



CREATIVITY IN ADVERTISING

MODULE 3
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INTRODUCTION TO CREATIVITY:

Advertising – the activity of attracting public attention to a product or business, the business of designing and writing advertisements. Advertising is itself communication link between the product or service and the consumer; hence, between the producer and the consumer. The media of course would include newspapers and magazines, radio, television, posters and everything that can be used to inform the customer about the product or service.

Creativity – Ability to generate fresh, unique and appropriate ideas to solve communications problems. The word creation means, “ All created things products of human intelligence, especially of imaginative thought.”

Creativity in advertising is an art which is concerned with the perception, attitude, values, personality and motivation including buying motives.

Creativity is about giving birth to something that did not exist before. It is the application of past experiences or ideas in a novel and unexpected way. It is being innovative, imaginative, original and different.

It is an accepted fact that creativity is the heart and soul of advertisement Creativity gives life to the messages about products and services that may otherwise be boring or insignificant.

In simple words, creativity means being inventive and innovative. An advertising idea is considered creative when it is novel, fresh, unexpected and unusual. **Advertising creativity is the ability to generate fresh, unique and appropriate ideas that can be used as solution to communication problems.**

In order to be effective, the idea must be relevant to the target audience. Generally, behind every effective advertisement there is a creative concept which is attention-getting and memorable.

Definitions of Creativity

1. Creativity in Advertising refers to “the extent to which an ad contains brand or executional elements that are different, novel, unusual, original, unique, etc.”
2. According to **Sternberg & Lubart** - “A product is creative when it is (a) novel and (b) appropriate. A novel product is original not predictable. The bigger the concept and the more the product stimulate further work and ideas, the more the product is creative.”
3. According to **John Haefele**, creativity is defined as “the ability to formulated new combination from two or more concepts already in mind.”
4. According to **Albert Wesley**, “Creativity is the ability to develop new useful ideas that produce desired results.”
5. As per Rollo May, “ Creativity is the process of bringing something new into being. Creativity requires passion and commitment. It brings to our awareness what was previously hidden and points to new life. The experience is one of heightened consciousness: ecstasy.”

In the book “Creative Strategy in Advertising” the authors say that and advertising:

- 🕒 Needs to contain a persuasive message that convinces people to take action.
- 🕒 In order to be creative, it must make a relevant connection with audience and present a selling idea in an unexpected way.

Role/ Importance of Creativity In Advertising

1. Attracting attention

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

2. Increase Recall

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

3. Memorable

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

4. Impressing Consumers

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

5. Product Positioning

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

6. Brand Image

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

7. Increase Sales

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

8. Likeability

Creativity in advertising makes the company likeable, and this likeability is an important marketing tool.

9. Prevention of Lost Sales

Creative advertising is aimed at preventing the erosion of its sales by competitors. Such advertising may be regarded as being ‘defensive’.

Elements of Creativity & Advertising

The essential elements of creativity & Advertising - imagination inventiveness inspiration.

Case in Point- Creative Ads Must Deliver

Ever since its launch, Coca-Cola campaigns had failed to connect with the Indian masses and produced only short-term results. One of the prime reasons for this was their abstract, westernised ad campaigns that could not make a mark on the Indians. But soon after, in 2003, its agency McCann Erickson revolutionised the beverage industry when it came up with a brilliant and effective campaign, Thanda Matlab Coca-Cola. To even suggest Coca-Cola as a national cold-drink, an all-time thirst quencher, was a tall claim. But the Thanda' campaign aspired to achieve that mythical status. The creative strategy was to connect with the rural masses as well as the lower socio-economic classes as against the traditional target audience of urban teens. The big idea was to use local lingo and cultural symbols, and create bold and memorable characters that target audiences could identify with. The first Thanda' campaign had Aamir Khan essaying six distinctive roles (a tapori, a Punjabi farmer, a Nepali guide, a Hyderabad panwala, etc.), each one a cultural symbol to connect with the diverse masses. All roles revolved around outdoor situations with the focus being on equating thanda with Coca-Cola. The interesting storylines, the creative execution of the commercials including the quirky and entertaining dialogues, as well as Aamir Khan's acting increased the effectiveness of the ad. Research after the campaign indicated that Coca-Cola was perceived as a good friend by consumers; for the first time Coca-Cola beat arch rival Pepsi, the consumption average increased to 28.1% and the brand improved its stake in key markets (Punjab, Delhi, UP). It became the most preferred brand. The campaign also won its agency McCann Erickson the Grand EFFIE award, 2003.



Purpose of Using Creativity in Advertising

1. To draw viewers attention Ads must be Funny

CLEVER!





UNIQUE

EXCITING



2 . To create interest



3 . To attract viewers



Key Factors In Successful Advertising

- i. Team work
- ii. Effectiveness
- iii. Communication

Planning Creative Strategy

- Research
- Creative Brief
- Strategy statement
- Communication Objective
- Verification and revision
- Creative theme/idea
- Message appeals

Taking Creative Risks

Many Creative people follow a proven formula when creating ads, because they are safe.

CREATIVE PROCESS

- Preparation

Gathering background information.

- Digestion

Taking Information, work on it & wrestling with it in the mind.

- Incubation

Idea development

- Illumination

Seeing the solution

- Verification

Refining the idea and finding the appropriate solution

Some advertising people say creativity in advertising is best viewed as a process and creative success is most likely when some organised approach is followed. One of the most popular approaches to creativity in advertising was developed by James Webb Young, a former creative Vice President at the J. Walter Thompson agency. Young said, “ the production of ideas is just as definite a process as the production of Fords; the production of ideas, too runs an assembly line; in this Production the mind follows an operative technique which can be learned and controlled; and that its effective use is just as much a matter of practice in the technique as in the effective use of any tool.”

Young’s model of the creative process contains 5 steps:

- 1) Immersion - gathering raw material and information through background research and immersing yourself in the problem.
- 2) Digestion - Taking the information, working it over and wrestling with it in the mind.
- 3) Incubation - Putting the problems out of your conscious mind and turning the information over to the sub- conscious to do the work.
- 4) Illumination - The birth of an idea - the “ Eureka! I have it!” phenomenon.
- 5) Reality or Verification - Studying the idea to see if it still looks good or solves the problem; then shaping the idea to practical; usefulness.

Young’s process of creativity is similar to a four step approach outlined much earlier by English sociologist Graham Wallas:

- 1) Preparation - gathering background information needed to solve the problem through research and study.
- 2) Incubation - getting away and letting ideas develop.
- 3) Illumination - seeing a light or solution
- 4) Verification - refining and polishing the idea and seeing if it is an appropriate solution.

