

Celebrity -

- (1) Familiarity - Reassurance to brands.
easily connect to youth, quick delivery of msg.
If LC is short
- (2) Credibility - Credible name/face/voice
and adulation they receive can quickly be transferred
- (3) Gestalt Perception - Ppl judge others by their
entire personalities rather than indi charac.
they find it hard to judge singly whether
celebrities they like are ugly or otherwise.
- (4) Differentiation - Celebrities provide much-needed
stopping power to break the monotony.
They can be one with the masses yet tower
above them.
- (5) Relevance - If expert in field, it strengthens
the pdt's. image & clicks & audience.
Sachin - sports wear

Disadv

- (1) Short life cycle - short lived, mkt conditions dependent
Celebrities aura may diminish.
Parthiv Patel - Avon cycle / Little heart
- (2) Bad press - Double-edged swords.
scams, scandal, -ve press harm pdts.
Salman - black buck case - Akshay - Thumbs up.
- (3) Expensive - 8-15 Cr. 2003 Coke - Aamir

(4) Price fallacy - Premium priced, not for budget price folks

(5) Celebrity Tantrums -

(6) multiple endorsements

(7) Lack of credibility. - Excessive/ multi endorsements ↓ trustworthiness.

ClubHP - ~~Ashu~~ Samia Mirza

(8) Shifting Royalties - Once Pepsi now Coke. tm
Aishwarya/Amit.

(9) Vamping - Can become bigger than brands.

Tips

→ Catch them young.

→ Ensure sustainable stgy.

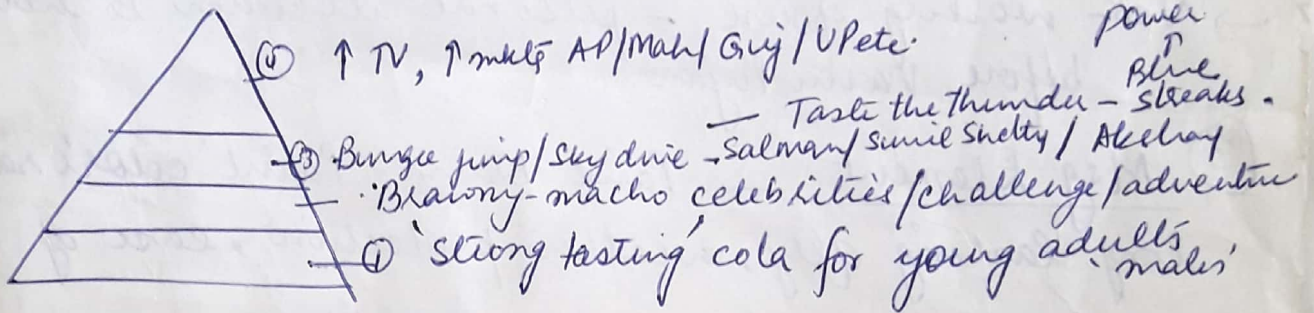
Madhuri - Emami, AB & Baby - Maenti
Vera.

→ Choose right celebrity wisely

- Dabur Glucon D / Boroplus - AB
Reed & Taylor - AD

Creativity

- ① Advtg stgy - ^(L.T) what advertiser proposes to do/say to solve commⁿ prob. (pdt awareness / sales / poor bc recall).
- ② Big Idea - How - ^(S.T) Idea that advertisers select for commⁿ the stgy msg in a creative way. - link b/w stgy & Creative execution. (Central theme).
- ③ Creative execution - physical form - story/script/copy/art, music/words/phrases/color/prodⁿ etc.
- ④ Ad tactics - media schedule/spot etc?



Brand	Strategy	Big Ideas	Execution Elements
① Dhara Sunflower oil	Demos It keeps consumers hearts strong	kids are proud of their father	Creative tagline / wit / humor right characters / stories.
② Mentos	Comminnati mentos refreshes consumers	Mentos gives fresh ideas in mundane life.	wit / humor / Right charac / apt sound / stories
③ Axe Deo.	Creates sensual appeal	Talk to the 'Axe Effect' Women are magnetically attracted towards men using 'Axe'	Creative tagline /
④ Fervicol	Reinforces Fervicol's leadership in ultimate adhesive	Show bonding power of brand in metaphoric way.	4.

* Strategy Selection Outline

① Pdt Class Definition - Not too broad/narrow.
Video game peripherals - monitor/theater / mobile games etc.

Coca Cola & water.

② Tgt Grp - Not one profile, combination like
Psycho + Demos. + Behavioural.

