



BUDGET, EVALUATION, TRENDS & CAREERS IN ADVERTISING

MODULE 4

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ADVERTISING BUDGET

- Setting the objectives then leads to determining the advertising budget. Advertising budget is the total amount of money a marketer allocates for advertising during a specific time period.
- Ad budget is prepared for a fixed period of time. It is a financial document that shows the total amount to be spent on advertising and lists the way the amount is to be allocated.
- Ad budget is prepared by the advertising manager in consultation with the marketing manager of the company. It is then approved by the top management for its implementation.
- Companies like HUL, ITC, Dabur India, Colgate etc. treat ad budget as an investment and spend crores of money in India and worldwide.

DEFINITIONS OF ADVERTISING BUDGET

1. Advertising Budget is an estimate to meet the financial requirements of the advertising plan so that the advertising objectives can be achieved within the specific time period.
2. Advertising Budget is the quantitative expression of future plan of advertising activities in monetary terms. It shows the total amount to be spent on and its allocation among different advertising activities so that the advertising objectives can be achieved in a specific period of time.
3. Advertising Budget is the translation of an advertising plan into monetary terms. It shows the amount of proposed advertising expenditure and its apportionment on various advertising activities of the company.



FEATURES OF ADVERTISING BUDGET

Some of the features of advertising budget are:

1. Sub-set of the Larger Budget

The advertising budget of a business is typically a subset of the larger sales advertising can budget and, within that, the marketing budget. Money spent on also be seen as an investment in building up the business.

2. Requires Proper Planning

An advertising budget will show also how much, where and for what purposes the amount provided in the budget is to be spent. The amount provided in the advertising budget is not fixed arbitrarily but is determined on scientific lines, after careful planning, keeping in view the nature of the product, size of the market to be covered by the enterprise, types of consumers and the strategy of the competitors etc.

3. Futuristic

An Ad budget is a plan for the companys future advertising programme. It provides a programme of the best assortment of types of advertising to be undertaken along with its time table and frequency.

4. Control Mechanism

In addition to planning function, the advertising budget also serves as a control of advertising expenditure.

5. Accomplishment of Objectives

An ad budget helps to accomplish the objectives set by the management for the overall success of the organization.

Since it is prepared for a specific time period, objectives have to be set and accordingly accomplished.

6. People Involved

An ad budget is prepared by advertising manager in consultation with the marketing manager and the final approval has to be taken from the top management.

7. Investment

Money spent on the ad budget was traditionally considered as expenditure by some companies. However, now most of the companies have realized the importance and necessity of advertising as a promotional tool and consider it as an investment.

8. Flexible

The ad budget is flexible. It cannot be rigid as it is affected by a number of factors like resources of the organization, nature of the product, market situations, competitors strategies, economic condition, taxes and laws etc.

9. Important Document The ad budget is a very important financial document that shows the total amount to be spent on advertising and lists the ways in which this amount is to be allocated.

METHODS OF BUDGETING

Actually there are no scientific methods available which can be employed in determining the amount of the advertising fund to be spent during a given period. However, there are several approaches / methods which are developed through practice and experience and may serve as guidelines to advertising appropriation decisions. However, these should not be employed blindly because there is no single method which is applicable to all the situations and may provide correct results. The popular methods which are commonly used in determining advertising appropriation or for framing the advertising budget are as follows:

1. Affordable Method
2. Arbitrary Allocation
3. Percentage of Sales Method
4. Competitive Parity Method



1. THE AFFORDABLE METHOD

In the affordable method (often referred to as the "all-you-can-afford method"), the firm determines the amount to be spent in various areas such as production and operations. Then it allocates what is left to advertising and promotion, considering this to be the amount it can afford. The task to be performed by the advertising/promotions function is not considered, and the likelihood of under or overspending is high, as no guidelines for measuring the effects of various budgets are established. Basically, the advertisers base their budget on "what they can afford". This approach is common among small firms. Unfortunately, it is also used in large firms, particularly those that are not marketing-driven and do not understand the role of advertising and promotion. For example, many high-tech firms focus on new product development and engineering and assume that the product, if good enough, will sell itself. In these companies, little money may be left for performing the advertising and promotions tasks.