Creative Strategy Development

- Creative strategy defines the framework in which creativity will take place and sets out the rules of creative decisions. Creative strategies vary according to the different advertising agencies and other creative companies. The best known strategy is the copy strategy. Creative advertising strategy should be in the form of a document that is the basis for future creative advertising development, impacting on the finer version of the ad campaign. Creative strategies are supporting framework for internal communication in advertising agencies. The most important document in the development of an ad campaign and its execution is the creative strategy/creative brief.
- Creative strategy/ brief is the “ blue print”, or guide, that links the advertising strategy with the execution of the ad campaign. All key parties (example, account executive, client, creative director) must approve the brief before the campaign is developed and launched. So, the work of copy writers and other creatives is directed by the brief, channelling their efforts towards a solution that will serve the interests of the client.
- Most strategies and briefs would include answers to the following questions:
 1. Advertising Objectives: Why are we advertising? The answer requires a brief explanation regarding why the advertising agency is being asked to perform a certain advertising job. What is it that the client wishes to achieve with the campaign? This usually includes a specification of the primary and secondary objectives for the campaign.

2. Target Audience: Who are we talking to? This is a precise description of the primary and secondary target markets.
3. Motivation, thoughts and feelings: What are the motivations of the target audience? What do they currently think and feel about our brand? Here is where research and account planning are needed as the foundation for the advertising job.
Message theme: The message theme presents an outline of key ideas that the advertising program conveys.
The message theme represents the benefit or promise the advertiser uses to reach consumers or businesses. A message theme for a hotel could focus on luxury, price or unusual features like ease of access to all nearby tourist attractions.
4. Support: Support should be provided in the fourth component of creative strategy. Support takes the form of facts that substantiate the message theme.
 - Campaign theme -Should be a strong idea -Central message that will be communicated in all advertising and other promotional activities -Short term in nature, done on annual basis.
 - Successful Long-run Campaigns - Nike (Just do it), Allstate Insurance (You're in good hands with Allstate), Hallmark cards (When you care enough to send the very best), De Beers (A diamond is forever).
 - Successful Long-run Campaigns - Intel (Intel inside) ,State farm insurance (Like a good neighbor, state farm is there), Timex watches (It takes a licking and keeps on ticking), Dial soap (Aren't you glad you use dial?)

ADVERTISING CAMPAIGN

An advertising campaign is a series of advertisement messages that share single idea and theme which make up an integrated marketing communication (IMC). It consists of all the tasks involved in transforming a theme into a coordinated advertising programme to accomplish a specific goal. The campaign theme is the central message that will be communicated in the promotional activities. Campaign must be consistent with the advertisers corporate and promotional strategies.

According to Belch and Belch (2004), "an advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC)."

Advertising campaigns are the groups of advertising messages which are similar in nature. They share same messages and themes placed in different types of medias at some fixed times. The time frames of advertising campaigns types are fixed and specifically defined. An advertising campaign refers to a advertisements (broadcast usually through several media channels) that:

- Focus on a common theme and one or few brands or products
- Are directed at a particular segment of the population (target audience) and
- Are aimed at achieving a specific objective (such as awareness or market share)

Advertising campaign plans are short-term in nature and, like marketing and are done on an annual basis. However, the campaign themes are IMC plans, usually developed with the intention of being used for a longer time period. Unfortunately, many campaign themes last only a short time, usually because they are ineffective or market conditions and/or competitive developments in the marketplace change. While some marketers change their campaign themes often, a successful campaign theme may last for years. For example, BMW has used the "ultimate driving machine" theme since 1974. Even though BMW has changed agencies several times over the past three decades, the classic tagline has been retained.

Like any other area of the marketing and promotional process, the creative aspect of advertising and the development of the campaign theme is guided by communicated will guide the selection of the campaign theme and the development of all messages used in the ad campaign. The creative strategy is based on several factors, including identification of the target audience; the basic problem, issue, or opportunity the advertising must address; the major selling idea or key benefit the message needs to communicate; and any supportive information that needs to be included in the ad. Once these factors are determined, a creative strategy statement should describe the message appeal and execution style that will be used. Many ad agencies outline these elements in a document known as the copy or creative platform.



MAJOR SELLING THEME/ IDEA

Best approaches for developing effective advertising:

- Using a unique selling position
- Creating a brand image
- Finding the inherent drama
- Positioning

UNIQUE SELLING PROPOSITION

- Each advertisement makes a proposition to the customer
- It must be one the competition cannot or does not offer
- It must be strong enough to pull over new customers to the brand



CONCEPT OF UNIQUE SELLING PROPOSITION (USP)

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

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

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

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

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

Unique Ways

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

1. By offering the lowest price

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

2. By offering the highest quality

This is the Rolls- Royce approach to selling

3. By offering the best customer service

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

4. By offering the best customer service

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

5. By giving the best guarantee

This is particularly important in industries such as travel and catalogue selling, where customers pay for something upfront and then expect that what they have bought is everything delivered.

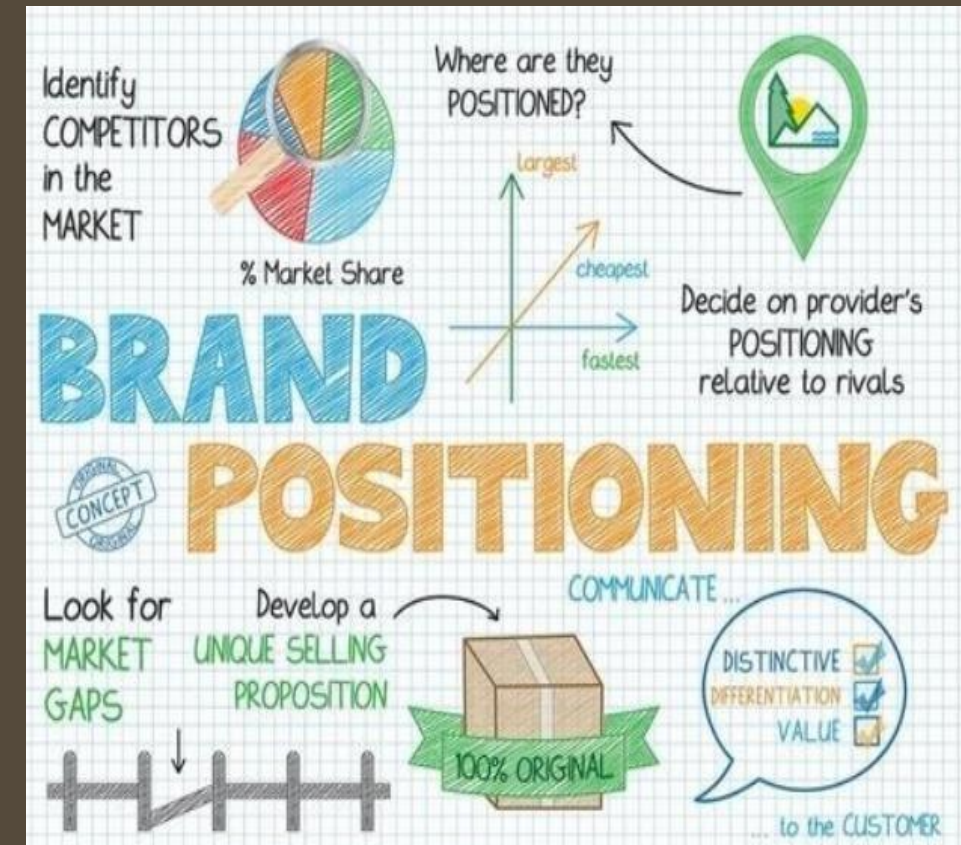
In order to successfully, develop a unique selling proposition, the advertisement must be aware of the buyer's needs and behavior. He must find out what a are willing to pay for. Further, a unique selling proposition offers a business a command a premium price for its product or service, increase the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

