Computing : Cognitive computing algorithms try to mimic a human brain by analysing text/speech/images/objects in a manner that a human does and tries to give the desired output.

What are the Types of Artificial Intelligence?

Not all types of AI all the above fields simultaneously. Different Artificial Intelligence entities are built for different purposes, and that's how they vary. AI can be classified based on Type 1 and Type 2 (Based on functionalities). Here's a brief introduction the first type.

3 Types of Artificial Intelligence

Artificial Narrow Intelligence (ANI)

Artificial General Intelligence (AGI)

Artificial Super Intelligence (ASI)

MOBILE ADVERTISING

What Is Mobile Advertising?

The term mobile advertising refers to any form of advertising that appears on mobile devices such as smartphones and tablet computers. Companies advertise on these devices through text ads via SMS or through banner advertisements that appear embedded on a mobile website. They may also be found through downloaded apps including mobile games.

Companies tailor their ads based on consumer tastes and/or their browsing history. For instance, ads that appear on sites and apps like Facebook are based on an individual's web browsing history, geographic location, and other data like online shopping habits.

Although mobile advertising helps keep company revenues up, there are concerns about consumer privacy. That's because companies use data mining and other ways to collect information about consumers while they use their devices. Advocates argue that companies

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may share or even sell the data they collect and use with others.

Types of Mobile Advertising

Mobile advertising can take a number of different forms. These include:

Push notifications: These are pop-ups that appear on a mobile device. These are delivered to consumers at any time. This means users don't actually have to be on an app in order to get a notification.

Image text and banner ads: Users who click on their ads are redirected to the advertiser's page by opening it up on a browser.

Click-to-download ads: When a consumer clicks on these ads, they will route them to the Google App or Apple App store. The destination depends on the consumer's operating system and device.

Click-to-call ads: Advertisers allow users to click on their ads in order to call them directly with their smartphones.

Click-to-message ads: A consumer who clicks on this type of ad is directed to contact the advertiser directly via SMS.

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