(30+ married / middle class / living kids / solely fin support
Bought a new house. - excitement to move in.)

→ Non-working spouse - personal attention to house.
before Vastu kujan.

③ Msg Element - Paint brand - Paint color's range /
long lasting qly, weather protection, ease of applica
no-fumes, - focus on 1-2 benefits.

④ Is stgy a good idea - Int / Ext factors
Competition / mkt / Audience /

Cosmetics

	S1	S2	S3
Pdt Class →	Value for money brand	All nat. brands & adnty & retail presence	Upscale brand (Int'l)
Tgt Grp →	fashion conscious	working / Prof.	High Society
Msg Element →	wide color/shade any trend	long lasting	Skin nourish qly pdt.

Message Tone →

Reflects emotion behind an ad - happy / fearful
friendly / excited / vulgar, funny etc.

- Ads can adopt various tones of voice owing to their conversational nature

* Msg Structure →

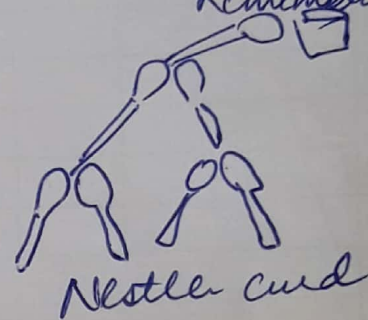
(1) Verbal vs NonVerbal -

Right brained - visuals / images / left brained

- Verbal
Remember / Comm?



Ponds Bleach head
Removal Steps.



Nestle curd

(2) Readability -

Arrangement of words in a msg, word freq,
sentence length
Risk factors.

(3) Ordering effect - Argument first

Support info^m - when in a frame of mind to buy
Info^m valued - at the start.

(4) Repetition

(5) One sided / Two sided

① Logos:

Creative Approaches →

- (1) David Ogilvy → Strong brand identity by emphasizing psycho. meaning / symbolic association & certain values & lifestyles etc. Image Advtg.
- David Ogilvy popularised the idea of brand image.
 - Make advtg contemporary
 - Be well mannered, but don't clown
 - You can't bore ppl into buying
 - Give the facts
 - What you say / how you say it?
 - Unless your campaign is built around a great idea, it will flop.
 - If you are lucky enough to write a good ad.
 - Not write an ad.
 - The image & brand; 'Big personalities'
 - Don't be a copycat.

- (2) William Bernbach → "Execution can become content, it can be just as imp. as what you say"
"What you say is more imp than how you say it!"
- Consumer is not a moron.
 - Copy was honest / heavy repetition / simple.
 - Humour, Avis/Hertz,
 - Pic of pdt - big & clear → headline was provocative.

- (3) Rosser Reeves → U.S.P.
- Each ad should have a proposition to offer.
 - Unique; that competitors either can't / doesn't offer
 - Strong proposition; to move masses & pull the brand.

(4) Leo Burnett - Inherent drama.
finding out pdt chase. that made the manu. make
it a pdt benefit that motivates the consumer to
purchase it.

- Dramatic element in communicating those benefits.
- common touch - ordinary ppl.

(5) Al Ries & Jack Trout - 'Positioning'.

1970's. → Imp of pdt features & images - but insists
that what is really imp is how the br is perceived
& ranked against competition in consumer's mind.

The 'Uncola'.

- on attribute / price / qlty / usage / applica'

Advertising

adverts

message
source
choice
wilds Imag

Advtg: Pd form of non personal presental promotion of g, s & i by an identified spon.
→ Msg to larger grps. → Persuades general puber
→ Non personal msg → Creativity → Pd form. → Tot Audience
→ Identified sponsor. → Art/Sc./Profession - Elements of Promo Mix.
→ Obj - awareness / attitude / br image / competition

- Purposes:
- 1) Promotion of new pdt.
 - 2) Support to personal selling
 - 3) Br. patronage
 - 4) Immediate buying action.
 - 5) Presold goods
 - 6) Dealer support.
- # Brand Patronage - (1) Br. insistence (2) Br. loyalty.
(3) Br. preference (4) Br. acceptance (5) Br. awareness

- # Advtg criteria
- (1) Primary ad.
 - (2) Continuous activity.
 - (3) Greater chances by pdt differentiation (backing)
 - (4) Powerful emotional buying motive (5) Fin. capacity.
 - (6) Price of the pdt.

→ Everybody's Voting Machine
Annul - Elected by Broad (May 2017)

→ The Sinking of Good Times
Annul - Dont take off (2016) without it.

