

# ADVERTISING

## MODULE 1

### INTRODUCTION TO ADVERTISING AND ETHICS

-BY MS. ADITI KAPOOR



## INTRODUCTION

Advertising is an integral part of our social & economic systems.

Advertising is as old as civilization and has been used as the means of communication to buy and sell the goods and services to the society. Advertising is an important tool of promotion that can create wonders with beautiful words to sell product, service and also ideas.

Advertising has, acquired great importance in the modern India characterized by tough competition in the market and fast changes in technology and fashion and taste of customers.

The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations.

Today as per the changing marketing situation advertising is not the only sufficient medium of communication. It has to be integrated with other mediums so as to create the long lasting impact on the consumers. Thus the concept of integrated marketing communication is gaining considerable momentum due to challenges faced by the advertisers in designing and implementing their advertising communication messages.

It is essential for organizations to promote their brands well among the end-users not only to outshine competitors but also survive in the long run. Brand promotion increases awareness of products and services and eventually increases their sales, yielding high profits and revenue for the organization.

Advertising is as old as civilization and has been used as the means of communication to buy and sell the goods and services to the society.

"Nobody counts the number of ads you run; they just remember the impression you make."

*-William (Bill) Bernbach*

"Doing business without advertising is like winking at a girl in the dark. You know what you're doing, but nobody else does."

*-Stuart H. Britt*

"Advertising is the missing link between product attributes and consumer perceptions."

*- Alyque Padamsee*

"I have learned that it is far easier to write a speech about good advertising than it is to write a good ad."

*- Leo Burnett*

## **CONCEPT & DEFINITIONS**

The word "advertising" is derived from its Latin root *ad verter*, which means "to turn towards" or "to attract attention to". In this broad sense it comprises all acts that are directed towards drawing attention. As is commonly defined, advertising is "any paid form of non-personal presentation and promotion of ideas or products by an identified sponsor."

William F Arens: "Advertising is the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services & ideas) by identified sponsors through various media."

Advertising simply means a public announcement. But, nowadays, the functions of advertisements go beyond announcements as they persuade the prospective buyer, remind the existing buyers, create demand, brand preference and brand loyalty; apart from neutralizing the effects of the advertisements of the competitors. Advertising is aimed at a group of persons and not an individual. These groups of persons are not the general public; but the target audience who are also the potential customers. In advertising, unlike personal selling, immediate feedback cannot be taken.

**“Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor”**

**-Definitions Committee, American Marketing Association, 1948**

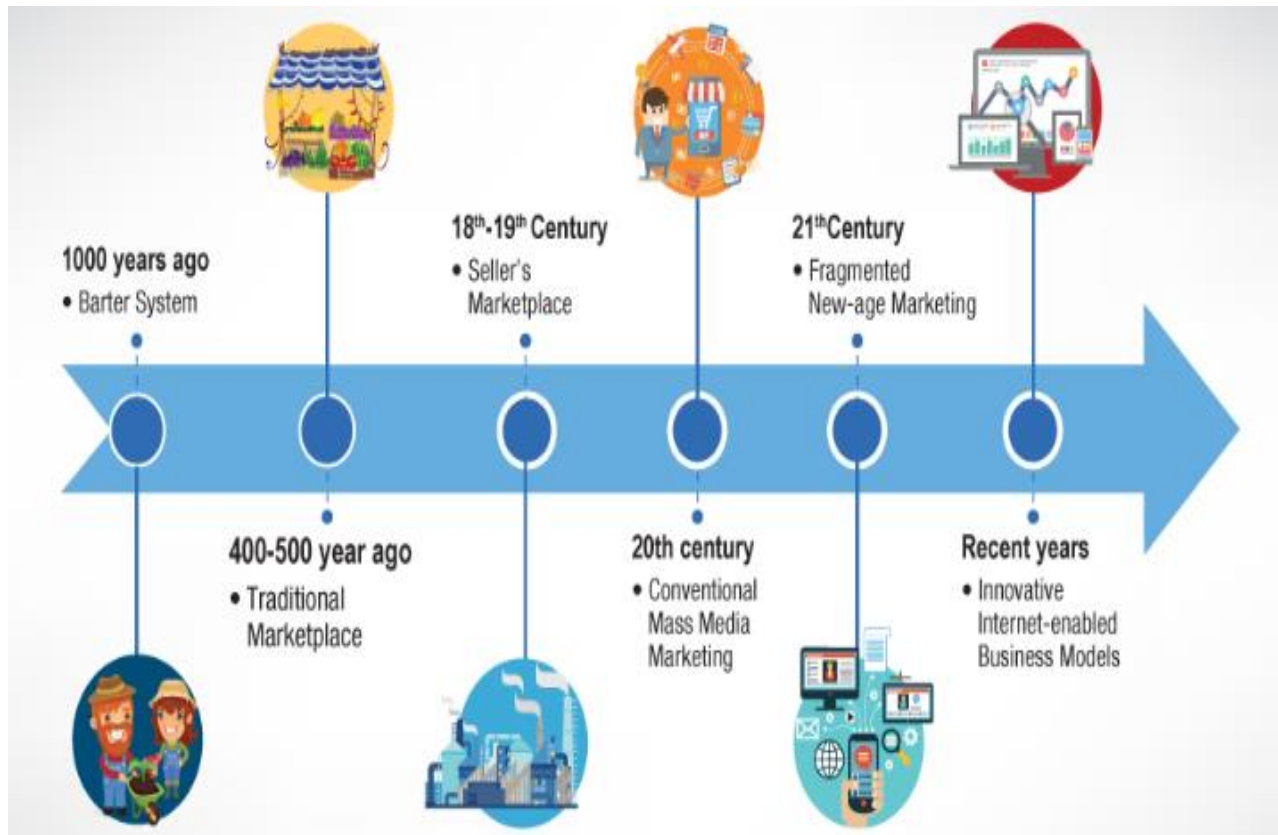
**Advertising is a non-personal form of communication conducted through paid media under clear sponsorship.**

**-Philip Kotler**

**Advertising means to develop favorable brand image to enlarge market share and to increase the profits of the organization in the long run**

**-David Ogilvy**

## EVOLUTION OF ADVERTISING



Advertising it seems is everywhere, almost anywhere we go or everywhere we look we are surrounded by ads offering a deal, suggesting products in two hours and insisting we give them our attention. By some estimates with our viewing we may see thousands of ads each day. But when did this all begin and how did it get so crazy.

The history of advertising is the real history of communication every time a new technology is invented that allows people to communicate with each other. Advertisers uses to sell more stuff to the customers and it all began thousand years ago. We don't really know when, we do know around 2000 BCE Egyptian were announcing messages to the public like Carving on stones and wooden tablets.

Advertising as we know today started with the invention of the printing press in the 1400s that led to the rise of newspaper and write along with that newspaper advertisement

The first classified ad appeared in 1631 and the world's first magazine the tabular was published in England in 1709. It wasn't newspapers and magazine ads have recommended everything from quotes to carriages to hair care products to their readers.

Mail services have been delivering letters to the people for thousands of years but by late 1800 modern days efficiency meant they cost a sender a lot less to mail something Companies like Murray and Roberts Began sending postcards and catalogues advertisements directly to the customers and direct marketing was born.

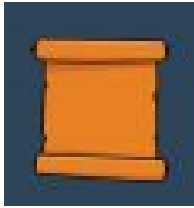
The Radio came along in 1921 and it wasn't long until the radio hosted mentally products on the air

The auto mobile became widespread in early 20 century and soon travellers touring the countryside were greeted by billboards, telling them where to buy gas for the car

The television was invented by 1927 and the first television commercial debuted in 1941 entertaining viewer I'm providing advertisers with one of the affected forms of advertising ever created and it was only another 30 years before that other great invention was born.

Then cell phones became popular in the 80s the world wide web or the internet in 90s and Facebook Twitter and YouTube in the 21st-century with each new technology Deva new kinds of ads demanding that we pay attention and tomorrow who knows perhaps advertisers would propose that advertisement be broadcasted in our dreams to get message to us in our contact lenses for sure as ads on places like the moon.

ONE THING IS FOR SURE AS LONG AS THERE ARE THINGS TO SELL WAYS TO COMMUNICATE ADVERTISERS WILL FIND THEIR WAYS TO ADVERTISE



**PRE – MODERN**

Egyptian used papyrus to make sales messages and wall posters



**1704**

The first newspaper Advertisement , an announcement seeking a buyer for an Oyster Bay , Long Island , Estate is published in the Boston News Letter



**1800 - 1900**

1835 – First Billboard was made  
1843 – First Advertising Agency  
1891 – Companies started selling their brands and not just products



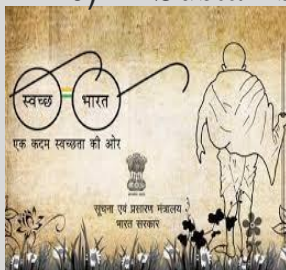
**1900 - 1999**

1920 – First Advertisement on Radio  
1941 – First commercial on Television  
1960 – Focus group & Research  
1980 – Infomercials take hold  
1994 – First banner ad by AT & T  
1996 – Yahoo debuts search ads



## IMPORTANCE OF ADVERTISING

- 1) Introducing new products
- 2) Increase Demand for products
- 3) Helps to fight Competition
- 4) Economies for sale
- 5) Good public image
- 6) Increase standard of living
- 7) Research and Development
- 8) Educates people
- 9) Develops the society
- 10) Sustains Press and media



## SCOPE OF ADVERTISING INDUSTRY IN INDIA

- 1) Advertising research
- 2) Consumer research
- 3) Advertising Budget
- 4) Planning and Advertising Campaign
- 5) Making of Creative Ads
- 6) Media Planning
- 7) Media Selection
- 8) Media Scheduling
- 9) Commercial and Non-Commercial Advertising

## FEATURES

**1)Paid communication** – Businesses select, assign and pay advertisers for preparing advertisements that include the size, slogan, etc. These advertisers are asked to prepare a design or format of the advertisement as per the products and requirements of the businesses.

**2)Non-personal presentation** – Advertisement is a non-personal presentation, which means that media tools like television, radio, newspaper, etc., are considered that reaches out to a large number of people.

**3)Target Customers** – Advertisements are developed that caters to the needs and wants of target customers and markets. Advertisements depict target customers and markets by relevant characters, themes, props, slogans, select storylines and so on. For example, protein health drinks like Horlicks, Complan, etc., are targeted towards children representing young urban India and emotions are targeted towards excelling in studies, sports and tackling competition.

**4)Art, science and profession:** Advertising is art, science and a profession, and this is now universally accepted. It is an art as it needs creativity for raising its effectiveness. It is a science as it has its principles or rules. It is also a profession as it has a code of conduct for its members and operates within standards set by its organized bodies. In its field, AD Agencies and space brokers function as professionals.

**5)The element of a Promotion mix:** Advertising is an important part of a marketing mix. It supports the sales promotion efforts of the manufacturer. It makes a positive contribution to sales promotion provided other elements in the marketing mix are reasonably favorable. It is alone inadequate for promoting sales. Many companies now spend huge funds on advertisements and public relations.

**6)Identified sponsor:**Advertising always has an identified sponsor. In other words, advertising discloses or identifies the source of the opinions and ideas it presents. On the other hand, the sponsor for publicity or propaganda can remain anonymous.

**7)Ideas, Goods, and Services:** Advertising is aimed at promoting and selling not only tangible and physical goods, but also ideas and services. Most often services like banking and insurance are sold through advertising. For example, Posts and Telegraph Department advertises to promote the use of PIN CODE for fast delivery of letters. The scope of advertising is wide and designed to sell not only goods but services and ideas also.

**8)Inform and persuade:** Advertising usually informs the potential consumer about products and services, their benefits and utilities. It also persuades the consumers to purchase such products and services. In short, advertising is the art of influencing human action and awakening of a desire to possess products and services. It is a mass persuasion activity duly sponsored by the manufacturer, retailer, or dealer for whom the advertising is done.

**9)Objectives:**

- To Inform Buyers
- To Persuade or Convince Buyers
- To Remind Buyers
- To Face Competition
- To Build and Improve Brand Image

- To Help or Educate People
- To create awareness

**10)Consumer Choice** : Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.

**11)Creativity** : A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign.

**12)Process** : Advertising is the process of communicating about a product with the consumer. It can be accomplished by word of mouth, direct solicitation (mail, email, phone), or through a variety of media channels (Internet, radio, TV).