ADVANTAGES OF AFFORDABLE METHOD

This is a simple method of determining the advertising budget.

It is suitable to small companies. Since the company does not spend more than it can afford, there is an element of financial discipline in this method. Thus the company will not get into financial problems.

LIMITATIONS OF AFFORDABLE METHOD

- This method leads to uncertain annual advertising budget which makes it difficult to prepare long range plans
- It is not a logical method as it fixes the budget on the basis of what the company can afford instead of considering the advertising needs. Further, the budget decisions are left to the whims of the management and thus are not based on rational business needs. Thus it becomes a subjective rather than an objective approach.

2. Arbitrary Allocation

An even weaker method than the affordable method for establishing a budget the budgetary amount is often determined by management solely what is felt to be necessary.

The budget decision reflects "as much upon the managers' psychologic profile. The arbitrary allocation approach has no obvious advantages.

Limitations:

No systematic thinking occurs, no objectives are budgeted for, and the concept and purpose of advertising and promotion is largely ignored.

There is no rationale behind using this method.

Yet budgets continue to be set this way, however this method is not much used and not recommended.

3. Percentage of Sales Method

Percentage of Sales is a commonly used method of determining the advertising budget in which the advertising and promotions budget is based on sales of the product. Under this method, a fixed percentage of sales figure is allocated as the advertising budget. Management determines the amount by either :

i) taking a percentage of the sales rupees or

ii) assigning a fixed amount of the unit product cost to promotion multiplying this amount by the number of units sold.

A variation on the percentage-of-sales method uses a percentage of projected future sales as a base. This method also uses either a straight percentage of projected sales or a unit cost projection. In the straight-percentage method, sales are projected for the coming year based on the marketing manager's estimates. One advantage of using future sales as a base is that the budget is not based on last year's sales. As the market changes, management must consider the effect of these changes on sales into next year's forecast rather than relying on past data. The resulting budget is more likely to reflect current conditions and be more appropriate.



The percentage allocated varies from one industry to the other. Some firms budget a very small percentage and others spend a much higher proportional budget.

ADVANTAGES OF PERCENTAGE-OF-SALES METHOD

This method is simple and easy to understand. Whether the past sales or projected sales are taken into consideration, it is easy to arrive at the budget figure.

It is financially safe and keeps ad spending within reasonable limits, as it bases spending on past year's sales or what the firm expects to sell in the upcoming year. With this method, there will be sufficient amount available to cover this budget, with increases in sales leading to budget increases and sales decreases resulting in advertising decreases. Regardless of which basis-past or future sales-is employed, the calculations used to arrive at the budget are not difficult. This budgeting approach is generally stable. While the budget may vary with increases and decreases in sales, as long as these changes are not drastic the manager will have a reasonable the budget.

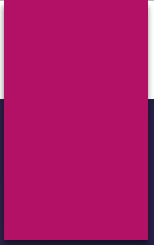
LIMITATIONS

The percentage-of-sales method has some serious limitations / disadvantages, including the basic premise on which the budget is established: sales. Some of the other limitations are:

1) Letting the level of sales determine the amount of advertising and promotions rupees to be spent reverses the cause-and-effect relationship between advertising and sales. It treats advertising as an expense associated with making a sale rather than an investment.

2) A second problem with this approach was actually cited as an advantage earlier: stability. Proponents say that if all firms use a similar percentage that will bring stability to the marketplace. But what happens if someone varies from this standard percentage? The problem is that this method does not allow for changes in strategy either internally or from competitors. An aggressive firm may wish to allocate more money to the advertising and promotions budget, a strategy that is not possible with a percentage-of-sales method unless the manager is willing to deviate from industry standards.