- Obj:
- Create Awareness (hammering of ads / celebrity endowments (TOM))
 - Dev / Reinforce Attitude. → Br. loyalty.
 - Dev. Br. Image.
 - Differentiate Pdtd - 30 km/day likes
 - Persuade consumers - testimony / offer discount / dems

support other elements of promo mix
Promote social welfare - immunization, anti-pellu
anti doney, anti-comp.

Stimulate d.d. "Roz Khaw Ande"

- Act as Reminder. "Toothpaste, Amul)
- ↑ corp. image
- ↑ comp. adv.

Evolution:

Benefits:

- (1) Manufacturers :- (1) Introduce of Pdt. (2) Modified Attitude
(3) Builds Image (4) Builds Loyalty (5) Market Expansion
(6) Corp. Image (7) Eco. of Scale (8) Improvement in Q & L
(9) Avoid Seasonal Sales fluctuation (10) Facilitates Distribution
(11) Facilitates Promotion (12) Face Competition.

(2) Consumer

- (1) Info^m (2) Acts as Reminder (3) ↓ pdt prices
(4) Better Q & L (5) ↑ std of living (6) guards against substitute
(7) Educaⁿ to consumers (8) Modify attitude
(9) Consumer Satisfaction (10) Saves time in shopping

(3) Retailers

- (1) Quick sales (2) Store Image (3) Dispose off stock
(4) Dev. loyalty (5) Helps face competition
(6) Makes selling job easier (7) Good appearance of store
(8) ↑ pfts (9) Info^m abt Δ
(10) Fixed prices.

Salesmen

- Make selling easy
- Helps book more orders
- sale of non advertised brand
- sense of pride.
- Respect - Buyer feedback.

Society Advt

- 1 std of living
- Eco. dev.
- Fin. Mass Media
- Provides entertainment
- Public Service Advtg.
- Provide emp.

Classification of Advertising

(Geog)

(1) Local Advtg. / Regional Advtg / National / Int'l

(2) (Aud) - Consumer / Industrial / Trade / Professional.

(3) (Med) - Press / Broadcast / Outdoor / Internet / Misc.

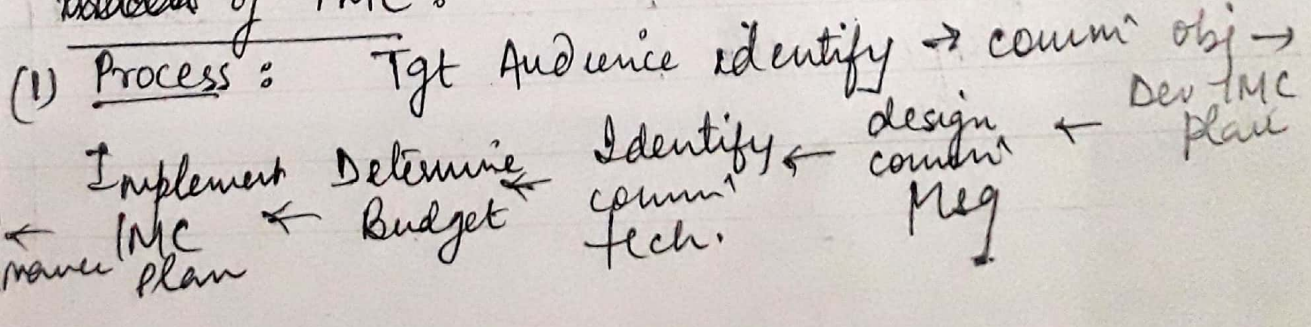
(4) (Func) - Direct Action / Indirect Action.
Primary / Selective DS.

(5) Stages - Pioneering / Competitive / Retentive Stage
(Awareness) (Competitive) (Reminder)

[IMC]

"Element in org mktg mix that is used to inform / persuade & remind the mkt regarding the org / or its pdt.