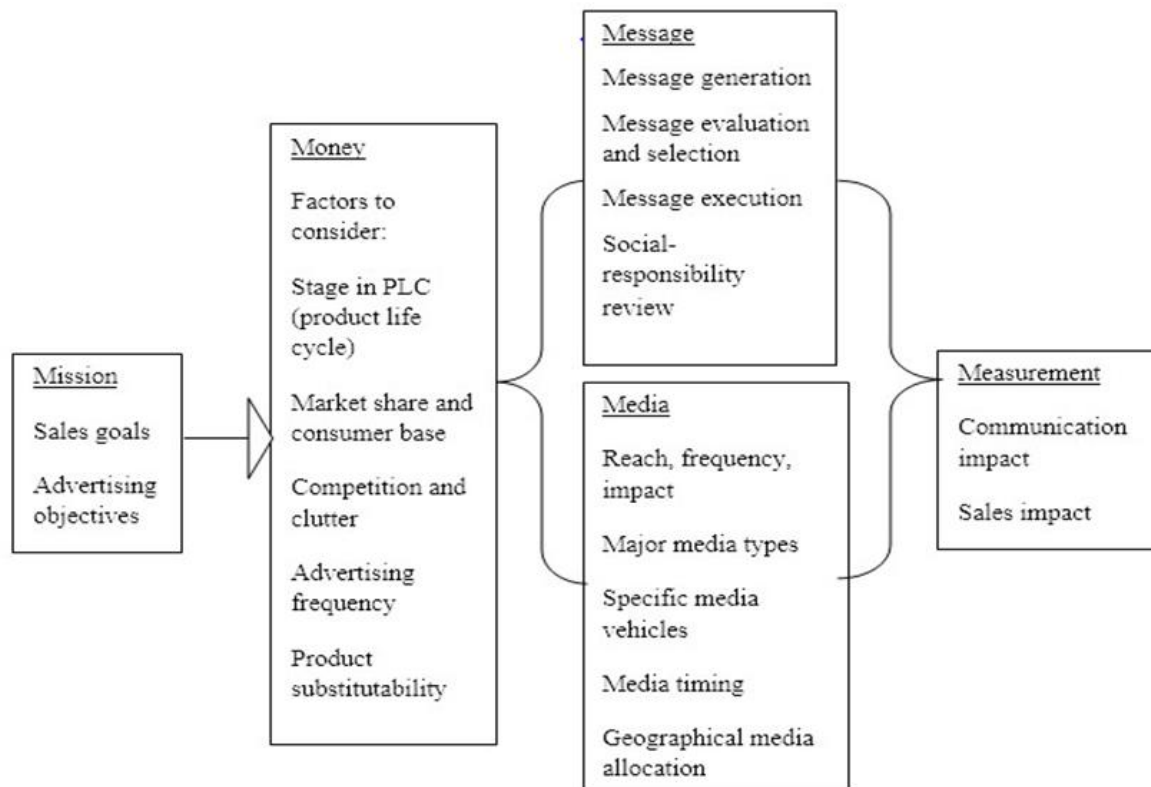
## Benefits/Advantages of Advertising



- 1) Introduces a New Product in the Market
- 2) Expansion of the Market
- 3) Increased Sales
- 4) Fights competition
- 5) Enhances Good-Will

- 6) Educates the Consumers
- 7) Elimination of Middlemen
- 8) Better Quality Products
- 9) Supports the Salesmanship
- 10) More Employment Opportunities
- 11) Reduction in the Prices of Newspapers and Magazines, etc.
- 12) Higher Standard of Living

## FIVE M'S OF ADVERTISING



### Mission

The marketing mission is what a department wants to complete with an ad. It can be to sell a product, promote a service, develop a brand or more company objectives. It could inform the customers of the delivery stages of a product, such as one that is still in development. Even if a product is unreleased, advertisements can still promote the product through a dual mission goal. Advertisements that both promote and give details about a product accomplish two mission goals: to describe the product to customers and to garner interest in the product for potential buyers.

Both of these goals serve similar objectives but complete different requirements. A mission can also persuade customers to aim for a particular brand in the product. This could be, for example, used in an advertisement for a popular brand, when it mentions another brand within the same company. Companies can use one product to advertise another to fulfill a specific mission. A mission can also be simply to keep customers informed about the product, to keep them thinking about it in a repeated pattern.

### **Money**

Money in the five M's of advertising concerns all the budgets for collective advertising. This can apply to the media used, the geography of the advertising and the demographics the advertising targets. This can also concern how long the advertisements run, and with what products they associate with. Depending on many of these factors, an advertisement could be more or less expensive and effect the overall budget.

### **Message**

The message of an advertisement is the medium from which the advertisement communicates with or delivers to the target audience. Messages generate within departments in different ways before they become available to the current audience. Inductive message generation allows business leaders and department heads to brainstorm before deciding on a final message. Deductive reasoning in message creation attributes message purposes to rational, sensory and social values of a customer. Both of these methods acknowledge and rely on message execution, which is the format in which a message delivers to a customer.

### **Media**

Media is the medium through which advertising conveys. When choosing how to convey an advertisement, members of the department focus on the reach, impact and frequency of the media while considering the advertisement itself. They also determine the mode of media by what is available to the company, including what resources they have to develop and mass produce the media, if necessary. Once they consider these factors, they choose the media vehicle and the media vehicle's timing, or how long the media add projects to the audience.

### **Measurement**

Measurement is a post-advertisement set of activities that measures how effective an advertisement was to the target audience and for the product. Using research and analysis tools, a team can determine the problems and improvement potentials that they can accomplish to encourage advertisement development.

This step helps increase overall profitability of an advertisement and can help improve advertisements in the future.

## **CASE STUDY: P&G mobile advertising campaign**



Provided by Contagious Communications Ltd.

Personal care giant's mobile ads help people text their mothers to say "Thank you mom" or "I love you mom" more often.

### **What was the Challenge / Background of the Campaign?**

P&G wanted to extend its Proud Sponsor Of Moms initiative into the mobile advertising realm with a new and innovative campaign that reminds people to text their mothers.

### **What was the Campaign Objective?**

Although this is a pretty small initiative, P&G's mobile app needed to be smart and useful. The advertisement aimed to replace the usual annoyance of a banner ad with something more helpful that fits in with its brand messaging and is useful and friendly.

### **What was the Solution?**

The personal care giant's mobile ads, created by agency Kirowski Isobar, Budapest, simply said: 'Three words that we don't say often

enough: Thank you Mom!' When people tapped the banner, the ad instantly searched their phone for listings under 'Mum', 'Mom', 'Mother' and other similar maternal affectations. It then took people to their text messaging service and automatically addressed a blank message to their mother.

### **What were the Results?**

The sophisticated and helpful mobile ad successfully associated P&G with the happiness every mother feels when her children contact her.

### **What were the Key Learnings of this Campaign?**

Brands should be aware of how mobile ads are becoming more sophisticated, moving from a static, isolated ad to one that taps the mobile's native functionality (GPS, location, address book, calendar, etc). There's an extraordinary number of possibilities now for brands that are prepared to be creative about using a phone's functionality in new, more connected, more personal ways through the humble banner.

# CLASSIFICATION OF ADVERTISING

## CLASSIFICATION OF ADVERTISING ON THE BASIS OF TARGET AUDIENCE

LOCAL ADVERTISING

REGIONAL ADVERTISING

NATIONAL ADVERTISING

INTERNATIONAL ADVERTISING

### Local Advertising:

Small firms may like to restrict their business to state or regional level. Some firms first localize their marketing efforts and once success has been achieved, they spread out to wider horizons. A classic example is Nirma Washing powder, which initially was sold in Gujrat and subsequently entered the other markets of the country. Retail stores also undertake local advertising.

A classic EXAMPLE could be 'Dainik Bhaskar', which was initially advertised and sold only in Madhya Pradesh and later entered other states e.g. Rajasthan, Uttar Pradesh and Haryana. Retail stores also undertake local advertising.

### Regional advertising:

Regional advertising refers to putting the advertisements in different media for influencing the decision of the people in a certain locality or a geographic location. The place could be a country, city, state or region. Regional advertising is done by the sponsors for advertising the goods or services on accompany in a certain region or state. It could also include a number of states in a certain region. Special

advertisements are created in regional dialects for influencing the people in a certain region.

It could be a Punjabi accent for the people in north India.

EXAMPLES: The examples are advertising for products with the person speaking in a south Indian language or manner. To influence the people from South India.

### **National Advertising:**

It is generally undertaken by manufacturers of branded goods, for which, advertising messages are communicated to consumers all over the country. Almost all possible mass media, including national newspapers, radio and television network, are employed for national advertising. Product services, and ideas, which have demand all over the country, are suitable for national advertising. In India, Indian Airline Hindustan Lever Ltd., Vicco, Godrej, Bajaj and Kirloskar are a few leading advertisers at national level. Likewise, detergents, soaps, toothpastes, cosmetics, scooters, cars, and bicycles, are some of the products, which are advertised all over the country.

### **International Advertising**

International advertising is defined as the non personal communication by an identified sponsor across international borders, using broadcast, print, and or interactive media. It requires dissemination of a commercial message to target audiences in more than one country

EXAMPLE: For example, you will notice that McDonald adopts an international marketing strategy, with [Facebook](#) pages as diverse as [McDonald's Malaysia](#), McDonald's [Brazil](#), McDonald's [Italia](#) and McDonald's [Polska](#) (Poland).

## CLASSIFICATION OF ADVERTISING ON THE BASIS OF TARGET AUDIENCE



### **PRINT ADVERTISING**

Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Advertisers also use digital media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences

**EXAMPLE:** When Kentucky Fried Chicken ran out chicken to serve at its restaurants -- a PR nightmare -- the company had to apologize to the public.

Instead of posting an apology on social media, its media and marketing agencies decided to focus on a print ad that worked in conjunction with a website page online where readers could get more information.

The print ad was a genius move, using humor and humility to relate to its customers with its apology.



## **Broadcast Advertising**

Generally speaking, broadcast advertising is radio, television, and Internet advertising. The commercials aired on radio and televisions are an essential part of broadcast advertising. ... The role of broadcast advertising is to persuade consumers about the benefits of the product.

## **Outdoor Advertising**

Outdoor media advertising is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue). Outdoor advertising formats fall into six main categories: billboards, street, roads, highways, transit, and alternative.

## **Internet Advertising**

Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications.

EXAMPLE:

### Facebook Sponsored Posts

Ideal for goals like: driving online sales for products or services, promoting sales and events, growing your Facebook following or promoting your local business.

### Sponsorships & Banner Ads

Ideal for goals like: growing brand awareness or driving traffic to your website.

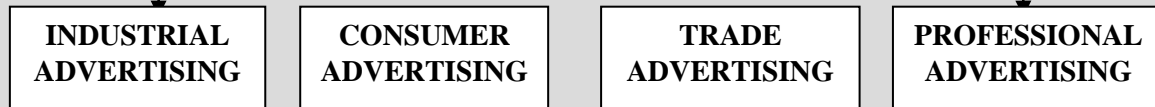
### Native Advertising

Ideal for goals like: building brand awareness, communicating information or amplifying content reach.

### Paid Search

Ideal for goals like: driving traffic to high priority website pages, capturing searchers that are actively looking for a product or service and driving sales or online conversions

## CLASSIFICATION OF ADVERTISING ON THE BASIS OF TARGET AUDIENCE



### **Industrial Advertising:**

Industrial advertising on the other hand, refers to those advertisements which are issued by the manufacturers or distributors to the buyers of industrial goods/products. This category include machinery and equipment, industrial intermediates, parts and components, etc.

### **Consumer Advertising:**

These advertisements are intended to promote sale of the advertised products by appealing directly to the buyers and consumers. Such advertising is called consumer advertising.

### **Trade Advertising:**

Advertisements which are directed by the manufacturers to distribution channel members, such as wholesalers and retailers, are called trade advertising. The objective of such advertising is to promote sales by motivating the members of distribution channel to stock more or to attract new retail outlets.

### **Professional Advertising :**

It is directed at professional like doctors, professors, engineers and others, who are expected to recommend, prescribe, or, specify the advertised products to ultimate consumers. This is done through professional journals and representative of the advertiser.