3) The percentage-of-sales method of budgeting may result in severe misappropriation of funds. If advertising and promotion have a role to perform in marketing a product, then allocating more money to advertising will generate incremental sales (to a point). If products with low sales have smaller promotion budgets, this will hinder sales progress. At the other extreme, very successful products may have excess budgets, some of which may be better appropriated elsewhere.



4)The percentage-of-sales method is also difficult to employ for new product introductions. If no sales histories are available, there is no basis for establishing the budget. Projections of future sales may be difficult, particularly if the product is highly innovative and/or has fluctuating sales patterns.

5)Finally, if the budget is contingent on sales, decreases in sales will lead to decreases in budgets when they most need to be increased. Continuing to cut the advertising and promotion budgets may just add impetus to the downward sales trend. On the other hand, some of the more successful companies have allocated additional funds during hard times or downturns in the cycle of sales. Companies that maintain or increase their ad expenditures during recessions achieve increased visibility and higher growth in both sales and market share.

While the percentage-of-future-sales method has been proposed as a remedy for some of the problems discussed here, the reality is that problems with forecasting, cyclical growth, and uncontrollable factors limit its effectiveness.

4. Competitive Parity Method

If one asks the marketing managers if they ever set their advertising and promotions budgets on the basis of what their competitors allocate, they would probably deny it. Yet if we examine the advertising expenditures of the companies, both as a percentage of sales and in respect to the media where they are allocated, we would see little variation in the percentage-of-sales figures firms within a given industry. Such results do not happen by chance or associations, and other advertising industry periodicals are sources. Companies that provide competitive advertising information, competitors' expenditures. Larger corporations often subscribe to services advertising in 10 media and in total. Smaller companies often use a clipping as Competitive Media Reporting, which estimates the top 1,000 companies to work backward to determine the cumulative costs of the ads placed service, which clips competitors' ads from local print media, allowing the matching the competitor's percentage-of-sales expenditures. That means the In the competitive parity method, managers establish budget amounts by advertising budget. The logic behind this method is that collective wisdom advertising expenditures of competitors are taken as the guidelines for setting the various firms in an industry cannot be too far from the optimal figure and setting budgets in this manner takes advantage of the collective wisdom of the industry.

ADVANTAGES OF COMPETITIVE PARITY METHOD

This method recognizes competition as an important factor in determining the advertising budget. This is easy to determine.

If companies know that competitors are unlikely to match their increases in promotional spending, they are less likely to take an aggressive posture to attempt to gain market share. This minimizes unusual or unrealistic ad expenditures.

LIMITATIONS

1) The competitive parity method has a number of limitations / disadvantages. It ignores the fact that advertising and promotions are designed to accomplish specific objectives by addressing certain problems and opportunities.

2) It assumes that because firms have similar expenditures, their programs will be equally effective. This assumption ignores the contributions of creative executions and/or media allocations, as well as the success or failure of various promotions.

3) It ignores the possible advantages of the firm itself; some companies simply make better products than others.

changes in market emphasis and/or spending there is no guarantee that a competitor will not increase or decrease its own expenditures, regardless of what other companies do.

Finally, competitive parity may not avoid promotional wars. The Coke versus Pepsi has been notorious responding to the other's increased outlays.

In summary, few firms employ the competitive parity method as a sole means conjunction with the percentage-of-sales or other methods. It is never wise to the competition; managers must always be aware of what competitors are doing. But they should not just emulate them in setting goals and developing more strategies.

5. Return on Investment (ROI)

In the ROI budgeting method, advertising and promotions are considered investments, like plant and equipment. Thus, the budgetary appropriation (investment) leads to certain returns. Like other aspects of the firm's efforts, advertising and promotion are expected to earn a certain return. In other words, money spent on advertisement is considered as an investment and not an expenditure. It is an investment in the sense that a advertising. certain return in terms of profit is expected under this method. The advertising budget is prepared; under this method by taking into account the increased profits generated by an increase in sales and goodwill on account of advertising, If sales and profits are higher, the excess may be assumed to the result of advertising.