Features
Process of IMC:



- (2) Objectives → (1) Create awareness (2) Dev. attitude
 (3) Dev. br. image (4) Dev. Br. loyalty (5) Competitive Claims Counter
 (6) Build corp. Image (7) Persuade cust. to buy
 (8) Provide info

(3) Continuous in Nature →

- (4) Elements of IMC - Publicity, Advtg, S.P., P.S, Sponsorship, PR, Packaging, Participation in exhibition/ trade fair

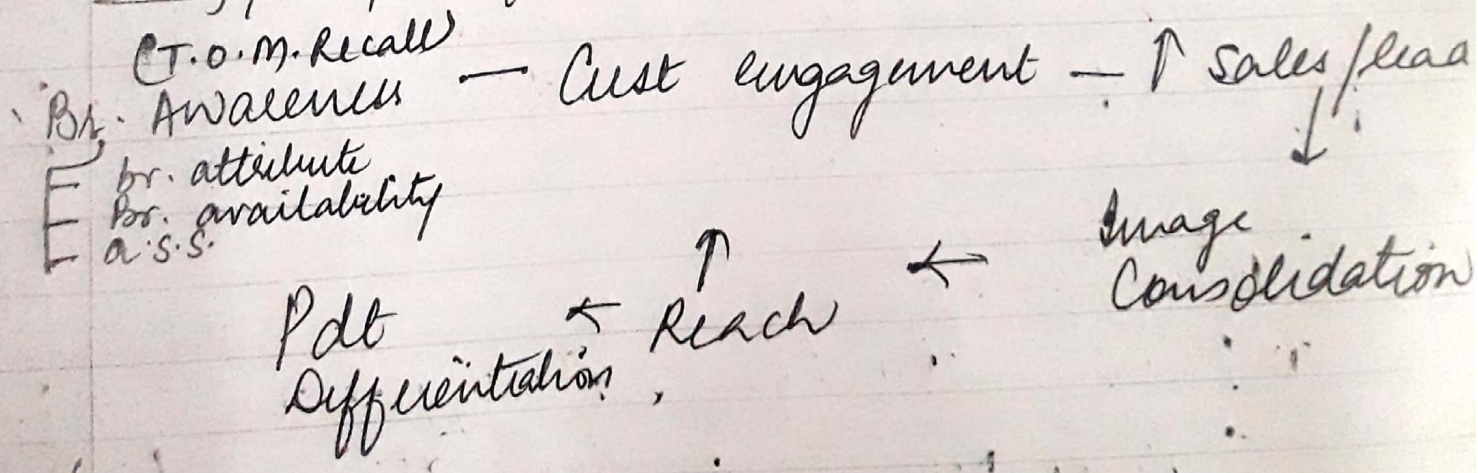
- (5) Creativity - Excite/ Entertain/ Effective.

- (6) Art & Science

- (7) Tgt Audience

- (8) Influences diverse Gaps - Intermediaries, Emp^e, S.H., Society at large.

Obj/Imp. of IMC



5/18/22

Promotion Advertising

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AIDA

Aware

Interest

Desire

Action

5 M's of Advertising

- # - paid for
- non-personal comm
- ideas of product

Mission

- Sales
- Advtg
- Comm

Money (Budget)

Stage of in PLE

- Mkt share
- Consumer Base
- Competition
- Clutter
- Advtg frequency
- Pat substitutability

Message

- Msg generation
- Msg evaluation
- Selection
- Msg creation
- Social Responsibility

Media

- Reach
- frequency
- Impact
- Media type
- Media vehicle
- Media timing
- Cg

Measurement

- Sales Impact
- Advtg Impact

Objectives of IMC

1) Awareness: TOM due to ↑ competition.

Impulsive purchases. br. name, br. availability, A.S.S.
By aduty, publicity, personal selling.

Mc Cann Mumbai

2 Authors like headphones - Penguin Audio Book

2) Attitudes: Reinforce/Build attitude. save image.

Trade Jan / P.S. → re → +re. , PKJ aduty. Maggi

3) br. loyalty: Repeat purchase, Recommendation.

eg Direct Mktg. helps dev. br. loyalty.

4) br. Image: Percepⁿ of brands in mkt.

Nature / Charac of br. personality, content of ad, packaging, price, design, promo mix.

5) Reminder - Of smth than reminder.

Raymond ad. eg

6) Counter Claim - Competitive Aduty / Aggressive S.P

7) Corp. Image - Creative design content / Right br ambassador
select right media, adopt effective med.

8) Expansion of Mkt - Local → Regional → Int^l.

9) Persuasion - Not only tell abt pdt availability but persuade to buy!

10) Educate - Use/Handling of pdt.

Public awareness.



fox.

11) Info^m - Potential Cust

Advertisers pay for advertising to accomplish a wide array of goals. Ad objectives generally boil down to long-term branding communication or short-term direct response advertising. Branding is about building and maintaining a reputation for your company that distinguishes it in the marketplace. Sales promos are short-term inducements to drive revenue or cash flow. Based on your company's objectives, budget and target audience, you normally advertise through one or more types of media. Calculating your return on investment in dollars is difficult, but you need to establish measurable goals, such as a percentage increase in awareness, to evaluate success.