### **Institutional Advertising:**

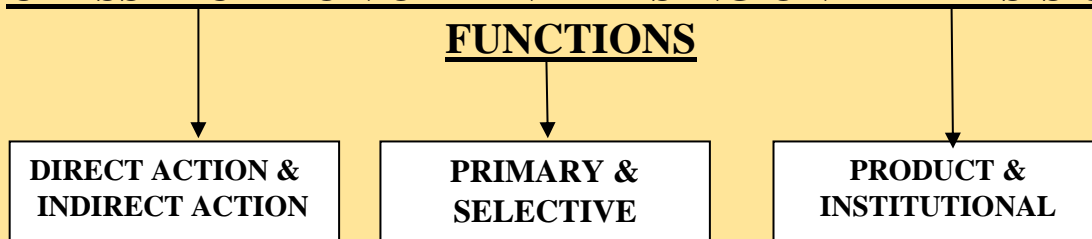
Institutional advertising consists of promotional activities that aim to improve reputation, create a positive image or encourage support of an organization. The term applies to actions oriented to promote the firm itself. Institutional advertising differs from the most common advertising because the latter has the purpose of selling a particular product or service.

**Classified Advertising:** Classified advertising is a form of advertising, particularly common in newspapers, online and other periodicals, which may be sold or distributed free of charge. Classified advertisements are much cheaper than larger display advertisements used by businesses, although display advertising is more widespread.

**Generic Advertising:**

Generic advertising promotes the general qualities of a product category and, therefore, benefits all firms in the category. The gains through such a campaign are available to all participants regardless of who contributed to it. Such campaigns are funded either supported by stand-alone state or federal government legislation or are voluntarily organized by industry groups.

**CLASSIFICATION OF ADVERTISING ON THE BASIS OF FUNCTIONS**



**Direct Action and Indirect Action Advertising :**

Direct action advertising is undertaken to obtain immediate response or action on the part of target audience. Examples include discount sales advertising, sale along with free gift offers, and mail-order coupon sales, etc. The media used is mostly newspapers, and television. Indirect action advertising is undertaken to influence the audience in respect of advertiser's brand. The advertiser expects the target audience to prefer his brand as compared to competitors whenever a buying decision arises in future.

**Primary and Selective Advertising :**

Primary Advertising is undertaken by trade association or by cooperative groups. It is undertaken to create generic demand for products and services. For example, the Coffee Board may advertise to consume more coffee. Selective Advertising is undertaken by marketers of branded products. The advertiser

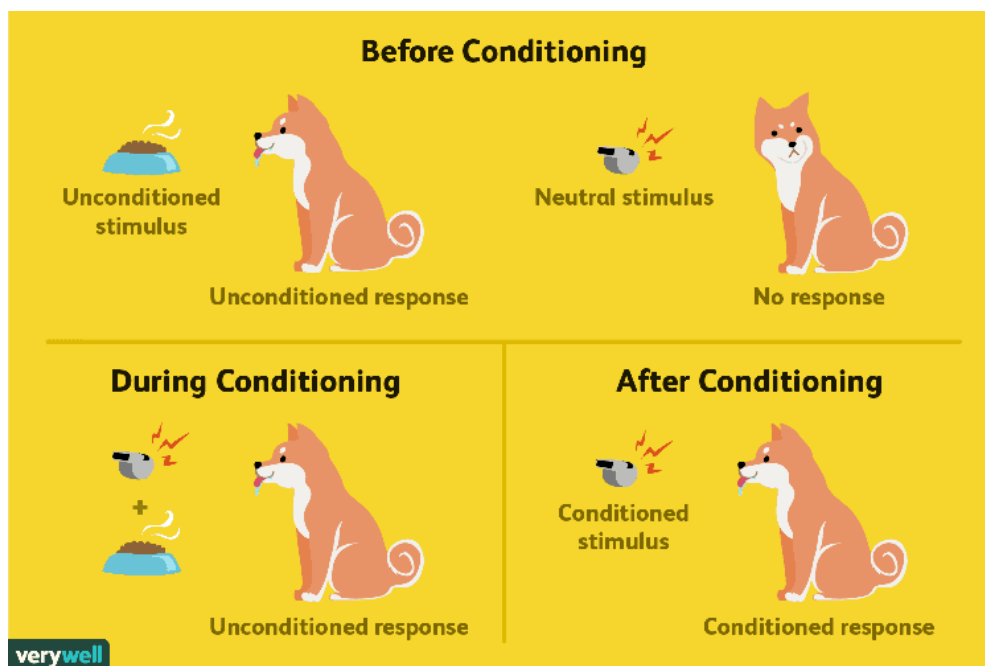
intends to create selective demand for his brand. Examples include Pepsi Cola, Coca Cola

### **Product and Institutional Advertising :**

Product or Service advertising is undertaken to promote the sale of products and services-branded or unbranded. Institutional advertising is undertaken to build name and goodwill of the organization. It is also, know as corporate advertising or image advertising. It is mostly undertaken by large firms.

## **THEORIES OF ADVERTISING:**

### **1) Stimulus Responses Theory**



<https://mariyamulwan.wordpress.com/2014/03/02/classical-conditioning-in-behavioural-learning-theory/>

<i>Situation</i>	<i>Natural Stimulus</i>	<i>Conditioned Stimulus</i>	<i>Natural Response</i>
I Before Conditioning	Food Sa	→ →	Saliva R
II During Conditioning	Food Sa	Plus ringing of bell plus Sb	→ Saliva → R
III After Conditioning	— —	Ringing of bell alone Sb	→ Saliva → R

**Illustration. Conditioned learning [Sa is natural stimulus in the form of food. Sb in artificial stimulus in the form of ringing of bell.]**

The starting point to understand buyer behaviour is the stimulus-response model. Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision process lead to certain purchase decisions. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the buyer's purchase decision.

## 2) AIDA Model

It is a model used in marketing that describes the steps a customer goes through in the process of purchasing a product. The AIDA model has been in use since the late 19th century. It has been reviewed and modified multiple times over the years, both in marketing and public relations.

### Who created the AIDA model?

The AIDA model was developed by the American businessman, E. St. Elmo Lewis, in 1898. The original main purpose was to optimize sales calls, specifically the interaction between seller and buyer concerning the product.

Lewis can be considered a pioneer when it comes to the use of scientific methods for designing advertising and sales processes. At the same time, it was very important for Lewis to view advertising as a type of "training" that assisted the beneficiary. Lewis's theoretical explanations of advertising theory rested on extensive experience. He was, for example, marketing head at various companies and advised organizations as well as companies involved in the conception of advertising measures and campaigns. He has shared his knowledge in the form of various publications — both in written form and in seminars at US universities. His AIDA model can be perceived as an important legacy, because the formula is still used more than 100 years after its first appearance, for example in digital marketing.

## **What is the AIDA approach?**

The AIDA model is based on four individual stages that attract interested parties who are deciding on a product or service.

1. Attract attention: The product must attract the consumer's attention. This is done via the advertising materials. It is a type of “eyecatcher.”

Examples: a window designed in a striking way, a sensational YouTube clip, or a themed newsletter, or a graphic on a [landing page](#).

2. Maintain interest: In the first phase, the attention of the potential customer is piqued; their interest in the product or service should be aroused.

Example: detailed information on the product is presented, for example, the product description on a website, a product brochure or flyer, photos, or video clip of the product.

3. Create desire: If interest in the product is aroused, it is the seller's task to persuade the customer that they want to own this product. In the best-case scenario, the advertisement or the product itself creates the desire to purchase.

Example: the seller provides clear examples of the advantages of the product or service, taking into account the daily lives of the target group. In the online shop, a bullet point list can generate the desire to buy. This desire to buy can also be awakened by an advertising medium that specifically addresses the emotions of the customer.

4. Take action: As soon as the desire to buy is aroused, this must be transferred into an action, that is, the purchase.

Example: In the case of online shops, this would ultimately be the shopping cart process, in which a customer is lead to a [conversion](#). The customer can be encouraged to buy the product with a call-to-action.

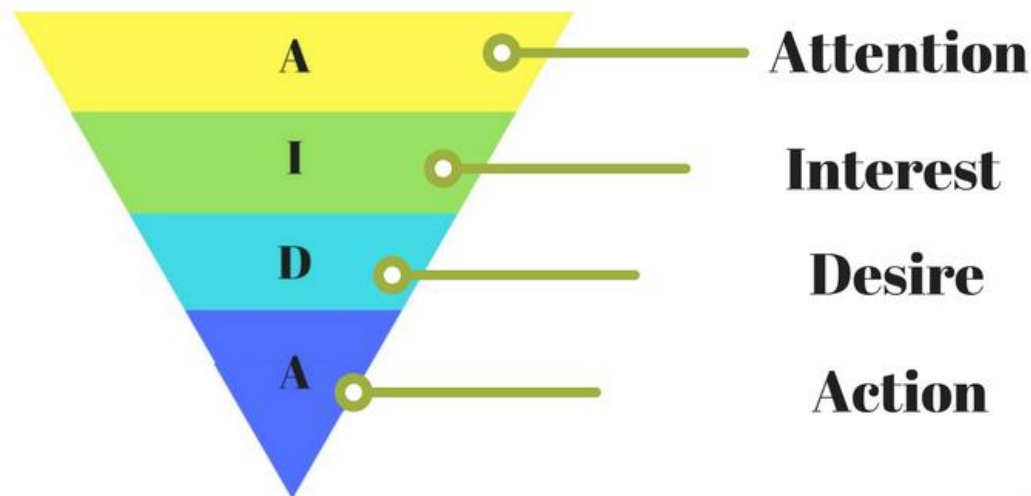
Nowadays, the AIDA formula is frequently supplemented with an “S” for "satisfaction", because the product has to ultimately satisfy the consumer. Customer satisfaction does not lie solely with the advertising but rather with the product itself. Therefore, the basic constellation of the four phases is only the prerequisite for the sale.

With the insertion of the “confidence” (trust) factor, a sixth element can also be added. Many marketers also work with the AIDCAS model to optimize sales processes and advertising.

## **How is AIDA used?**

The AIDA model has shaped the views on marketing and sales strategies for over 100 years. The formula can still be found in current standard marketing textbooks. Beyond that, AIDA is also used in PR to plan and analyze the effectiveness of PR campaigns, and still provides valuable information for the analysis of [advertising messages](#). The benefit of this simple formula can be found in its simplicity and flexible application possibilities in areas other than store-based or stationary sales. In [e-commerce](#) for example, the effectiveness of the product presentation in an online shop could be analyzed using the four aspects of the AIDA formula.

# The AIDA Model



smekdigital.com

## 1) Attention

Gaining attention is a skill and just like any skill, gaining attention can be improved upon with practice. A common phrase applicable over here is “[First impression](#) is last impression”. The initial attempt of the [sales person](#) must be to put the customer completely at ease. Casual conversation is one of the best openers after which the sales person can gain [customer attention](#) by leading him onto the sale. to know more about gaining attention read my post on [how to gain customer attention](#).

## 2) Interest

Once you have gained attention, it is very important to maintain interest. Some sales [people](#) are very good in the opening but as the technicalities take over, they become uncomfortable while explaining the product. Whereas others who are strong in the product department might open bluntly but create interest in the second stage. Maintaining interest is a crucial part of the [sales process](#) and hence is included in the AIDAS theory. Read more on [how to maintain customer interest](#).