While the ROI method looks good on paper, the reality is that it is rarely possible to assess the returns provided by the promotional effort- at least as long as sales continue to be the basis for evaluation. Thus, while managers are certain ask how much return they are getting for such expenditures, the question remains unanswered and depends on the criteria used to determine effectiveness.

The major problem in this method, however, is that the return is very often determining read over a period of time, hence it may be difficult to arrive at an appropriate budget appropriation on the basis of this method. In spite of the problems, the

6. Objective and Task Method Objective and Task Method for framing the advertising budget is considered be the most desirable and realistic method, wherein the focus is on the advertising task that is to be achieved. It is also known as "research objective method". Under this method, advertising objectives are fixed after intensive. market research.

This method envisages appropriation of advertising funds on the basis of objectives to be achieved and the task involved therein. It means advertising objectives are set for the coming budget period and the cost of achieving these objectives are calculated in details in terms of task to be performed, the total of which indicates the appropriation level.

In short, this method includes: companies

i) Defining advertising objectives as far as possible in quantitative terms.

ii) Outlining and listing tasks to be performed in achieving these objectives.

iii) Estimating the cost of performing these tasks. This method takes into consideration the fact that advertising is an investment and an effective vehicle of achieving companys objectives.

While implementing the objective and task approach, the manager must monitor the process throughout and change strategies depending on how well objectives are attained.

The Objective and Task Method involves several steps:

1. Isolate objectives

When the promotional planning model is presented, a company will have two sets of objectives to accomplish—the marketing objectives for the product and the determining what specific communications objectives will be designed to communications objectives. After the former are established, the task involves accomplish these goals. Communications objectives must be specific, attainable, and measurable, as well as time limited.

2. Determine tasks required objectives established. These tasks may include advertising in various media, A number of elements are involved in the strategic plan designed to attain sales promotions, and/or other elements of the promotional mix, each with its own role to perform.

3. Estimate required expenditures

Estimating the costs associated with the tasks developed in the previous is considered. For example, it involves costs for developing awareness through advertising, trial through sampling, and so forth.

4. Monitor

There are several ways to determine how well one is attaining established choice of or the budget advertising advertising objectives. Performance should be monitored and evaluated in light of appropriated.

5. Re-evaluate objectives

Once specific objectives have been attained, the money may be better spent on new goals. Thus, if one has achieved the level of consumer awareness sought, the budget should be altered to stress a higher-order objective such as or trial.

ADVANTAGES

- The major advantage of the objective and task method is that the budget is driven by the objectives to be attained. The managers closest to the marketing effort will have specific strategies and input into the budget- setting process.
- This method is more realistic, imaginative, objective and awakens it to the need for their achievement. It is flexible and may be adapted to changing company needs.
- This method has a special merit in the introduction of a new product. It does not operate on the inaccuracies of the percentage of sales basis.

LIMITATIONS/ WEAKNESSES

- This method is difficult to use, for it calls for adequate research data and past experience.
- This method is objective-oriented. However, its objectives are ill-defined, the whole expenditure and the efforts go waste.
- It is difficult to translate objectives into task that will lead to objective achievement.
- On the whole, this Objective and Task Method is more rational, realistic, pragmatic and need based as compared to other methods.

EVALUATING COMMUNICATION EFFECTS OF ADVERTISING

The communication effects of advertising can be evaluated by carrying out communication-effect research. One main objective of advertising is to communicate the desired message to the target audience. The effectiveness of advertising depends on the effectiveness of communication. Communication-effect research seeks to determine whether an ad is communicating effectively.

The communication effect can be measured in terms of effect of an ad on memory, knowledge or attitude of consumers. According to the communication-effect approach, if an ad is able to communicate the message to the target audience effectively, then the ad is evaluated as effective. If more viewers and readers are able to recall/recognize/identify the ad message, then it indicates that the ad is able to communicate the message effectively. Also called copy testing, communication-effect research can be done before an ad is put into media or after it is printed or broadcast.