BRAND POSITIONING

Brand Positioning can be defined as the positioning strategy of the brand with the goal to create a unique impression in the minds of the customers and at the marketplace. Brand Positioning has to be desirable, specific, clear, and distinctive in nature from the rest of the competitors in the market. Effective brand positioning enables a firm's brand to be readily distinguishable from competing brands in the marketplace. Distinguishing the brand from other brands can be in terms of associated brand attributes, benefits to users, and/or market segment emphasis, among other factors. Effective brand positioning further emphasizes elements of superiority along one or more distinguishing dimensions which are valued by consumers.

TYPES OF BRAND POSITIONING:

1) Value-based Brand positioning Value-based positioning has two approaches and both are based are very much dependent on the quality of the product. They use a psychological approach which exploits the belief that more expensive something is, the better it is. This increases the value in the minds of the customer and the product is positioned as expensive and useful and good. Alternatively, you can also position your brand as providing high quality and high value-priced products or services. It is essential in value positioning that the company should first establish the values of the product in the market for themselves to sell. An excellent example of a strategy would be Southwest airlines which are offering affordable flights to people along with free check-in luggage. Thereby Southwest airlines establish its value in the minds of the customer.



2) Quality based Brand positioning Positioning with the help of an important parameter like quality can be a very challenging positioning strategy. Although it can be combined with other strategies and positioned easily. Every business in the market nowadays is trying to establish quality and its commitment to maintain it. One unique way to distinguish your products amongst the competitors would be to narrow the focus to a particular area of expertise and use that as branding strategy in terms of quality positioning. For example, when it comes to audio everybody knows that Bose audio is the best, they have positioned themselves in that way. There worked only on one parameter significantly rather than working on all parameters simultaneously. This makes them specialized in one feature thereby ensuring proper focus on the quality of that particular feature. Another example would be BlackBerry mobile phones which used by selective few in the market but seen as one of the best phones when it comes to security.

3) Competitor based positioning Since the competition has increased companies are taking this strategy to demonstrate the superiority amongst all other available competitors in the market. Right from insurance companies to mobile phones every company establishes its supremacy by comparing their products or services to other companies or direct competitors. The messages are usually straight, clear and address the competition directly although some may use an indirect reference to their competitors. An example would be, in 2017 iPhone X was launched with the notch in the mobile for the first time in the industry. Samsung mocked Apple by creating an ad in which a person if the notch stands in the line to buy new Apple iPhone while a person who just switched from Apple to Samsung is depicted to be happier. This was an indirect reference to Apple and its new phone while mocking its shortcomings.

In 2018, Google launched Pixel 3 with a premium feature called Night Sight. To promote that feature during the launch event of the phone the company experts compared of pictures clicked by phone then directly and side by side with a picture clicked by Google pixel 3 with night sight. This would be an example of direct competitor-based positioning.

4) Benefit positioning Working with the benefits of attributes and communicating those benefits to the customer has been an old strategy followed by many brands. The strategy highlights the benefits of the product or service to the customers and claim that no competitor can copy them since they are unique to that particular brand. Sensodyne is an example which uses benefit positioning and today is a premium toothpaste in the market of oral dentistry and oral hygiene. It has positioned itself as an oral medical solution provider which customer can use on a day-to-day basis to get rid of oral problems. While other kinds of toothpaste focus on whitening and reducing the bad breath Sensodyne has focused on medical aspects of oral hygiene which is a unique benefit in the market and that has helped them to stand out.

5) Problem and solution positioning Many brands present themselves as a solution provider to the problems of the customers. The ideology behind such positioning is to demonstrate that this particular brand can help you solve your problems instantly and efficiently. Banks, Insurances, and loans have started themselves to a position as a solution provider. Often advertised as 'Need a loan? Contact us and we will get the loan Approved within Minutes or Seconds with minimum documentation' is the claim which is followed by many banks thereby acting as a solution provider to the financial problems of the customer.

6) Price Positioning As much as quality plays an important role in the product success price is an equally important factor which determines the enormity of success of a particular brand. Why is there are expensive brand positioning themselves as unique and niche, the appeal to a very limited segment of customers who can afford to purchase them? There still remains a major bulk order chunk of customers who are not able to purchase those nice products or services. It is to appeal to these customers that price positioning is done by many Brands. One such example of price positioning is Air Asia, which is the South Asian airline service, whose operations are based in Malaysia. The airline has successfully positioned itself as an economic service appealing to the middle class and lower middle class and making foreign tours possible for them. While they may compromise on the quality sometimes, the fact still remains that they are seen as the first choice by every first-time flight travellers who cannot afford to travel by a luxury brand like American airlines.

7) Celebrity-driven positioning: Using celebrities as a spokesperson to endorse a particular category of product or services has been a popular way for a long time. The aim of celebrity-driven positioning is to get the attention of people and increase brand awareness and recognition by associating the product or a brand with the glamorous personality of the particular celebrity. This is often an expensive affair for the companies but they knowingly choose this method of splurging because of the fact of familiarity and popularity of the celebrity. This association of celebrity with the brand inspires many buyers who follow the celebrity to buy the same brand and make them feel psychologically associated with the celebrity.

8) Leader-based positioning Very few companies have opted for this route since to declare a market leader you would require your brand to be the best and unique in the market. Many companies start with this positioning but as competition increases, they fall out and the strategy needs to be revamped. The best examples of long-term leadership-based positioning are done by Facebook. In the segment of social media, Facebook is unique in terms of the services it provides and has the greatest number of users associated with it. Why there are other players like Instagram which is owned by Facebook, Twitter, Snapchat, none of the services overlaps in the category of services provided by Facebook with Facebook, on the other hand, provides part of services that all of these provisions. With recent acquiring of Instagram and WhatsApp Facebook has become the unrivalled leader in the industry of social media.

ADVERTISING APPEALS

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

The purpose of an advertising appeal is:

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

Following are essentials of an effective appeal:

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

Types of Appeals

1. Rational appeal

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

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



It's coming...

WITH OVER A
THOUSAND NAMES

#ShareaCoke.