## 3) Desire

Have you seen the commercials wherein you just have to get out of your house and get the product? Perhaps a car, an ice cream or a house. The same has to be done by the sales person in personal selling. He has to create enough desire in the customers mind such that he immediately has to buy the product. Imagine

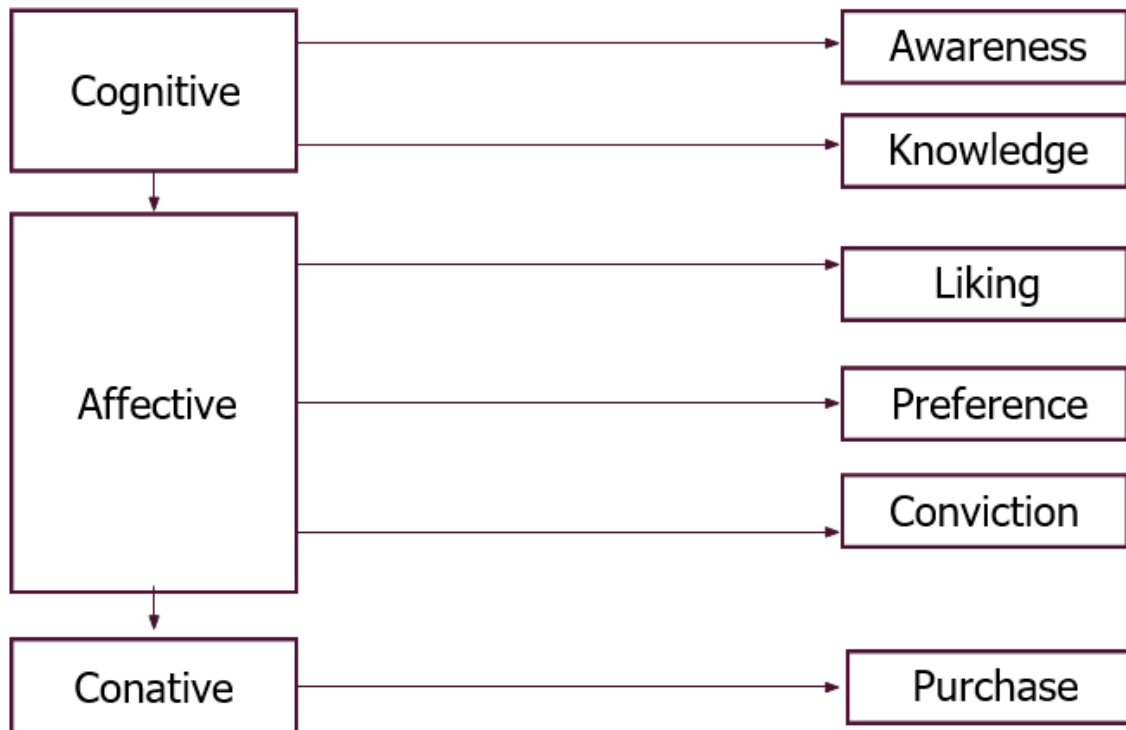
an [aquaguard](#) sales man or a [tupperware](#) sales person. They highlight the product in such a manner that you might be thinking “Why didnt i buy this product before”. Thus kindling that desire becomes an integral part of the AIDAS selling theory. Read more on how to create desire for the product

#### 4)Action

Although there may be desire for the product, the customer might not act on it. He might want to buy the product but he might NOT buy it. In such cases the customer [needs](#) to be induced. There are various ways to induce the customer such that he buys the product. It is important for the sales person to understand whether to directly induce the customer or whether to push subtle reminders that you are there for a sales call ;) . Both methods work, but you need to know your customer.

<https://www.marketing91.com/aidas-theory-selling/>

#### 3) Hierarchy of effects



The hierarchy-of-effects theory is a **model of how advertising influences a consumer's decision to purchase or not purchase a product or service**. The hierarchy represents the progression of learning and decision-making consumer experiences as a result of advertising.

The steps are defined as below:

### 1. Awareness

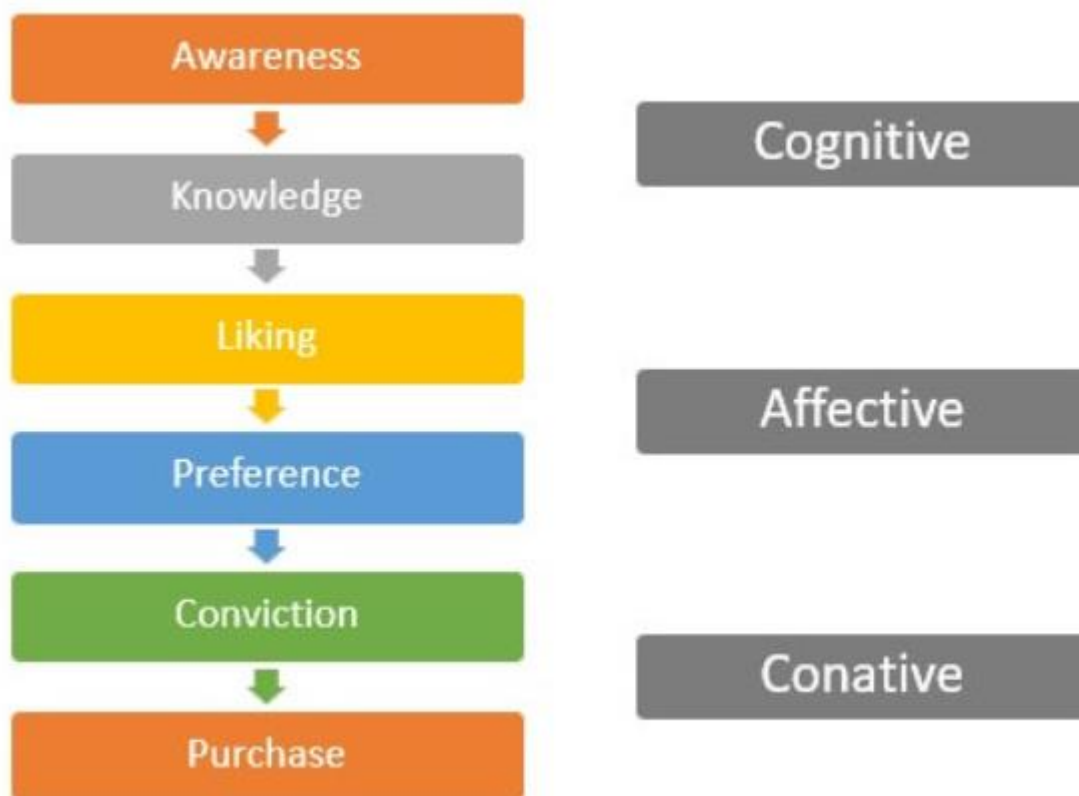
This is the most crucial step and the starting point for purchase. Brands must make sure that the consumer is aware of the presence of your brand in a particular product segment.

**For example**, if Tina wants to buy a toothbrush, and you as the marketing manager of XYZ want her to buy your brand's toothbrush, you have to make sure that you advertise well so that she is aware of the existence of such a brand for toothbrushes.

### 2. Knowledge

This is where your product will be evaluated against other brands by the consumer. Make sure enough (positive) knowledge is available about your product – through the internet, retail stores and the product package itself.

**For example**, now Tina, aware that there is a XYZ brand will try figure out what unique features and benefits you are offering over any other brand like Colgate and Oral-B.



### 3. Liking

This is where the consumer builds a liking to your product. This is where your product is being considered for its emotional benefits; be sure to make them prominent.

**For example**, now Tina has evaluated the pros and cons of buying a XYZ brush but might not like the colour of it, or might feel that this brush is for the elderly. As the marketing manager of

XYZ, you have to make sure that these features, that leave emotional impact, are taken care of properly in the marketing communication program.

#### 4. Preference

By this time consumer may be convinced to try out your product, but may like other brands of toothbrush too. So what is it that will make her prefer XYZ over the other brands? These points of differentiations or unique selling points need to be highlighted to make sure that the consumer likes your brand more than the others in her consideration list.

**For example,** Tina now may be actually considering buying a XYZ toothbrush. But is she thinking that she'll buy it to try it only or is she thinking that the next buy will also be a XYZ brush?

#### 5. Conviction

This is the stage where the doubt in consumers' minds about buying the product of your brand needs to be converted into action. Marketers can aid in this step by giving out free samples, test drives etc. This step should also decide if the consumer will stick to your brand i.e. actually buy your brand, or switch after testing the sample.

**For example,** Tina tried the brush you gave her for a month and then when time came to buy one, she bought an Oral-B one. Make sure that doesn't happen and that trial builds loyalty. Incorporate such unique features in your brand that will encourage purchase.

#### 6. Purchase

The last and the most crucial stage of the consumer buying cycle is the purchase. You need to make sure that purchase experience is easy and perhaps even enjoyable for the consumer. Some of the ways to encourage purchase is by keeping simple and multiple paying options, making the product available easily, easy to understand usage instructions, offers etc.

**For example,** now that Tina has decided to buy your brand after trying it out for a month, make sure she knows where to buy it from and how she can pay. You may also give her a tube of toothpaste free to delight her.

Lavidge and Steiner further grouped these six stages into three main stages of consumer behaviour:

#### 1. Cognitive

Also called the "thinking" stage, this is where the consumer gathers knowledge about the product and becomes aware of it. This can be said to be a rational step where pros and cons, product specifications etc. of a product are evaluated.

#### 2. Affective

Also called the "feeling" stage is when the consumer starts developing a liking for the product, and may even develop strong positive (or negative) feelings toward it.

#### 3. Conative

This is the "behaviour" stage of the process. This is when the consumer, after weighing the pros and cons, and deciding his/her preference actually buys the product.

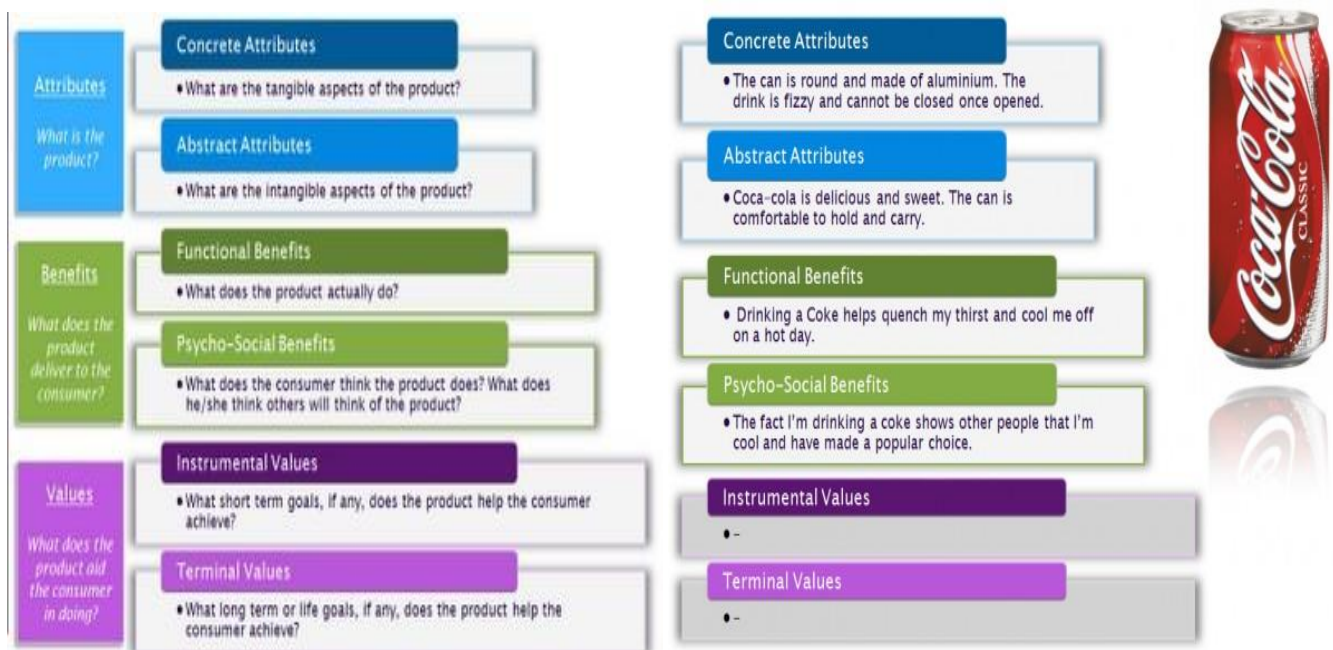
The model is named so because of the fact that the buying process is a step by step process where the number of people willing to participate at each level keeps decreasing. Say you

started with 10 people who are aware of your brand; 5 people who considered buying it and only 2 of those 10 actually bought the product.

The hierarchy of effects model is a model which tells advertisers to make an advertisement in such a way that the customer goes through all these six stages namely awareness, knowledge, liking, preference, conviction and purchase.

#### 4) Means-End Theory

The theory approach is based on the assumption that consumers see products as a means to important ends and try to explain how the selection of a product or service facilitates the achievement of desired end-states.



The means-end approach is based on a theory that product and service attributes are associated with consequences, or product benefits and risks, and even the personal values the product can help consumers fulfill. The result is a value chain linking a product attribute to its functional consequence, to the psychosocial (or emotional) consequence, to the underlying personal value.