Broadcast Media

Television and radio are two traditional broadcast media long used in advertising. Television offers creative opportunities, a dynamic message and wide audience reach. It is typically the most expensive medium to advertise through, though. Because local affiliated stations normally serve a wide local audience, you also have to deal with waste when trying to target a small town marketplace. TV watchers normally have a negative attitude toward commercials and many have DVRs at their fingertips. Radio and TV both have fleeting messages, meaning they disappear once the commercial spot ends. Radio is relatively affordable for small businesses and allows for repetition and frequency. You don't have the visual element of TV and you have to deal with a distracted audience, since most listeners are driving.

Print Media

Magazines and newspapers are the two traditional print media. Magazines offer a highly selective audience who is generally interested in ads closely related to the topic of the magazine. Visual imagery is also stronger in magazines than newspapers. You have little waste since magazines are very niche and you can target a narrow customer segment. On the downside, magazines are costly and require long lead times, which limits timely promotions. They also have limited audience reach. Newspapers are very affordable for local businesses and allow you to target a geographic segment if you have a universal product or service. Newspapers are also viewed as a credible medium, which enhances ad acceptance. You can usually get an ad placed within a day or two of purchase. Declining circulation, a short shelf life and limited visual creativity are drawbacks.

Support Media

Support media include several options for message delivery that normally add to or expand campaigns delivered through more traditional media. Billboards, transit, bus benches, aerial, directories and trade publications are common support media. Each has pros and cons, but collectively they offer ways to reach a wider audience in a local or regional market or to increase frequency of message exposure to targeted market segments.

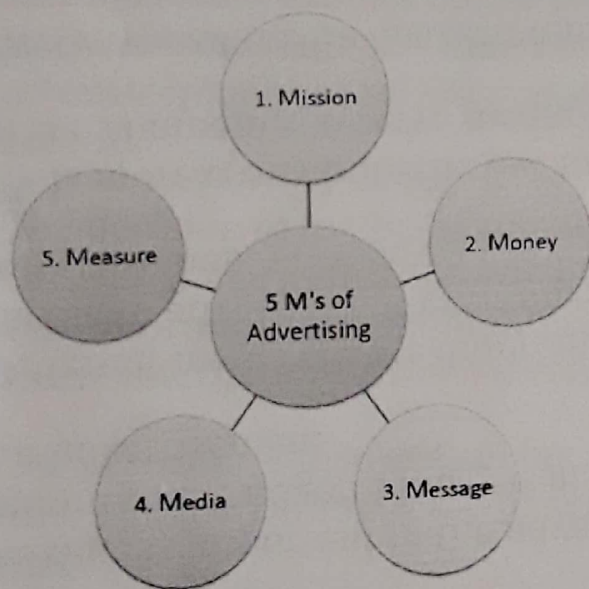
Direct Marketing

Direct marketing is an interactive approach to advertising that has picked up in usage in the early 21st century. It includes direct mail, email and telemarketing. These are direct response efforts to

Advertising is the art of promoting yourself through different media. In the complex environment where everything is getting changed and being systematic, the advertisement is also being converted into a whole subject.

There are many things to know on this subject. Just like the 4 P's of Marketing Mix, there are five M's of advertisement to understand the whole concept of advertisement.

How to use 5 M's in advertising strategy? How to implement advertising strategy?



Mission

Like the mission statement of any organization, advertisement a component of promotion is also having a clear mission that what do you wants to achieve through advertisement.

In this head, we set our mission, goals, and objectives to analyze that what we are going to do and what we will get through this act.

Marketing

The message will be decided according to the target customer because you will definitely only transfer important information to your target audience but a trash.

The important thing to note here is that the message will be changed when you will change the source of advertisement.

It means that selection of media will define the message because you cannot run a picture message on Radio.

Media

Definitely selection of media is the most important component in the advertisement. There are so many media available for advertisement but selection is at the same time so much more critical.

The decision of media selection depends on the target market because the organization will first analyze how its target market gets information about organization whether they are connected to the internet or through traditional media like the newspaper.

Use of media is also critical because of the money budget and time budget. Different media charge different cost in different time.

It is promotional manager's duty to study that which time is effective with which media.

Measurement

Same like marketing strategy, evaluation and measurement is an essential step to ending advertisement strategy.

Without evaluation how you can identify that you achieve your objectives?