Advertising Appeal

Economy Appeal

Appeal to Popularity

Scarcity Appeals

Quality Appeal

Convenience Appeal

Youth Appeal

Music Appeal

Adventure Appeal

Brand Appeal

Social Appeal

Empathy Appeal

Competitive Advantage Appeals

Fear Appeal

Romance Appeal

Humor Appeal

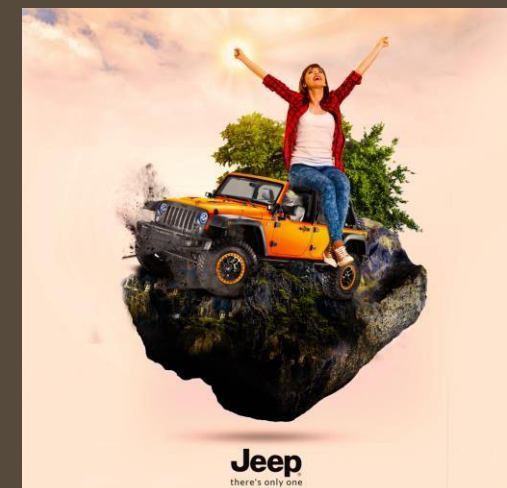
Endorsement Appeal

Beauty Appeal

Sex Appeal

Status Appeal

Statistics Appeal



2. Emotional Appeal

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

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

Emotional appeals can also be divided into two broad categories:

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

a) **Positive Appeals:**

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

a) **Negative Appeals:**

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

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

3. Moral Appeal

Moral appeals attempt to draw audience attention to what is “right”. These appeals are generally used to urge people to support or show concern to social causes such as polio eradication, AIDS prevention, environment protection, donation to support victims of natural calamities, prevention of child labour etc. In the same league is the “Save the Girl Child” campaign which insists that it is our moral duty to stop female foeticide and to save the girl child.

Some Other Advertising Appeals

1. Music Appeal

Music can be used as a type of advertising appeal as it has a certain intrinsic value and can help in increasing the persuasiveness in the advertisement. It can also help capture attention and increase customer recall. The Airtel ad with the jingle "Hare ek friend zaroori hota hai" uses music and tries to a positive emotional connect with its target audience, i.e. the youngsters, urging them to stay connected with their friends using Airtel and its services.

2. Scarcity Appeal

Scarcity appeals are based on limited supplies or limited time period for purchase of products and are often used while employing promotional tools including sweepstakes, contests etc.

3. Masculine/Feminine Appeal

This type of appeal is used in cosmetic or beauty products and also clothing.

It aims at creating the impression of the perfect person. The message is that the product will infuse the perfection or the stated qualities of muscularity or femininity in the audience.

4. Brand Appeal

This appeal is directed towards people who are brand conscious and wish to choose particular products to make a brand statement.

5. Snob Appeal

This appeal is directed towards creating feeling of desire or envy for products that are termed top of the line or that have considerable qualities of luxury, elegance associated with them.

6. Adventure Appeal

This appeal is directed towards giving the impression that purchasing a product will change the individual's life radically and fill it with fun, adventure and action.

7. Emotional Words/Sensitivity Appeal These advertisements are used to drive at and influence the sensitivities of consumers.

8. Youth Appeal

Advertisements that reflect youth giving aspects or ingredients of products use these types of appeals. Cosmetic products in particular make use of these appeals.

9. Endorsement

Celebrities and well known personalities often endorse certain products and their pitching can help drive the sales.

10. Statistics

Advertisements also use statistics and figures to display aspects of the product and its popularity in particular.

11. Bandwagon Appeal This type of advertising appeal is meant to signify that since everybody is doing something you should be a part of the crowd as well. It appeals towards the popularity aspect or coolness aspect of a person using a particular product or service.

12. Refutational Appeal

It is a special type of two-sided message known as a refutational appeal, where the communicator presents both sides of an issue and then refutes the opposing viewpoint. Since refutational appeals tend to "inoculate" the target certain intrinsic audience against a competitor's counterclaims, they are more effective than one-sided messages in making consumers resistant to an opposing message.

Refutational messages may be useful when marketers wish to build attitudes to a positive that resist change and must defend against attacks or criticism of their products or the company. For example, an ad used by the Almond Board of California to refute nutritional concerns about almonds regarding their fat content. Market leaders, who are often the target of comparative messages, may find that acknowledging competitors' claims and then refuting them can help build resistant attitudes and customer loyalty.

Role of Source in Ads and Celebrities as Source in Indian Ads

The source in ads may be able to induce another person(s) to respond to as depends on several factors. The source must be perceived as may be able to administer positive or negative sanctions to the receiver must think the source cares about whether or not the administer positive or negative sanctions to the receiver (perceived control observe conformity is also important (perceived scrutiny). When a receiver conforms (perceived concern). The receiver's estimate of the source's: perceives a source as having power, the influence process occurs through the source. The receiver may show public agreement with the source's process known as compliance. The receiver accepts the persuasive influence but not have an internal or private commitment to this position.

long as the receiver perceives that the source can administer some rewards Persuasion induced through compliance may be superficial and last c personal influence situation such as advertising. A communicator in an e punishment. Power as a source characteristic is very difficult to apply in a no compliance actually occurs. An indirect way of using power is by using generally cannot apply any sanctions to the receiver or determine whethe individual with an authoritative personality as a spokesperson.

The use of source power applies more in situations involving persona communication and influence. For example, in a personal selling situation, the sales representative may have some power over a buyer if the latter anticipate inform receiving special rewards or favours for complying with the salesperson. Celebrities are involved in endorsing activities since late nineteenth century. The advent of celebrity endorsements in advertising in India began when Hindi film and TV stars as well as sportspersons began encroaching on a territory the was, until then, the exclusive domain of models. One of the first sports endorsements in India was when Farokh Engineer became the first Indian cricketer to model for Bryl cream. The Indian cricket team now earns crores of rupees through endorsements. There was a spurt of advertising, featuring stars like Tabassum (Prestige Pressure Cookers), Jalal Agha (Pan Parag), Kapil De (Palmolive Shaving Cream) and Sunil Gavaskar (Dinesh Suitings).

Celebrity endorsements give the brand a touch of glamour and the hope that a famous face will provide added appeal and name recognition in a crowded market. The customer gets excited if he is shown a known face, and an effective demand is created. In short it helps increase the recall value of the brand. For instance, Hindustan Lever's 'Lux' soap in India has been using popular film actresses to endorse the soap since its launch four decades ago implying that they owe their stunning looks to the brand. This consistent message, hence actresses reinforces rightly the brand values and has been successfully able to position the soap as the beauty soap'. Star power in India can be gauged by the successful endorsements done by Shahrukh Khan, Amitabh Bachchan, Sachin Tendulkar, Ranbir Kapoor, Kareena Kapoor etc. The inevitable question is, how the lively interest of the public in the rich and famous can be efficiently and effectively used by companies to promote their brands and consequently to increase their sales revenues. This fact can be brought out by using certain examples i.e. Amitabh Bachchan promoting Cadbury chocolates after the fiasco of infestation when the image of Cadbury India went very low in the eyes of people. The company found a perfect fit and a reliable celebrity to the correct message and help regenerating the lost trust. The fit between the product and celebrity is evident as Mr. Bachchan and Cadbury chocolates both have tested troubled times and still they stand tall and the love and trust they both share with the people all across India.