## 5) Verbal and Visual Imaging

### Verbal and Visual Images

The Model determines the degree of emphasis given to the visual elements v/s the verbal elements in the ad (Radio is the exception)

Verbal ad is the central route of the brain function

Visual images of the ad is processed by the peripheral route

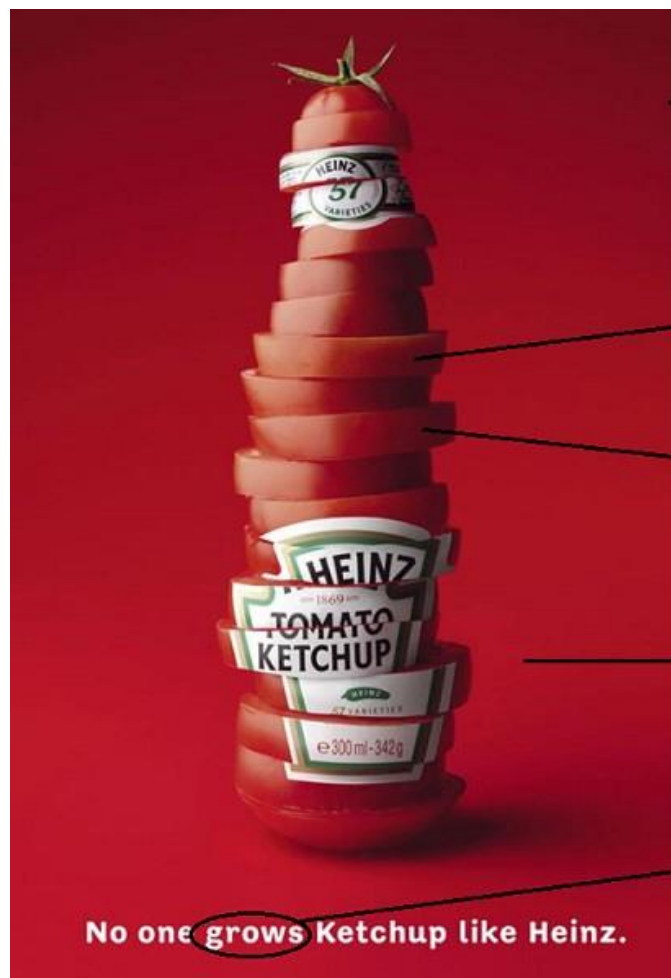
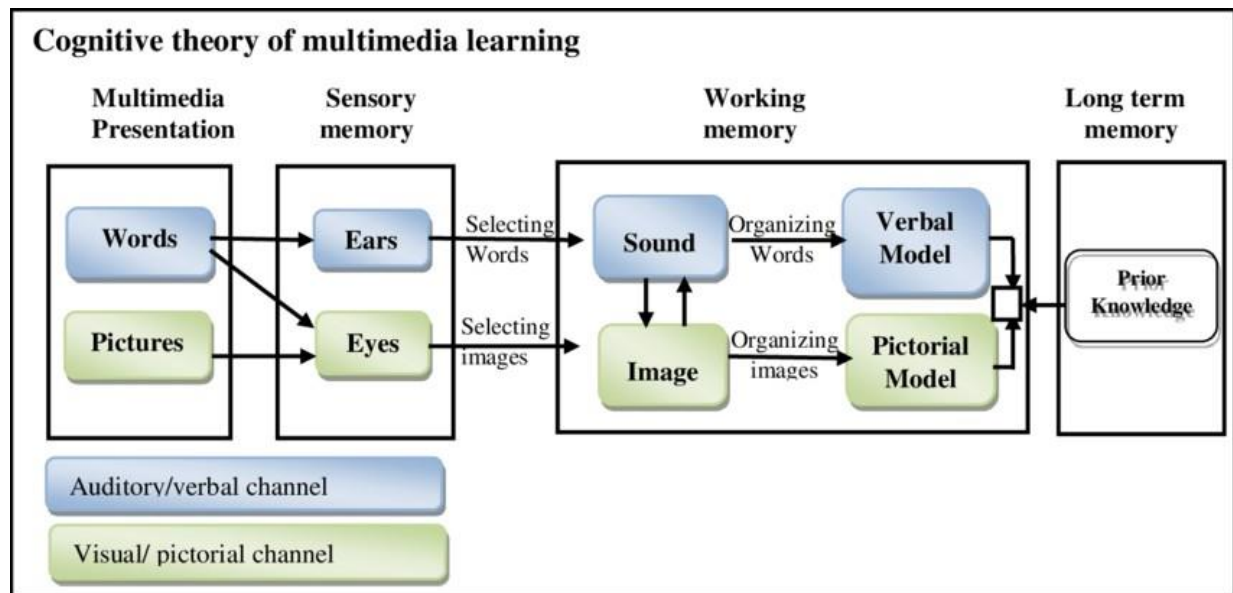
#### Impact of VISUAL

- Visual images lead to more favorable attitudes towards ads and brands
- They are easily remembered
- Visual images are stored in the brain both pictures and words, this allows easy recall
- Visual images range from very concrete to highly abstract allowing creatives to make connections with images and ad content
- For e.g. using the shape of Spaghetti or Pizza and link it with a restaurant or Absolute Vodka campaign

## Verbal and Visual Imagery

- The model determines degree of emphasis given to visual elements v/s the verbal elements in the ad.
- Verbal ad is the central route of brain function.
- Visual images of the ad is processed by the peripheral route.
- Visual images lead to more favorable attitudes towards ad and brand.
- High recall value

## 6) Theory of Cognitive Dissonance



The backdrop is red, which is the most "appetizing" and hunger-inspiring color.

A bottle sliced like a ripe tomato connotes freshness, promoting a healthier way of life.

A sliced bottle looks like a sculpture, associating Heinz with innovation and art.

No specific age or gender here, appealing to those looking for healthier eating choices or, at least, those caring about their food freshness.

The word "grow" transforms a factory-made sugary condiment into a natural ingredient.

## What is Cognitive Dissonance ?

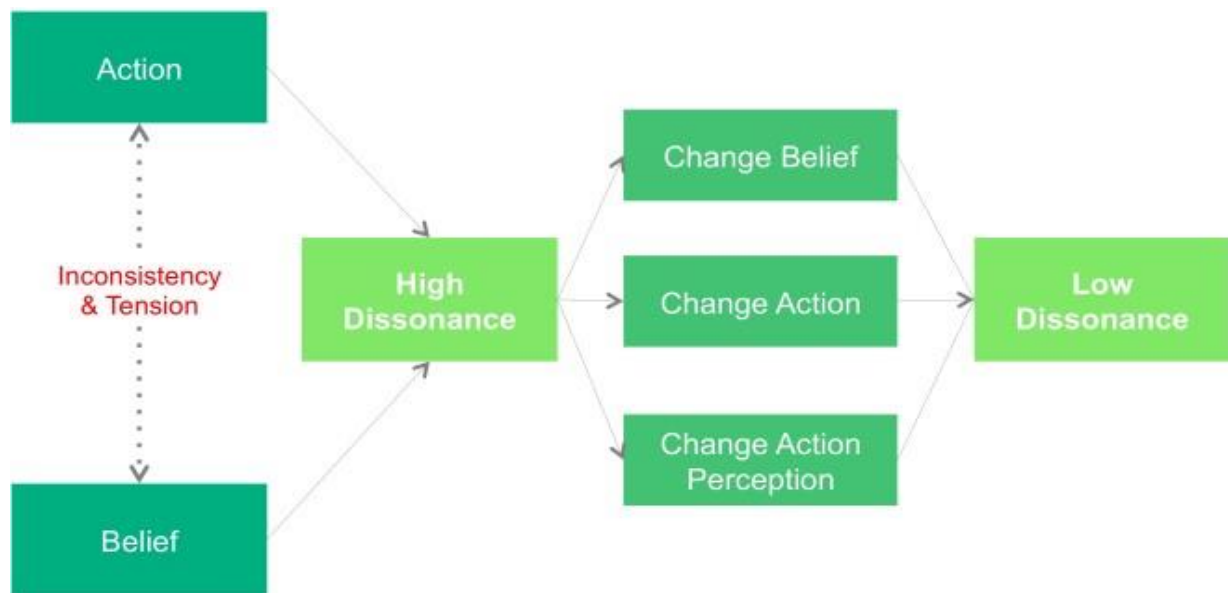
- Cognitive dissonance is the mental stress or discomfort experienced by an individual who holds two or more contradictory beliefs, ideas, or values at the same time
- It is Incompatibility that an individual might perceive between two or more attitudes Or between behaviour and attitude.



## Cognitive Dissonance Theory

- Proposed by **Leon Festinger**
  - Remember him? Social comparison theory!
- This is another “cognitive consistency” model
- **Inconsistency between thoughts, feelings, and actions creates an aversive state known as *dissonance*.**
- **This feeling leads people to put effort into restoring consistency.**
- We will change whatever is *easiest* in order to reduce dissonance and restore consistency.





## Examples of Cognitive Dissonance Theory

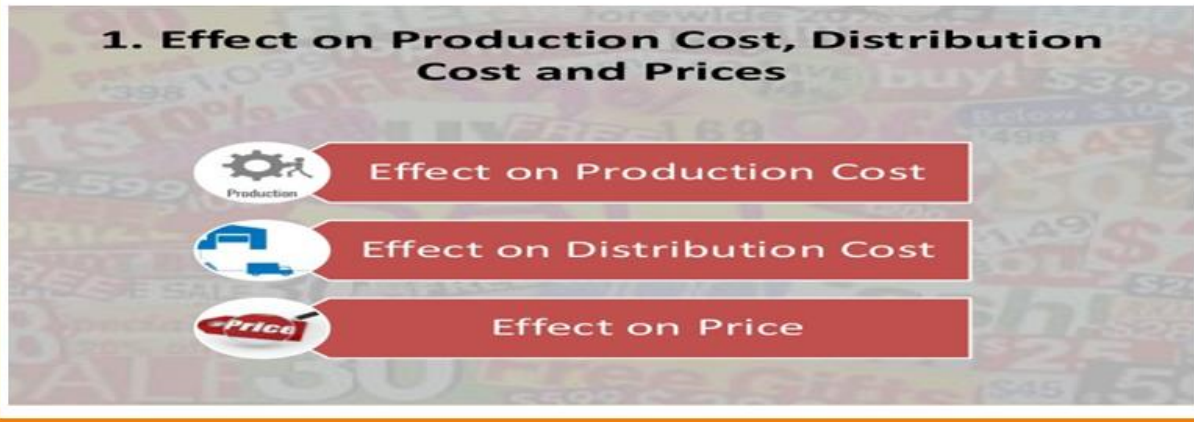
Attitudes	Dissonant Element	Source of Dissonance	Strategy
A student believes he's intelligent and that intelligent people perform well at school	He gets bad grades all the time	Discrepancy between belief in intelligence and performance	<ol style="list-style-type: none"> <li>1. Behavioural: Tries harder to get good grades</li> <li>2. Attitudinal: "Believes he's not that intelligent"</li> <li>3. Add consonant elements: "I don't have time to study"; "My teacher is rubbish and unfair"; "Grades aren't a good indicator of intelligence, anyway"</li> </ol>
You believe that Britney Spears is the best pop artist since Take That and you buy a her latest masterpiece	Your best friend says Britney is rubbish, has no talent and all her songs sound the same	Discrepancy between your attitudes and behaviour towards Britney and someone else's attitudes	<ol style="list-style-type: none"> <li>1. Behavioural: Sell Britney single on EBay recouping most of your losses</li> <li>2. Attitudinal: "I guess she's not that good"</li> <li>3. Add consonant elements: "It said she was the 'queen of pop' in Heat magazine, how can they be wrong"; "What do they know about music anyway? They like Westlife"</li> </ol>

### EFFECT OF ADVERTISING ON PRICE

Price is the exchange value of a product . Generally , price of a product is calculated by adding profit margin to the total cost of the production & distribution . In order to study the effect of Advertising on Price , it is necessary to find out the impact of advertising on the cost of production & distribution

## **EFFECT OF ADVERTISING ON VARIOUS COSTS**

### **1. Effect on Production Cost, Distribution Cost and Prices**



### **EFFECT OF ADVERTISING ON PRODUCTION COST**

The term production cost refers to the cost incurred in manufacture of a product . These include the following three basic cost :

- Cost of raw materials
- Cost of labour in the production process
- Overhead expenses .
- Advertising expenditure is not an element of production cost . Hence, it does not directly affect the production cost

Through advertising, a manufacturer with a considerable seasonal demand may be able to expand the demand over a broader time period. The producer can have economies of reduced storage capacity, because he needs lesser storage space for lesser period of time as the products are being sold over a larger time period during the year. The larger turnover would mean that during the season the storage space would be used extensively. This in turn would mean that larger number of units of production would be sharing the overhead costs and this would help reduce that cost of production.

<b>PARTICULARS</b>	<b>BEFORE ADVERTISING Rs.</b>	<b>AFTER ADVERTISING Rs.</b>
Material Cost	5,000,000	8,000,000
Labour Cost	3,000,000	5,000,000
Overhead Cost	2,000,000	3,000,000

Total Cost of Production	10,000,000	16,000,000
Units Produced	100,000	200,000
Cost per Unit	10	8

- The optimum capacity of the firm is 2,00,000 units
- Before advertising , the demand was of 1,00,000 units which means the firm was operated below the optimum level
- After advertising , the demand increased to 2,00,000 units. As a result the production capacity was utilise fully

The reduction in cost of production per unit is due to factors such as economies of large scale production , optimum utilisation of production capacity , use of new technology introduction of labour saving devices etc

#### EFFECT OF ADVERTISING ON DISTRIBUTION COST

The term Distribution Cost refers to the cost incurred for selling in product . Advertising is an element of distribution cost; other element include sales person's salaries , storage, insurance , dealer's margins, transport etc .