All test measures can be classified according to when they are conducted. Pretests are measures taken before the campaign is implemented; Post-tests occur after the ad or commercial has been in the field. A variety of pretests and posttests are available to the marketer, each with its own methodology designed to measure some aspect of the advertising program.

A. PRE-TESTING

Pretests may occur at a number of points, from as early on as generation to rough execution to testing the final version before implementing it. More than one type of pretest may be used. Pre-testing of advertisements is done before an ad is put into media. Pre-testing thus is undertaken to:

- i) Establish whether the advert 'says' what it was intended to
- ii) Assess the likelihood of getting a response from the reader

ADVANTAGE OF PRE-TESTING

One of the major advantages of pretesting is that feedback is relatively inexpensive. Any problems with the concept or the way it is to be delivered are identified before large amounts of money are spent in development. Sometimes more than one version of the ad is evaluated to determine which is most likely to be effective.

LIMITATIONS OF PRE-TESTING

Mock-ups, storyboards, or animatics may not communicate nearly effectively as the final product.

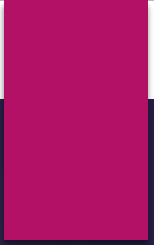
The mood-enhancing and/or emotional aspects of the message are very difficult to communicate in this format.

Another disadvantage is time delays. Many marketers believe being first in the market offers them a distinct advantage over competitors, so they forgo research to save time and ensure this position.

METHODS - PRE-TESTING ADS

Laboratory Tests - In laboratory tests people are brought to a particular location where they are shown ads and/or commercials. The testers either ask questions about participants' responses by other methods-for example, pupil dilation or galvanic skin response. These tests attempt to capture nervous system emotional arousal during exposure to an physiological instruments methods are used to observe tracking, kinds advertisements. The major advantage of the lab setting is the control it affords the researcher. Changes in copy, illustration, formats, colors, and the like can be manipulated inexpensively and the differential impact of each assessed. This makes it much easier for the researcher to isolate the contribution of each factor.





The major disadvantage is the lack of realism. Perhaps the greatest this lack of realism testing bias. When people are brought into a has been designed to look like living room), they scrutinize the closely than they would home. A second problem with lack distractions or comforts of home. Looking at ads in a lab setting cannot duplicate the natural viewing situation, complete same as viewing at home on couch, with the spouse etc.

Overall, however, control offered this method probably disadvantages, which accounts for frequent use of lab methods. Some of the methods are explained below:

1. Consumer Jury Feedback Method

This method uses consumers' representative success of an ad. Consumer layouts or copy versions presented feedback method asks consumers for respond to questions such as:

What is the main message you get?

How does the ad you feel?

What happened in the commercial?

What thoughts came your mind? Is there anything the ad don't understand?

What do you like or dislike the ad?

What you remember the ad?

What brand being advertised in this ad?

Do you intend to try or buy it?

2. Portfolio Tests

Portfolio tests ask consumers to view or listen to a portfolio of advertisements. Consumers are then asked to recall all the ads and their contents. The recall level of an ad indicates its ability to stand out and have its message understood and remembered. Portfolio tests are a laboratory methodology designed to expose a group of respondents to a portfolio consisting of both control and test ads. Respondents are then asked what information they recall from the ads. The assumption is that the ads that yield the highest recall are the most effective.

While portfolio tests offer the opportunity to compare alternative ads directly, a number of weaknesses limit their applicability:

- i) Factors other than advertising creativity and/or presentation may affect recall. Interest in the product or product category, the fact that respondents know they are participating in a test, or interview instructions (among others) may account for more differences than the ads themselves.
- ii) Recall may not be the best test. Some researchers argue that for certain types of products (those of low involvement) ability to recognize the ad when shown may be a better measure than recall. One way to determine the validity of the portfolio method is to correlate its results with readership scores once the ad is placed in the field. Whether such tests are being conducted or not is not readily known, although the portfolio method remains popular in the industry.