Approval of a brand by a star fosters a sense of trust for that brand among the target audience. This is especially true in case of new product. Celebrities ensure attention of the target group by breaking the clutter of advertisements and making the advertisement and the brand more noticeable. A celebrity's preference for a brand gives out a persuasive message and hence, because the celebrity is benefiting from the brand, the consumer will also benefit. There is a demographic and psychographic connection between the stars and their fans. Demographic connection establishes that different stars appeal differently to various demographic segments i.e. age, gender, class, geography etc., while position psychographic connection establishes that stars are loved and adored by their fans. Some stars have a universal appeal and therefore prove to be a good bet to generate interest among the masses. Another invaluable benefit from celebrity endorsements is the public relation opportunities.

Execution Styles of Presenting Ads

An advertising message can be presented or executed in numerous ways as follows:

1. Straight Sell or Factual Message

One of the most basic types of creative executions is the straight sell or personal factual message. This type of ad relies on a straightforward presentation of information concerning the product or service. This execution is often used with anticipatory informational/rational appeals, where the focus of the message is the product or service and its specific attributes and/or benefits. Straight-sell executions are commonly used in print ads. A picture of the product or service occupies part of the ad, and the factual copy takes up the rest of the space.

They are also used in TV advertising, with an announcer generally delivering the sales message while the product/service is shown on the screen. Ads for high-involvement consumer products as well as industrial and other business-to-business products generally use this format.

2. Scientific/Technical Evidence

In a variation of the straight sell, scientific or technical evidence is presented in the ad. Advertisers often cite technical information, results of scientific or laboratory studies, or endorsements by scientific bodies or agencies to support their advertising claims. For example, an endorsement from the American Council on Dental Therapeutics on how fluoride helps prevent cavities was the basis of the campaign that made Crest the leading brand on the market.

3. Demonstration

Demonstration advertising is designed to illustrate the key advantages of the product/service by showing it in actual use or in some staged situation. Demonstration executions can be very effective in convincing consumers of a product's utility or quality and of the benefits of owning or using the brand. TV is particularly well suited for demonstration executions, since the benefits and advantages of the product can be shown right on the screen. Although perhaps little less dramatic than TV, demonstration ads can also work in print.

4. Comparison Brand

Comparisons can also be the basis for the advertising execution. The comparison execution approach is increasingly popular among advertisers, since it offers a direct way of communicating a brand's particular advantage over its competitors or positioning a new or lesser known brand with industry leaders. Comparison executions are often used to execute competitive advantage appeals.

5. Testimonial

Many advertisers prefer to have their messages presented by way of testimonial, where a person praises the product or service on the basis of his or her personal experience with it. Testimonial executions can have ordinary satisfied customers discuss their own experiences with the brand and the benefits of using it. This approach can be very effective when the person delivering the testimonial is someone with whom the target audience can or who has an interesting story to tell. The testimonial must be based on actual use of the product or service to avoid legal problems and the spokesperson must be credible.

A related execution technique is the endorsement, where a well-known or respected individual such as a celebrity or expert in the product or service area speaks on behalf of the company or the brand. When endorsers promote a company or its products or services, the message is not necessarily based on their personal experiences.

6. Slice of Life

A widely used advertising format, particularly for packaged-goods products, is the slice-of-life execution, which is generally based on a problem/solution approach. This type of ad portrays a problem or conflict that consumers might face in their daily lives. The ad then shows how the advertiser's product or service can resolve the problem.

Slice-of-life executions are often criticized for being unrealistic and irritating to watch because they are often used to remind consumers of problems of a personal nature, such as dandruff, bad breath, body odour, and laundry problems. Often these ads come across as offensive to consumers. However, many advertisers still prefer this style because they believe it is effective at presenting a situation to which most consumers can relate and at registering the product feature or benefit that helps sell the brand.

For many years, Procter & Gamble was known for its reliance on slice-of-life advertising executions. In 1980, two-thirds of the company's commercials used either the slice-of-life or testimonial format. However, P&G has begun using humor, animation, and other less traditional execution styles and now relies less on slice-of-life or testimonials.

Slice-of-life or problem/solution execution approaches are not limited to consumer product advertising. Many business-to-business marketers use this type of advertising to demonstrate how their products and services can be used to solve business problems. Some business to business marketers use a variation of the problem/solution execution that is sometimes referred to as solve appeal, the focus on the negative consequences that result from death advertising. This execution style used in conjunction with businesspeople make the wrong decision choosing a supplier or provider. example, FedEx used this type of advertising nearly decades through humorous, but to-the-point, commercials that show what might happen when important packages and documents aren't received on time.

7. Animation:

An advertising execution approach that has become popular is animation. With this technique, animated scenes are drawn by hand or created on the computer, and cartoons, puppets, or other types of characters may be used. Cartoon animation is especially popular for advertising targeted at children. The use of animation as an execution style may increase as specialists discover the possibilities of computer-generated graphics and technological innovations.

8. Personality Symbol

Another type advertising execution involves developing a central personality symbol that deliver the advertising message and with or service can be identified. This character can Insurance use mascot that has helped build awareness product identify personality figure that be built around animated characters and animals.

9. Fantasy

An execution technique that is popular for emotional types of appeals as image advertising is fantasy. Fantasy executions are particularly well television, as the commercial can become 30-second escape for the into another lifestyle. The product service becomes situation created appeals images and symbols that become associated with the brand.

10. Dramatization

Another execution technique well suited to television dramatization, where the focus is on service the star. Dramatization is somewhat similar to slice-of-life that often relies on the problem/solution approach, but it uses excitement and suspense in telling the story. The purpose of using drama is to draw the viewer into the action it portrays.

Advocates of drama note that when is successful, audience becomes the story and experiences the concerns and feelings of the characters.

11. Humour

Humor is type advertising appeal, this technique a presenting particularly well suited television or radio, although some print ads this style. The and cons of using humor as executional technique similar to those associated with its use an advertising appeal.

12. Combinations

Many of the execution techniques can be combined to present the advertising message. For example, animation is often used to create personality symbols or present a fantasy.

Role of Different Elements of Ads

In the process of creating an advertisement, several elements should be included to improve results. By improving the advertising efforts, business could directly improve its bottom line.