Since advertising is an element of distribution cost, it increases the distribution cost. In this competitive era, manufactures are spending more & more on advertising in order to survive in the market . However , advertising may reduce the cost of distribution per unit .

This can be due to several factors such as :

- Advertising increases sales turnover which reduces the storage cost
- Since products are not stored for long periods, the cost of maintenance & wear & tear is also reduced .
- Effective advertising reduces the expenditure on personal selling
- Middlemen prefer advertised products since consumers are attracted towards such products. Retailers do not need additional selling efforts.

<b>PARTICULARS</b>	<b>BEFORE ADVERTISING</b> Rs.	<b>AFTER ADVERTISING</b> Rs.
Advertising Expenses	NIL	2,00,000

Salesman Salaries & Commission	4,00,000	4,60,000
Other Distribution Expenses	1,00,000	1,40,000
Total Cost of Distribution	5,00,000	8,00,000
Units Distributed	1,00,000	2,00,000
Cost per Unit	5	4

- Advertising has increased the distribution of the product from 1,00,000 units to 2,00,000 units
- There is an increase in salesmen's salaries & other distribution expenses but the increase is not in proportion to the number of units distributed due to advertising
- The manufacturer gets the benefits of large scale distribution which is more than the amount spent on advertising . Therefore , the cost of distribution has reduced from Rs. 5 to Rs. 4

#### EFFECT OF ADVERTISING ON CONSUMER PRICE

Consumer price consists of production costs, selling and distribution costs and profit margin of the seller. An expenditure on advertising will increase marketing costs.

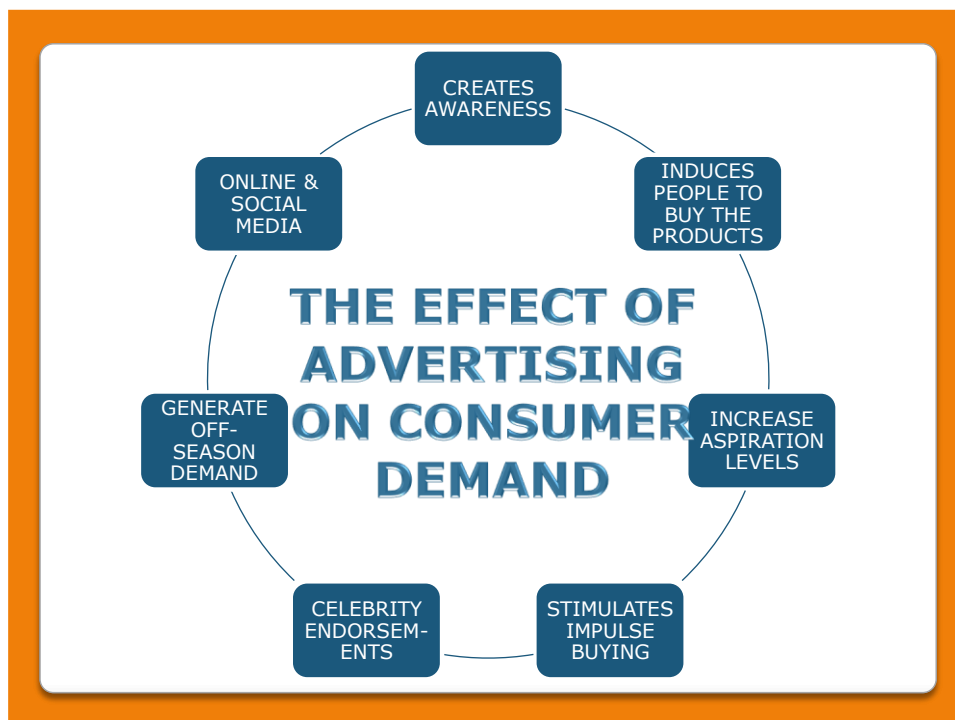
Consumers and buyers of the advertised goods and services pay for advertising. If the consumer feels that he is not getting desired utility from a brand, he switches to some other brand. But in the long run, advertising may well work toward lowering down the prices. Effective advertising increases sales volumes and lowers down the prices. Many new products such as refrigerators, colour T.V., washing machines, computers, electronic typewriters have lowered down the price due to mass production distribution and consumption.

Particulars	Before Advertising	After Advertising
Production Cost per unit	10	8
Distribution Cost per unit	5	4

Profit margin per unit (assumed)	3	4
Consumer Price	18	16

Advertising affects consumer prices because:

- (a) Price is fixed by adding the desired profit on costs of production. Advertising is one of the elements of cost. Price of a product or service, therefore includes advertising cost.
- (b) Advertising is an element of distribution cost. An increase in advertising cost increases, total cost which increases the price of advertised goods or service.
- (c) Advertising cost increases due to competition. So, prices rise. However, under certain conditions, advertising checks prices. Severe competition makes a producer struggle to increase his market share by charging reasonable prices. So, even if a price-rise occurs, his freedom to raise the price is controlled by competition.



#### EFFECT OF ADVERTISING ON MONOPOLY & COMPETITION

When a single firm is the only supplier of some goods or services for which no close substitute is generally available and when the firm is free from the treat of competition, it is called monopoly; the monopolist can set his own prices and levels of output.

Whether advertising leads to monopoly or not can be understood from two different viewpoints:

1. Advertising acts to control consumers in such a way that the advertiser has command over the consumer's mind and buying actions. In this line of reasoning, any monopoly that results would stem from a control of demand rather than of supply.
2. A more strongly supported position which related advertising to monopoly examines the ways in which advertising may act to limit the number of firms competing in a specific industry. The large companies can spend heavily on advertising to make their products appear different for all other products. This win helps them to take over sizable part of the market. In this way, advertising creates a barrier to new firms and a high level of concentration result. High monopolistic prices result in high monopoly profits.

Advertising is said to breed monopoly by restricting open competition. Advertising aim at enjoying monopoly powers to introducing a separate trade mark for their products. The reputation attached to a, trade mark does not increasingly involve advertising although advertising can play an important role. If people desire to have a rational trade mark, they must invariably buy from the marker. A manufacturer with brand of product differentiated form all other brands in the same business enjoys monopoly of that brand. He fully controls the supply and sells it at a profit. He tries to build large and stable following for his brand.

A manufacturer who has been able to build a substantial market may tend to hold his prices somewhat rigid. To the extent that he can, he will compete on the basis other than price but he cannot avoid price competition altogether. No manufacturer with or without advertising has been able to obtain monopoly position for himself. Because of this fact, no manufacturer can successfully manipulate supply price at will

Product differentiation, a phenomenon of imperfect competition, would continue to exist even if there were no advertising. In the absence of advertising, consumers might still be induced to pay more because of product differentiation. However, advertising occupies its important status in bringing product differentiation to the attention of consumers. There should be no objection about this if the advertising is truthful and informative. If there were monopoly in advertising i.e., if advertising were available to only one manufacture, it would be different matter.

## **SOCIAL ASPECT**

Product differentiation, a phenomenon of imperfect competition, would continue to exist even if there were no advertising. In the absence of advertising, consumers might still be induced to pay more because of product differentiation. However, advertising occupies its important status in bringing product differentiation to the attention of consumers. There should be no objection about this if the advertising is truthful and informative. If there were monopoly in advertising i.e., if advertising were available to only one manufacture, it would be different matter.

## **ETHICS**

Ethics Is A Branch Of Philosophy Which Seeks To Address Questions About Morality; That Is, About Concepts Such As Good And Bad, Right And Wrong, Justice, And Virtue

## WHAT IS ETHICS IN ADVERTISING ?

Ethics In Advertising Means A Set Of Well Defined Principles Which Govern The Ways Of Communication Taking Place Between The Seller And The Buyer

## UNETHICAL ADVERTISING

Advertisement is considered unethical in the following situations:

- When it has degraded or underestimated the substitute or rival's product.
- When it gives false or misleading information on the value of the product.
- When it fails to give useful information on the possible reaction or side effects

of the product. And When it is immoral

## FORMS OF UNETHICAL ADVERTISING

### COMPARATIVE ADVERTISING

These days , advertisers make unhealthy brand comparison for sales promotion . Such comparisons confuse the consumers in making a choice.



## FORMS OF UNETHICAL ADVERTISING

### SURROGATE ADVERTISING

Surrogate advertising is used to promote banned products, like cigarettes and alcohol, through another product carrying the same brand name .



## FORMS OF UNETHICAL ADVERTISING

### ADVERTISING TO CHILDREN

Advertisers try to exploit children . Many products which adversely affect their health are advertised . At times, advertisements develop inferiority complex amongst children for not using the advertised brand .



## FORMS OF UNETHICAL ADVERTISING

### PUFFERY ADVERTISING

It is a form of advertising in which a product or service is praised as being superior without any evidence to back up the claim. This is done for the sole purpose of attracting buyers that might not otherwise give the product any attention.



### SHOCK ADS –

Shock advertising is designed principally to break through the advertising “clutter” to capture attention and create buzz, and also to attract an audience to a certain brand or bring awareness to a certain public service issue, health issue, or cause (e.g., **urging drivers to use their seatbelts etc**)

Shock advertising or shockvertising is a type of advertising that "deliberately, rather than inadvertently, startles and offends its audience by violating norms for social values and personal ideals".

### WEASEL CLAIM-

A weasel word is a modifier that practically negates the claim that follows. The expression "weasel word" is aptly named after the egg-eating habits of weasels. A weasel will suck out the inside of an egg, leaving it appear intact to the casual observer. Upon examination, the egg is discovered to be hollow. Words or claims that appear substantial upon first look but disintegrate into hollow meaninglessness on analysis are weasels. Commonly used weasel words include "helps" (the champion weasel); "like" (used in a comparative sense); "virtual" or "virtually"; "acts" or "works"; "can be"; "up to"; "as much as"; "refreshes"; "comforts"; "tackles"; "fights"; "come on"; "the feel of"; "the look of"; "looks like"; "fortified"; "enriched"; and "strengthened."



### **SUBLIMINAL ADVERTISING:**

Subliminal advertising is a form of marketing that uses very intentional messaging, sounds, or visuals to get a specific point across to those viewing the ad. The goal of subliminal advertising is to make the audience walk away from the ad with a specific message in their mind that they didn't consciously receive from the ad.

One significant benefit of subliminal advertising is that it can help an ad, logo, or another piece of marketing appeal to an audience without being pushy.



*Screenshot via [Amazon.com](https://www.amazon.com)*

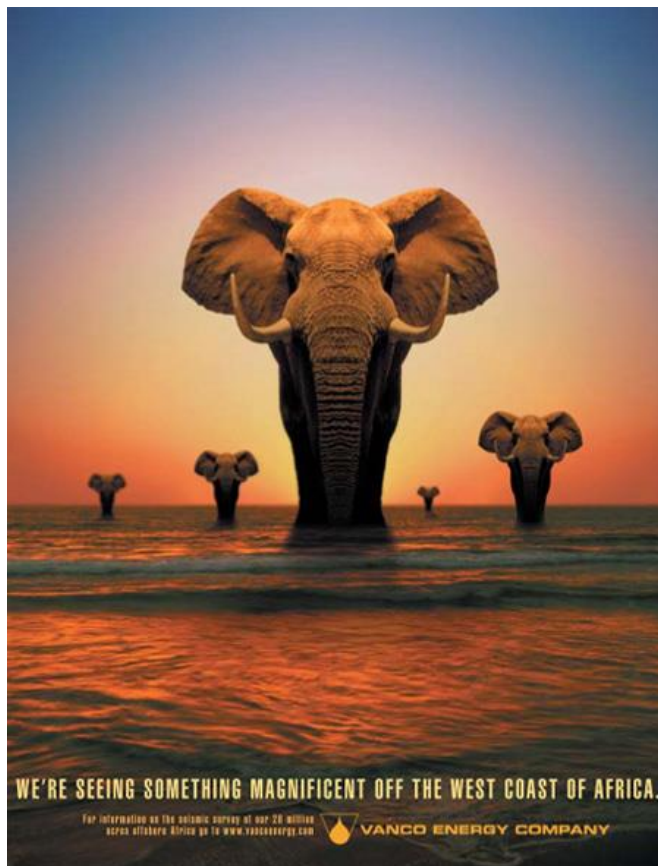
Take the Amazon logo, for example. It's one of the most well-known logos in the world, with *Amazon* spelled out and a smiling face underneath the word. What's a little more subtle is that the smiling mouth is also an arrow, pointing from A to z, hinting toward the brand's ability to carry just about anything that an online shopper needs to buy. There's nothing pushy about it, but Amazon's logo exudes what the brand is all about.