3. Physiological Measures

A less common method of pretesting finished commercials involves a laboratory setting in which physiological responses are measured. The measures indicate the receiver's involuntary response to the ad, theoretically (Involuntary responses are those over which the individual has no control, such as heartbeat and reflexes). Physiological measures used to test both print and broadcast ads pupil dilation, eye tracking, brain waves and galvanic skin responses.

>Pupil Dilation: Advertisers have used pupillometrics to evaluate product and package design as well as to test ads. The pupil of the eye widens when it sees something interesting and shrinks if the advertisement depicts violence unpleasant things. Pupil dilation suggests a stronger interest in (or preference for) an ad or implies arousal or attention-getting capabilities. Thus the movement of the eyes is an indicator of the interest of the respondent. Pupillometric is the instrument designed to measure dilation and constriction (tightening) of the pupils of the eyes in response to stimuli. Because of high costs and some methodological problems, the use of pupillometrics has become rare over the past decade. But it can be useful in evaluating certain aspects of advertising.

► Galvanic Skin Response: Also known as electro-dermal response, GSR measures the skin's resistance or conductance to a small amount of current passed between two electrodes. Response to a stimulus activates sweat glands, which in turn increases the conductance of the electrical current. Thus, GSR/EDR activity might reflect a reaction to advertising. A galvanometer is used to indicate the gland activity, tension or the sweating of hands etc. change in perspiration indicates the change in emotions. One can have different emotions by seeing a fight or dramatic scene. This change in emotion is reflected on a galvanometer. GSR is an effective measure and is useful for measuring affect, or liking, for ads. While a number of companies have offered skin response measures, this research methodology is not commonly used now.

>Eye Tracking: A methodology that is more commonly employed is eye tracking, in which viewers are asked to view an ad while a sensor aims a beam of infrared light at the eye. The beam follows the movement of the eye and shows the exact spot on which the viewer is focusing. The continuous reading of responses demonstrates which elements of the ad are attracting attention, how long the viewer is focusing on them and the sequence in which they are being viewed.

Eye tracking can identify strengths and weaknesses in an ad. For example, attractive models or background action may distract the viewer's attention away from the brand or product being advertised. The advertiser can have a remedy for distraction before running the ad. In other instances, colors or illustrations attract attention and create viewer interest in the ad. More recently, eye-tracking has been used to measure the effectiveness of websites and online ads.

>Brain Waves: Electroencephalographic (EEG) measures can be taken from the skull to determine electrical frequencies in the brain. These electrical impulses are used in two areas of research, alpha waves and hemispheric

1)Alpha activity refers to the degree of brain activation. People are in an alpha state when they are inactive, resting, or sleeping. The theory is that a person in an alpha state is less likely to be processing information (recall correlates negatively with alpha levels) and that attention and processing require moving from this state. By measuring a subject's alpha level while viewing a commercial, researchers can assess the degree to which attention and processing are likely to occur.

2)Hemispheric lateralization distinguishes between alpha activity in the left and right sides of the brain. It has been hypothesized that the right side of the brain processes visual stimuli and the left processes verbal stimuli. The right hemisphere is thought to respond more to emotional stimuli, while the left responds to logic. The right determines recognition, while the left is responsible for recall. If these hypotheses are correct, advertisers could design ads to increase learning and memory by creating stimuli to appeal to each hemisphere.

However, some researchers believe the brain does not function laterally and an ad cannot be designed to appeal to one side or the other. While EEG research has engaged the attention of academic researchers, it has been much less successful in attracting the interest of practitioners.

4. Theater Tests

In the past, one of the most popular laboratory methods for pretesting finished commercials was theater testing. In theater tests participants are invited by telephone, mall intercepts, and/or tickets in the mail to view pilots of proposed TV programs. In some instances, the show is actually being tested, but more commonly a standard program is used so audience responses can be compared with normative responses established by previous viewers. Sample sizes range from 250 to 600 participants.