1. **Logo & Company Signature:** Logo is a special design of the advertiser or its products which is used to facilitate identification. There is no rule as to where a logo should be placed. The company's logo is the corporate signature. It reposes in itself the collective pride of the company and is designed with great care to represent the personality of the company and product.
2. **Slogan:** Slogan is phrase or sentence used repeatedly by a company or an organisation or an advertiser to aid in the formulation of his message.
3. **Tagline:** A tagline is a short text which serves to clarify a thought for, or is designed with a form of, dramatic effect. Taglines can be inspirational, like a product philosophy, or they can be something fun and memorable.
4. **Jingle:** Jingles can be used by themselves as the basis for a musical commercial. Diet Coke brought back its old slogan "Just for the taste of it", set it to a luxurious musical score, and made it the basis of a multimillion dollar ad campaign.
5. **Illustration:** An illustration is a picture, photograph or drawing that is used in the advertisement to convey visually the idea or message of the advertisement. An illustration, therefore, means a picture used in an ad to tell the prospects the message of the ad.

Creating the TV Commercial

TV is a visual and auditory medium that, unlike print media, affords advertisers additional methods and opportunities for influencing customer', decisions. There are few important things to keep in mind while creating an effective TV commercial:

1. Represent brand clearly: Using both verbal and visual cues, the brands name, logo and perhaps even the product itself should be conveyed through out the commercial. The ad should show the brands face in the beginning and not at the end.
2. To create a storyline: The best commercials don't just sell a product or service, they tell a story which the audience can relate and connect.
3. Develop a signature character or theme: The commercials should be a series of ads that carry the same theme or characters through out. These characters or theme will strengthen the audiences connection with the brand.
4. Keep it simple: There are only 30 - 60 seconds to get the message across to the audience.
5. Don't cut corners: Quality is an essential element of an effective TV ad. Quality doesnot necessarily mean that one has to spend exorbitantly but one should utilise a professional film production team to ensure the best quality.

Creative TV ads

<https://www.youtube.com/watch?v=COiDyubnYOw>

Some of the Elements of TV commercials are :

1) Visual Techniques: Since TV is a primarily a visual medium, advertisers appeal to the audiences senses through attractive

sights. Commercials with special effects or otherwise high production values capture their attention while ads that feature scantily clad models and spokes people give the product sex appeal.

2) Writing Script: The various elements of a TV commercial are brought together in a script, a written version of a commercial that provides a detailed description of its video and audio content. The script shows the various audio components of the commercial-the copy to be spoken by voices, the music and sound effects.

3) Developing storyboard - Basically 2 documents are used to plan commercials; a TV script prepared by the copywriter and the story board drawn by the art director. A TV script is the written version of the commercials plan. A storyboard is a graphic organiser in the form of illustrations or images displayed in sequence for the purpose of pre-visualising a motion picture, animation, motion graphic or interactive media sequence.

4) Other Elements:

a) Optical Sound Track, Music: Optical sound is a means of storing sound recordings on transparent film. Originally developed for military purposes, the technology first saw widespread use in 1920s as a sound on film format for motion pictures. Optical sound eventually superseded all of other sound film technologies until the advent of digital sound became the standard in cinema projection booths. Optical sound has also been used for multi-track recording and for creating point without the use of dialogue or music.

b) Slogans and Jingles: Unlike print advertisements, TV commercials have the benefit of sound. The use of music in television advertisements may include pop songs meant to elicit specific emotions or brand-specific jingles. A jingle is music written specifically for a commercial and makes the viewer retain information about the product– or even simple awareness of the product– in his subconscious.

c) High Volume: Television commercials may sometimes take the simple approach of bombarding the audience with sensory information as loud as they can. Television advertisements, when they are filmed, compress their audio tracks differently than film or television programs do. This has the effect of making commercials louder and therefore more attention-grabbing. Contrasting sound levels take the viewer by surprise and force him, even momentarily, to pay attention to the message on the screen.



Creating Radio Commercial

The following guidelines for writing effective radio commercials address the distinctive characteristics of radio advertising:

- a) **Keep it Personal:** Radio advertising has an advantage over print-the human voice. The copy of radio ads should use conversational language-as if someone is “talking with” the consumer rather than “selling to” the consumer.
- b) **Speak to Listeners’ Interests:** Radio offers specialized programming to target markets. Listeners mostly tune in to hear music, but talk radio is popular, too.
- c) **Wake Up The Inattentive:** Most people who are listening to the radio are doing something else at the same time, such as jogging, driving or fixing breakfast. Radio spots are designed to break through and capture attention in the first three seconds with sound effects, music, questions, commands, or something unexpected.
- d) **Make It Memorable:** To help the listener remember what the company is selling, commercial copy should mention the name of the product emphatically and repeat it. An average of three mentions in a 30-second commercial and five mentions in a 60-second commercial are recommended.
- e) **Include Call To Action:** The last thing listeners hear is what they tend to remember, so copywriters make sure the product is it. In radio that is particularly important since there is now way to show a picture of the product or the label. Those last words communicate the Big Idea in a way that serves as a call to action and reminds listeners of the brand name at the close of the commercial.
- f) **Create Image Transfer:** Radio advertisements are sometimes designed to link to a television commercial. Called image transfer, the visuals from the TV version are re-created in a listener’s mind by the use of key phrases and ideas form the TV commercial. Some of the elements of an effective radio commercial are words, sound, music.

Copywriting: Copywriting illustrating and layout are different activities associated with the creative stage of advertising development.

Copywriting in print is the activity of putting words to paper, particularly those contained in the main body of the text, headlines and sub-heads.



Elements of Advertisement copy

Advertisement copy refers to the text of a print, radio or television advertising that aims at catching and holding the interest of the prospective buyer, and at persuading him / her to make a purchase. The major elements of an message advertisement copy are discussed below:

1) Headline

The first and possibly the most important copy element is the headline. The headline of an advertisement will normally present a selling idea or will otherwise help to involve the prospect in reading the advertisement. Headline is that part of the ad that first draws a reader's attention. It is exciting, related to the visuals, and creates a curiosity that encourages the reader continue reading. Headline copy is short, catchy, and powerful. Sentences are in the active voice, utilize descriptive and imperative verbs, and are directed towards 'you', a reader as an individual, not as a demographic. The headline must communicate in clear, concise and focused language the message of the marketer.

Types of Headlines

There are numerous headline possibilities. The type used depends on several factors, including the creative strategy, the particular advertising situation (e.g.. product type, media vehicle(s) being used, timeliness), and its relationship to other components of the ad, such as the illustration or body copy. Headlines can be categorized as direct and indirect.

Direct headlines are straightforward and informative in terms of the message they are presenting and the target audience they are directed toward. Common types of direct headlines include those offering a specific benefit, making a promise, or announcing a reason the reader should be interested in the product or service.

Indirect headlines are not straightforward about identifying the product or service or getting to the point. But they are often more effective at attracting readers' attention and interest because they provoke curiosity and lure readers into the body copy to learn an answer or get an explanation. Techniques for writing indirect headlines include using questions, provocations, how-to statements, and challenges.