### **CORPORATE ADVERTISING:**

**Corporate advertising** is made to create a positive image through the organization itself rather than its products or services. The scope of **corporate advertising** includes **advertising** concerning **corporate** image, financial image and advocating. **Corporate** image **advertising** aims to give a message on the issues that the organization is respected and responsible for.

**Advertising** that aims to influence consumers' perceptions of a company and its products and their intentions to purchase the products.

**Corporate advertising** has been defined as paid messages communicated through different media outlets designed to influence consumers' perceptions of a company and its products and their intentions to purchase the products.



Serving you the **WORLD!**

Our passion of flying keeps on satisfying our travelers across the globe, those who deserve the best service in true values of comfort and convenience.

Explore the World, only with PIA!

UAN: 111-786-786/ 111-FLY-PIA  
www.piac.com.pk

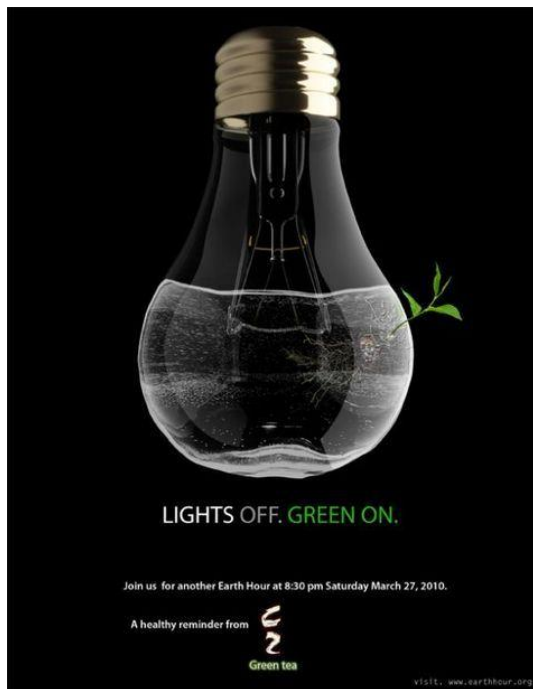
**PIA**  
Pakistan International  
Great People to Fly With

The advertisement features a hand in a white pilot's glove holding a silver tray. On the tray are various global landmarks including the Statue of Liberty, the Burj Khalifa, the Eiffel Tower, and the Sydney Opera House. A PIA airplane is shown flying in the sky above the landmarks. The background is a blue sky with clouds. The bottom of the advertisement has a yellow background with the PIA logo and slogan.

### **ADVOCACY ADVERTISING:**

Advocacy advertising is the use of marketing to support a particular message or cause. Unlike commercial advertising, advocacy advertising is considered to be undertaken in the interest of a group or the public and typically does not promote a product or service. Funding for advocacy advertising can be through nonprofit organizations, corporations, or private advocacy groups. Some governments require that organizations engaging in advocacy advertising clearly state how the funding is provided.

Advocacy advertising will often center on interrelated areas such as social matters, economic issues, and politics. For example, an organization that wants to introduce a drug treatment program to its community may launch a campaign seeking funding to support the establishment of a center to house their efforts. The campaign might extend into politics if a local candidate has voiced concerns about the program and the drug treatment organization chooses to back an opposing candidate.



## IMPACT OF ADVERTISING ON INDIAN VALUES AND CULTURE

Advertising has close relationship with the cultural values. Advertising can be made effective by using various aspects of cultural background and values. Similarly, advertising can also harm and degrade our cultural background and value system. Critics of advertising argue that advertising is encouraging materialistic values at the cost of cultural values while supports of advertising feel that advertising is supporting and strengthening our cultural heritage.

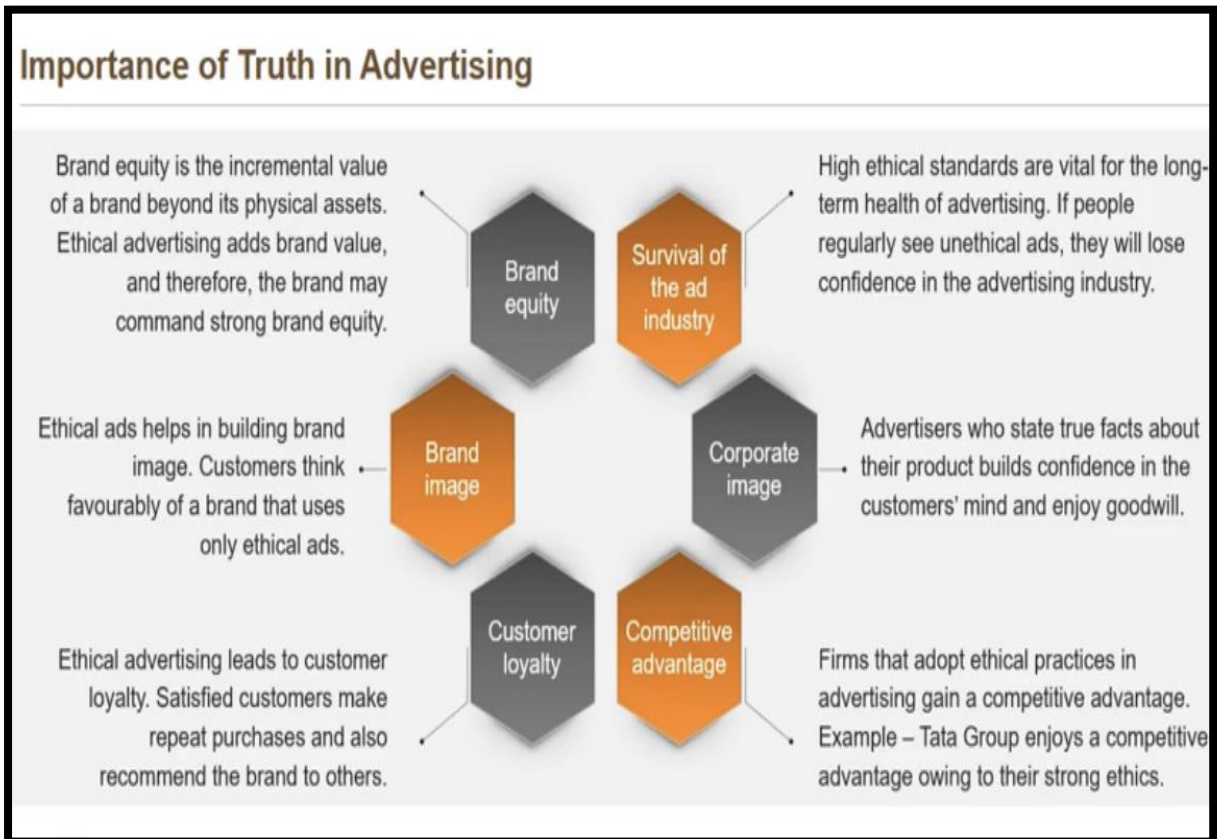
### **Does advertising degrade our cultural values It is argued that advertising:**

- a) Advertising supports materialistic values. They support enjoyment, selfish attitude for material gains, extensive use of money power for worldly pleasures, and utter disregard to work culture.
- b) Large number of advertisements show the permissive society of the west. It influences the people to adopt westernized way of life.
- c) There are many advertisements that are restricted by law e.g. liquor, cigarette is put in surrogate advertisement form. For example, Bagpiper Soda.
- d) Advertisements of harmful goods are shown in very attractive manner. For example, Tobacco, Pan Parag, Cigarettes which are harmful to health and life.
- e) Extensive advertising leads to severe competition among rival producers.
- f) In many advertisements woman is given passive role. It lowers the dignity of women.
- g) Undue importance is given to sex and nudity. Such advertisements create bad effects on younger generation and lead to crimes among the youth.
- h) Some advertisements show depict scenes of murder, rape and other acts of violence. This leads to harmful effects on the audience, particularly younger generation, and also harms our social and cultural values.

### Supporters of advertising argue that:

- a) Some advertisements promote social welfare and social values. For example the advertisements related to AIDS, Family Planning, Drug abuse and Environment.
- b) Some advertisements support role of women in our society. For example, advertisements of medicines and washing powder show the care of mother for cleanliness and health of a child
- c) Many advertisements support herbal medicines. For example, advertisement of VICCO Toothpaste etc.
- d) Some advertisements create favourable attitude for women. For example, Amul Ghee shows a man making a surprise breakfast for his wife who is in bed.
- e) Some advertisements support equal importance of male and female child. This develops healthy social outlook on women.
- f) Advertisements related to Joint family and prominent role of women in the family and child care supports family life.

Some advertisements support sports and cultural activities and even sponsor such events.



## PRO BONO ADVERTISING

Social Advertising is also called as Pro Bono.

Pro Bono is a shortened version of Latin phrase – **Pro Bono Publico** – which means '**For the Good of Public**'.

- Professional work undertaken voluntarily and without payment or at a reduced fee as a public service .
- It is used as a tool for creating social awareness .
- It is aimed for social benefit.
- Advertising messages are designed to educate or motivate members of the public to engage in voluntary social activities .
- Such advertisements are primarily designed to inform and educate rather than sell a product or service.

### **Some of Social Issues Highlighted in ads are :**



**AIDS  
AWARE**



**ENVIRON  
MENT**

**Ham do  
Hamare do  
New Policy  
for  
Govt Job**



**FAMILY  
PIANNIN**

## **PURPOSE**

To create awareness among the masses in respect of various social issues & concerns that affect the welfare of the society

## **AREA COVERAGE**

The Pro Bono advertising can be done throughout the nation & also in a particular region or area depending on the nature of the campaign

## **TARGET AUDIENCE**

The campaigns are targeted to the masses . It can also be targeted to all the members of the society belonging to different age groups, gender, income , occupation etc

## **PERSONALITIES**

The advertisers may use personalities or celebrities to create a better impact on the audience . For instance, the Gov. of India selected **Mr. Amitabh Bachchan** for the 'Pulse Polio Campaign

## MEDIA USED

Any media can be used Example : ‘**Don’t Drink & Drive** ‘ can be placed in radio , newspapers , tv, etc. The media mix depends on the availability of funds with the sponsors

## TYPE OF COPY

Mostly hard sell copy is used to convey the social message to the audience . The ad may highlight the –ve aspects of certain customs , traditions or practices. For instance , an **anti-noise** pollution campaign can highlight the negative aspects of noise on the society & on the environment

## TYPES OF SOCIAL ADVERTISING

- Public Service Campaigns
- Social Cause Advertising

## SPONSORS OF SOCIAL ADVERTISING

Anyone who has the funds & inclination towards social good can undertake Social Advertising . Normally large firms like **TATA** Group take social Ad

### Amitabh Bachchan reveals DD Kisan campaign was 'pro bono'



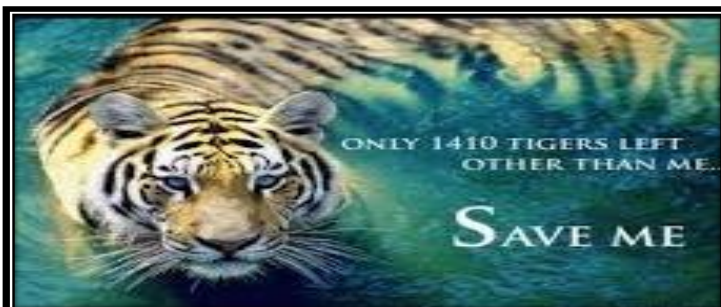
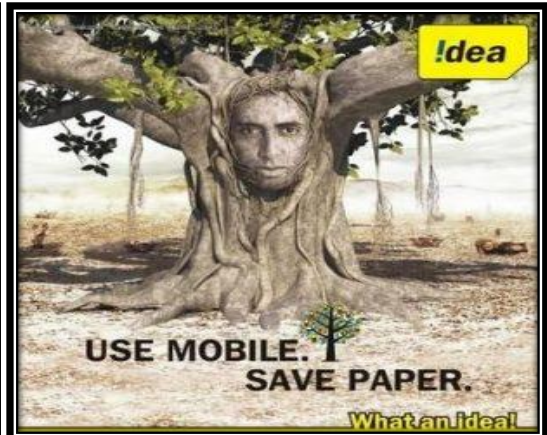
[Amitabh Bachchan](#) said he did not enter into "any contract" with Doordarshan to endorse its channel [DD Kisan](#), contrary to reports.