Indirect headlines rely on their ability to generate curiosity or intrigue so as to motivate readers to become involved with the ad and read the body copy to find out the point of the message. This can be risky if the headline is not provocative enough to get the readers' interest.

2. Sub-headline

At times, some ads have more than one headline. Of these, one is usually the main headline, and the others are sub-headlines. There may be overlines - that precede the main headline and there can underlines that follow the main headline.

The sub-headlines are used to support or to complete the meaning of the main headline and may be put in smaller font size than the headline. Subheads are often used to enhance the readability of the message by breaking up large amounts of body copy and highlighting key sales points. Their content reinforces the headline and advertising slogan or theme.

3. Layout

While each individual component of a print ad is important, the key factor is how these elements are blended into a finished advertisement. A layout is the subheads, body copy, illustrations, and any identifying marks. The layout shows physical arrangement of the various parts of the ad, including the headline, where each part of the ad will be placed and gives guidelines to the people working on the ad. For example, the layout helps the copywriter determine how The layout can also guide the art director in determining the size and type of photos.

4. Body Copy

Body copy refers to the text of the advertising message. It contains favourable information about the product, its features, benefits etc. It is through effective copy writing the audience can be converted into prospects and the prospects into customers.

This text uses emotional and logical appeals to create a desire for the product. Like the headline, sentences usually contain the word 'you', use active voice and exciting verbs in imperative form. This simulates a feeling of personal communication with the company, to its customer. The body copy can be short or long depending on how much the company wants to say about the product.

Body copy content often flows from the points made in the headline or various subheads, but the specific content depends on the type of advertising appeal and/or execution style being used. For example, straight-sell copy that presents relevant information, product features and benefits, or competitive advantages is often used with the various types of rational appeals. Emotional appeals often use narrative copy that tells a story or provides an interesting account of a problem or situation involving the product.

Advertising body copy can be written to go along with various types of creative appeals and executions-comparisons, price appeals, demonstrations, humor, dramatizations, and the like. Copywriters choose a copy style that is appropriate for the type of appeal being used and effective for executing the creative strategy and communicating the advertiser's message to the target audience.

5. Slogans and Signature

Most ads do make use of slogan, punch line or tagline through which the company seeks to occupy a position in the prospect's mind. Slogan is a small catchy phrase used to sum up the advertising message. They are brief, catchy, simply worded and easy to memorize.

One should not pick a slogan that simply reiterates the company name. Slogan should reflect the experience that the company wants its customers to have with them. Eg.: DeBeers - "Diamonds are forever"

Raymonds - "The complete Man"

Coca Cola - "Thanda Matlab Coca Cola"

Everest Spices - "Taste Mein Best, Mummy Aur Everest" Cadbury Dairy Milk - "Kuch Meetha Ho Jaye" etc.

A company's signature/logo is a recognition tool for the public. A signature/logo can be the company name, product name, a symbol or any such mark which differentiates your brand from that of the others in a crowded marketplace. The ad copy should always bear the company's logo to help the prospects recognize and hence differentiate the advertised product from the rest. There is no rule as to where a logo should be placed. However, in most of the cases the logo is placed at the bottom right.

6. Closing Idea

An advertisement copy should be closed with enough information and direction for the customer to act. The efforts to establish product awareness, knowledge, liking and preference are designed for the purpose of final action. Closing idea summarizes the ideas, changes and attitudes. It supplies all the information, direction and motivates action.

The main purpose of closing idea is to persuade the customers to purchase the products. Examples: Buy now' 'Visit today our dealer' - 'Announcement of is festive discount'

Sometimes the close copy may offer a coupon for purchase, emphasize convenient accessibility, offer early bird shopper special discounts and remind the readers of special reasons for buying.

Principles of Copywriting for Print

For print ads, one of the key elements is the headline, which must attract the attention of the reader and pull him down into the body copy. A well-defined advertising copy must perform the following functions:

- a) Attract Attention Interest
- b) Command
- c) Create Desire
- d) Inspire Conviction
- e) Provoke Action.

In order to perform the above functions effectively, there are some principles of copywriting for print that have to be followed. John Caples has suggested the following rules for writing a good headline:

1. Try to get self-interest into every headline, that is, suggest to the reader that here is something he wants.
2. If you have news, such as a new product or a new use for an old product, be into your headline in a big way
3. Avoid headlines which are mere curiosity headlines. Curiosity combined with news or self-interest is an excellent way to pull the target audience.
4. Avoid headlines which paint the gloomy or negative side of the picture. Take the cheerful positive angle.
5. Try to suggest in your headline that here is a quick and easy way for the reader to get something he wants.

Since most people reading print ads never go beyond the headline, it is also extremely important that the headline and pictures complement each other so well and tell the story so easily that reader who looks on headlines and pictures reader to get something he wants. can get the message without having to read a word of the body copy.

As for the body copy, the following points have been suggested:

1. Make it interesting: Interest should be captured with the first sentence or lead-in paragraph.
2. Make it specific: The specific word, phrase, or sentence communicates much sharper image than does general one.
3. Keep it simple: Simple language communicates best. Do not overwrite.
4. Make it concise: Get to the point quickly.
5. Make it believable: Believability and conviction are key goals of advertising communication.
6. Use language that sparkles: Avoid clichés and use language that is meaningful to the reader. Use dynamic words and concise adjectives.
7. Provide surprise: Copy that is overly predictable tends to be dull. Inject something that will keep and hold the reader's attention.

OOH

Out-of-home media advertising (also OOH advertising or outdoor advertising) out-of-home media (also OOH media or outdoor media) is advertising that reaches the consumers while they are outside their homes. Out-of-home advertising encompasses many advertising forms, including outdoor (billboards signs), transit (both inside and outside the vehicle), skywriting, and a variety of other media. Outdoor is certainly one of the more pervasive communication forms, particularly if you live in an urban or suburban area. OOH advertising formats fall into six main categories: billboards, street, roads, highways, transit, and alternative. Companies like McDonald's, Miller, and AT&T are some of the top spenders in this medium.

A major reason for the continued success of outdoor is its ability to remain innovative through technology. For instance, billboards are no longer limited to standard sizes and two dimensions; 3-D forms and extensions are now used to attract attention. Electronic billboards and inflatables, like the one that was used promote Power Rangers, have also opened new markets.

Advantages of OOH

Outdoor advertising offers a number of advantages:

1. **Wide Coverage of Local Markets:** With proper placement, a broad exposure is possible in local markets, with both day and night presence. This coverage is likely to yield high levels of reach.
2. **Frequency:** Because purchase cycles are typically for 30-day periods, consumers are usually exposed a number of times, resulting in high levels of frequency.
3. **Geographic Flexibility:** Outdoor can be placed along highways, near stores, or on mobile billboards, almost anywhere that laws permit. Local, regional, or national markets may be covered.
4. **Creativity:** Outdoor ads can be very creative. Large print, colors, and other 4 elements attract attention.