Bachchan, 72, said his campaign for the new channel was "[pro bono](#)" and happened many days ago.

"I wish to state that I have not entered into any contract with Doordarshan, on the [endorsement](#) of their Channel DD Kisan, and neither have I received any money from them. I worked with the [advertising](#) agency [Lowe Lintas](#) on the campaign for DD Kisan, and have not entered into any contract with them either, nor have I received any money from Lintas, as being stated," he said in a statement.

"My 'deliverables' on this campaign have been executed by me many days ago. I work pro bono on various issues and DD Kisan Channel is one of them."

## EXAMPLE OF PRO BONO ADVERTISING





The Directorate of Advertising & Visual Publicity (DAVP) is the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of Government of India.

- Some of the Autonomous Bodies also route their advertisements through DAVP.
- As a service agency, it endeavors to communicate at grass roots level on behalf of various Central Government Ministries.

**THE CHANNELS OF COMMUNICATION USED ARE :**

- **Advertisements** - Release of press ads
- **Exhibitions** - Putting up exhibitions
- **Outdoor Publicity** - Display of hoardings, kiosks, bus panels, wall paintings, cinema slides, banners etc.
- **Printed Publicity** - Booklets, folders, posters, leaflets, calendars, diaries etc.
- **Audio & Visual Publicity** - Spots/Quickies, jingles, sponsored programmes, short films etc.
- **Mailing of publicity material** - Distribution of publicity material

It has been instrumental in creating awareness amongst masses on socio-economic themes, seeking their participation in developmental activities and for eradication of poverty and social evils

**Some of the important subjects publicized by the government through DAVP include :**

- Health & Family Welfare
- Drug Abuse & Prohibition
- Women & Child Development
- Upliftment of Girl Child
- Education ◦ Adult Education
- Non-Conventional Energy Sources
- Mahila Samridhi Yojana
- National Integration & Communal Harmony
- Creating public opinion against dowry, female infanticide, child labour, beggary etc.
- Food & Nutrition
- National Social Assistance Programmes
- Employment Assurance Scheme
- Blood Donation
- AIDS Awareness
- Consumer Protection
- Safe Drinking Water

**SPECIAL CAMPAIGN ON 2<sup>ND</sup> OCTOBER**



An SMS message on “Power of Non - Violence” was sent to all mobile subscribers of MTNL through their Network on Gandhi Jayanti. MTNL has done this free of cost. Telecast and broadcast campaigns launched for disseminating the message of power of Non - Violence.

During the national integration week a nationwide telecast campaign on “Bharat Meri Pehchan ” was launched The 66 day exhibition on ‘Mahatma Gandhi, his Life and Vision’ was organized at Chennai “Be the Change You Want To See” Print ad campaign launched to about 4500 empanelled Publications



**SELF REGULATION LAWS AND CONSUMER PROTECTION AND WELFARE**

In nearly all the countries, advertising regulation happens on many (many) levels. ... The Consumer Protection from Unfair Trading Regulations is a regulation designed to protect consumers against aggressive sales techniques, false or deceptive ad messages, as well as intentionally incomplete information. In order to prevent misuse of advertising media, self regulation is considered vitally important in the absence of legislative control on advertising profession. There must be standards/ codes that provide guidelines to undertake ethical advertising. “Advertising and marketing self-regulation is a system by which the advertising, marketing, agency and media industry set voluntary rules and standards of practice that go beyond their legal obligations. Self-regulatory organizations (SROs) are

responsible for enforcing industry's commitment to these rules.” The purpose of the Advertising Standards Code (Code) is to ensure that every advertisement is a responsible advertisement. All advertising must be legal, decent, honest and truthful and respect the principles of fair competition, so that the public can have confidence in advertising.

#### Objectives of self-regulation:

- A. Protecting the consumers
- B. Cancellation of accreditation of members who do not follow the code of conduct.
- C. Discouraging unethical advertisements. For example, vulgar and indecent advertisements .
- D. Taking action against the advertisers who advertise products hazardous to human health and life.

#### Scope of Advertising regulations

Some of the principle concepts of advertising and marketing law include truth in advertising and unfair trade practices. Here are several laws in India that relate to advertising. A snapshot of some of these enactments is provided here under

1. Consumer Protection Act, 1986- Section 6 of the Act grants consumers the right to be informed about the quality, quantity, potency, purity, standard and price of goods or services, as the case may be so as to protect the consumer against unfair trade practices. Section 2(r) of the Act, under the definition of the term “unfair trade practice”, covers the gamut of false advertisements including misrepresentations or false allurements. Redress against such unfair trade practices pertaining to false advertisements may be sought under the Act;
2. Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003- Section 5 of this Act, inter alia, prohibits both direct & indirect advertisement of tobacco products in all forms of audio, visual and print media;
3. Cable Television Networks (Regulations) Act, 1995 and Cable Television Networks (Amendment) Rules, 2006- Section 6 of the Cable Television Networks (Regulations) Act, 1995 provides that no person shall transmit or re-transmit through a cable service any advertisement unless such advertisement is in conformity with the advertisement code prescribed under the Cable Television Networks (Amendment) Rules, 2006. Rule 7 of the Cable Television Networks (Amendment) Rules, 2006 lays down the “Advertising Code” for cable services which are formulated to conform to the laws of the country and to ensure that advertisements do not offend morality, decency and religious susceptibilities of the subscribers;
4. Doordarshan/ All India Radio (AIR) Advertisement Code Doordarshan and AIR, both under the control of Prasar Bharati (a statutory autonomous body established under the Prasar Bharati Act), follow a comprehensive code for commercial advertisements which control the content and nature of advertisements that can be relayed over the agencies;
5. Food Safety and Standards Act, 2006- Section 53 of this Act provides a penalty of up to Rs. 10 lakhs for false and misleading advertisements relating to the description, nature, substance or quality of any food;
6. Indecent Representation of Women (Prohibition) Act, 1986- This Act is aimed at prohibiting indecent representation of women through advertisements or in publications, writings, paintings, figures or in any other manner and for matters connected therewith or incidental thereto (Section 3 and 4 of the Act). Needless to say, the foregoing laws are in addition to applicable IPR laws and other relevant laws in general.



<b>Abbreviation</b>	ASCI
<b>Established</b>	1985; 36 years ago
<b>Type</b>	<a href="#">Self-regulatory organization</a>
<b>Legal status</b>	<a href="#">Nonprofit organization</a>
<b>Purpose</b>	Advertising regulator
<b>Headquarters</b>	717/B, Aurus Chambers, Shivram Seth Amritwar Marg, Worli, Mumbai, Maharashtra, India <sup>[1]</sup>
<b>Region served</b>	India
<b>Field</b>	<a href="#">Advertising</a>
<b>Membership (2021)</b>	56 <sup>[2]</sup>
<b>Secretary General</b>	Manisha Kapoor <sup>[3]</sup>
<b>Chairman</b>	Subhash Kamath
<b>Vice Chairman</b>	N.S. Rajan
<b>Honorary Treasurer</b>	Shashidhar Sinha <sup>[4]</sup>
<b>Main organ</b>	Consumer Complaints Council <sup>[2]</sup>
<b>Website</b>	<a href="http://ascionline.in">ascionline.in</a> 

**The Advertising Standards Council of India (ASCI)** is a voluntary [self-regulatory organization](#) of the [advertising industry](#) in India. Established in 1985, ASCI is registered as a [non-profit](#) company under section 25 of the Company Act.<sup>[5]</sup>

ASCI is committed to the cause of self-regulation in advertising, ensuring the protection of the interest of consumers. ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation, which requires advertisements to be legal, decent, honest and truthful, and not hazardous or harmful while observing fairness in competition. ASCI looks into complaints across ALL MEDIA such as Print, TV, Radio, hoardings, SMS, Emailers, Internet/web-site, product packaging, brochures, promotional material and point of sale material etc. ASCI's role has been acclaimed by various Government bodies including the [Department of Consumer Affairs](#) (DoCA), [Food Safety and Standards Authority of India](#) (FSSAI), [Ministry of AYUSH](#) as well as the [Ministry of Information and Broadcasting](#). The association with these Government bodies is to co-regulate and curb misleading and objectionable advertisements in the respective sectors. In January 2017, the Supreme Court of India in its judgement also affirmed and recognized the self-regulatory mechanism as an effective pre-emptive step to statutory provisions in the sphere of advertising content regulation for TV and Radio in India. ASCI is a part of the

## Origin

The four main constituents of advertising industry, viz. advertisers, advertising agencies, media and allied professions came together to form ASCI. The aim of ASCI is to maintain and enhance the public's confidence in advertising. Their mandate is that all advertising material must be truthful, legal and honest, decent and not objectify women, safe for [consumers](#) - especially children and last but not the least, fair to their competitors.

## Self-Regulation

Almost all professional fields have self-regulatory bodies governing their activities. For the advertising [fraternity](#), until 1985 there was none. Due to this, there was a lot of false, misleading, and offensive advertising. This led to consumers losing faith in advertising and hence resenting it. It was decided that if this continued it would not take time for statutory regulations such as censorship to be imposed on advertising content.

In 1985, the ASCI adopted a Code for Self-Regulation in Advertising. With the introduction of the code, the aim is to promote honest and decent advertising and fair competition in the industry. It will also ensure the protection of consumer interests and all concerned with the ad industry - advertisers, media, advertising agencies and others who help in the creation or placement of advertisements.

As the fraternity starts accepting the code, it will result in fewer false claims, fewer unfair advertisements and increased respect for advertisers.

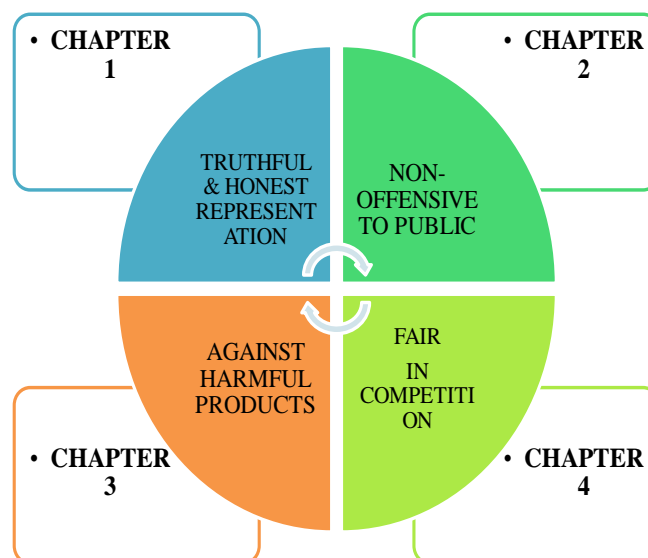
## Need for ASCI

When an advertiser is creating an ad, the consumer is his audience. The feedback from a consumer is important to the advertiser so he can be assured if his message has been correctly conveyed. If a consumer feels that a particular advertisement is in bad taste or is false in its claims, they need a body or council to whom they can air their grievances and who will take any appropriate action, if necessary. ASCI as a self-regulatory body governing advertising content is the ideal medium as its purpose is to serve both the advertisers as well as the consumers.



**The Advertising Standards Council Of India**

# CODE



**SOME OF THE ADS WHICH WERE DEEMED AS UNFIT & PULLED UP BY ASCI**



The ad was pulled up on the grounds of having misleading content for the claim ‘the fastest network ever’ & ‘if your network is faster, we will pay your mobile bills for free’

The Ad claims, “ A firmer & younger skin in just 7 days”, “ In 4 weeks 96% of users have agreed that effects of ageing are almost gone “, were inadequately substantiated



Popular Food Panda delivery App Food Panda had its as pulled up by ASCI for false claims. It claimed in the advertisement , “Upto 50% off” , which ASCI said was fake & was not substantiated with evidence of customers who have availed this offer



In the ad the Indian guard helped his counterpart by mending his shoe . The ad was launched before the Indian-Pakistan match during the ICC World Cup 2015. The ad was criticized as being “anti-national” & an ‘insult’ to the Indian soldier



The ad claim, “No pimples, No blackheads “. “Kyunki (pimples/blackheads) hai hi nahi” is an absolute claim & was not a dequately substantiated with efficacy data for this product . “har la dki ki skin problem ka ek hi upa ay” was mislea ding .

The claim in the a dvertisement by CNBC, “No. 1 TV channel in India” was not substantiated & was found to be mislea ding.



\*\*\*\*\*