5. Ability to Create Awareness: Because of its impact (and the need for a message), outdoor can lead to a high level of awareness.

6. Efficiency: Outdoor usually has a very competitive CPM when compared to simple other media. The average CPM of outdoor is approximately one-half of radio and far less than that of TV, magazines, and newspapers.

(Cost per thousand (CPM) is a marketing term used to denote the price of 1,000 advertisement impressions on one webpage. If a website publisher charges CPM, that means an advertiser must pay \$2.00 for every 1,000 \$2.00 impressions of its ad. The "M" in CPM represents the Roman numeral for 1,000... Investopedia)

7. Effectiveness advertising, 35 percent of consumers surveyed said they had called a phone number they saw on an out-of-home ad. Another study reported that outdoor advertising can have a significant effect on sales, particularly when combined advertising with a promotion.

8. Production Capabilities: Modern technologies have reduced production times for outdoor advertising to allow for rapid turnaround time.

Limitations of OOH

1. Waste coverage: While it is possible to reach very specific audiences, in many cases the purchase of outdoor results in a high degree of waste coverage. It is not likely that everyone driving past a billboard is part of the target market.

2. Limited Message Capabilities: Because of the speed with which most people pass by outdoor ads, exposure time is short, so messages are limited to a few words and/or an illustration. Lengthy appeals are not likely to be effective.

3. Wear - out: Because of the high frequency of exposures, outdoor may lead to a quick wear out. People are likely to get tired of seeing the same ad every day.

4. Cost: Because of the decreasing signage available and the higher cost associated with inflatables, outdoor advertising can be expensive in both an absolute and a relative sense.

5. Measurement Problems: One of the more difficult problems of outdoor advertising lies in the accuracy of measuring reach, frequency, and other effects.

6. Image Problems: Outdoor advertising has suffered some image problems as well as some disregard among consumers.

To sum up, outdoor advertising has both advantages and limitations for marketers. Some of these problems can be avoided with other forms of out-of-home advertising.



Essentials of Good Copy

While framing an ad copy, attention should be paid to the language of the message- it should be simple, thought provoking, imagery linked, unambiguous and not offensive to the interests of some groups, women etc. There are certain essentials or requirements that need to be considered with respect to the advertising copy:

1. Brevity: A copy should be brief because readers have no time to go through the lengthy text and they must be able to, read within a short time. So a copy should use simple language and small and easy words.
2. Clarity: A copy should be self-explanatory. The message to be delivered must be clear at first reading.
3. Aptness: The message should be pointed towards the prospects. It must have a tone agreeable to the respects. The viewers attention should be led to the product and the message should be coached in such a way that it would create interest in the readers to read the message.

4. Interesting: A copy should be interesting-provoking. It must stimulate the readers curiosity to read the message. The readers should himself decide to read the message in detail.

5. Sincerity: Sincerity can be achieved by using facts and quoting figures. Vague generalizations or stray opinions must be avoided. Sincerity can be achieved if the copy contains two illustrations so that the message will have an instantaneous appeal.

6. Personal: The message addressed to the readers reader forms the opinion that it is directed to him
7. only. This kind of direct personal attitude catches and retains the readers or listeners attention.

8. Convincing: A copy provides information with a view to create in the mind of a reader first a desire and then a conviction to possess the product. This means that the copy should be persuasive enough to lead the readers towards buying the product.

Types of Copy

1. **Scientific Copy:** A Scientific copy is prepared for technical products describing about the features, advantages, uses, contents and all the technical details about it. It is prepared for machineries, computers etc. For instance, newspaper ads which talk about specifications of Scientific copy is directed towards well versed customers who know about Thus, it explains the ordinary people in general and professional particular about the technicalities of the product.
2. **Descriptive Copy:** It is a non-technical copy presented in such a manner that any layman can easily understand. It does not require a professional expert to read the copy. It is just an ordinary, announcement of new items. For instance, Cinthol talks about the lime freshness in its ads.
3. **Narrative Copy:** It is in the form of a fictitious story which narrates the uses, the advantages, after effect etc. of the product. The story narrated is humorous to make it interesting. It should have a strong appeal to make an imprint on the memory of the audience. For instance, Daag achche hain' campaign Excel.
4. **Topical Copy:** This copy establishes a connection between the product and a particular happening. E.g. A watch company may advertise that those who we're successful in climbing Mount Everest had with them the watches of the company thus proving their excellent quality.
5. **Personality Copy:** This copy takes advantages of the opinion important personality. The statements are made by leading personalities sportsman, film actors, politicians etc. Their statements act as certificates the superior quality to increase the sales.
6. **Colloquial Copy:** In this type, informal language may be used to convey message. The terms which are used in daily conversation are in the copy.

7. Reasoning Copy: It is one which reasons to the customer as to why he should buy a product. This copy explains to the customer in detail all the attributes and benefits of the product and the reasons why it must be purchased.

8. Questioning Copy: In this copy the text asks one or more questions to readers not for any answer but only for the sake of response to it. Such questions can be asked in a humorous tone or a serious tone depending on the product being advertised. For e.g. Kya aap Close-Up karte hai?

9. Prestige Copy: In this type, the position and prestige of the customer is emphasized. It creates a favourable atmosphere by changing the position of the customer for the sale of product. Normally luxury items are advertised by such copies.

10. Humorous Copy: Humour has been heavily used in advertising, especially in TV commercials. For instance, Fevicol ads have been using humour to put across the message.

11. Comparative Copy: Here two brands are compared either in good light or a way to belittle the other. For example, the Cola war.

12. Disruptive Copy: This copy comes about when there is a disruption in the thinking or conventional thinking. A subtle form of such copy is the HDFC Standard Life ad where a girl buys a car for her father and the father says "Beti of way badi ho gayi aur car bhi"

Copy Research

Copy Research is a type of advertising research. It involves survey that is used to test the effectiveness of an advertising message based on consumer reaction. This method can be used for all kinds of advertisement channels: broadcast (TV, Radio), Print (newspapers, magazine), social media and Internet.

Copy research is an important part of the creative development process and is used to choose among multiple advertisements based on the impact it has on the consumer and whether the advertisement was able to communicate the intended marketing strategy. For copy research to be effective, the consumers should be from the target group of the advertisement.

Copy research deals with what is said and how it is said in the employed media. All these areas are inter-related and interdependent. For example, the use of inappropriate media would affect even the most effective advertising message. Copy research is an aspect of advertising research and includes both the pre - testing and the post testing of advertisements or commercials in print or broadcast. Pre- testing explores the product claims, technical aspects, target audience, and other areas affected by the copy, before or at the very beginning of the advertising campaign. Post - testing will explore the effectiveness of the copy in communicating the advertising message and its meaning, at the conclusion of an advertising campaign.



Thank You