On entering the theater, viewers are told a drawing will be held for gifts and are asked to complete a product preference questionnaire asking which products they would prefer if they win. This form also requests demographic data. Participants may be seated in specific locations in the theater to allow observation by age, sex, and so on. They view the program and commercials, and a form asking for evaluations is distributed. Participants are then asked to complete a second form for a drawing so that changes in product preference can be noted. In addition to product/brand preference, the form may request other information:

- Interest in and reaction to the commercial.
- Overall reaction to the commercial as measured by an adjective checklist.
- Recall of various aspects of the commercial.
- Interest in the brand under consideration.
- Continuous (frame-by-frame) reactions throughout the commercial programs with the commercials embedded for viewing in one's office rather than preference changes. For example, many of the services now use videotape in a theater. Others establish viewing rooms in malls and/or hotel conference rooms. Some do not take all the measures listed here; others ask the com to turn dials or push buttons on a keypad to provide the continual responses say the environment is too artificial. The lab setting is bad enough, but asking Those opposed to theater tests cite a number of disadvantages. First, they respondents to turn dials or, as one service does, wiring people for physiolog responses takes them too far from a natural viewing situation.

Second, the contrived measure of brand preference change seems too phony to believe. Critics contend that participants will see through it and make changes just because they think they are supposed to. Finally, the group effect of having others present and overtly exhibiting their reactions may influence viewers who did not have any reactions themselves. Proponents argue that theater tests offer distinct advantages. In addition to control, the established norms (averages of commercials' performances) indicate how one's commercial will fare against others in the same product class that was already tested. Further, advocates say the brand preference measure is supported by actual sales results. Despite the limitations of theater testing, most major consumer-product shortcomings, but it allows them to identify strong or weak commercials and to compare them to other ads.

5. Concept Tests

Concept Tests are used to investigate the potential consumers' reactions to proposed product or service before introducing the product or service to market. As businesses and organizations look to launch a product or invest in the development of an idea, concept testing is a valuable step to identify perceptions, wants, and needs associated with a product or service.

6. Readability Tests

The communications efficiency of the copy in a print ad can be tested without reader interviews. This test uses the Flesch formula, named after its developer Rudolph Flesch, to assess readability of the copy by determining the average number of syllables per 100 words. Human interest appeal of the material, lengths of sentences, and familiarity with certain words are also considered and correlated with the educational background of target audiences. Test results are compared to previously established norms for various target audiences. The test suggests that copy is best comprehended when sentences are short, words are concrete and familiar, and personal references are drawn.

This method eliminates many of the interviewee biases associated with other tests and avoids gross errors in understanding. The norms offer an attractive standard for comparison.

Disadvantages are also inherent, however. The copy may become too mechanical, and direct input from the receiver is not available. Without this input, contributing elements like creativity cannot be addressed. To be effective this test should be used only in conjunction with other pretesting methods.

7. Comprehension and Reaction Tests

One key concern for the advertiser is whether the ad or commercial conveys the meaning intended. The second concern is the reaction the ad generates. Obviously, the advertiser does not want an ad that evokes a negative reaction or offends someone. Tests of comprehension and reaction employ no one standard procedure. Personal interviews, group interviews and focus groups have all been used for this purpose and sample sizes vary according to the needs of the client, they typically range from 50-200 respondents.

II. Field Method:

Field tests are tests of the ad or commercial under natural viewing situations, with the realism of noise, distractions, and the comforts of home. Field tests take into account the effects of repetition, program content, and even the complete presence of competitive messages.

The major disadvantage of field tests is the lack of control. It may be impossible to isolate causes of viewers' evaluations. If a typical event occurs the test, they may bias the results. Competitors may attempt to sabotage the research. And field tests usually take more time and money to conduct, so during the results are not available to be acted on quickly.

1. Dummy Advertising Method

In an improvement on the portfolio test, ads are placed in "dummy" magazines developed by an agency or research firm. The magazines contain regular editorial features of interest to the reader, as well as the test ads, and are distributed to a random sample of homes in predetermined geographic areas. Readers are told the magazine publisher is interested in evaluations of editorial content and asked to read the magazines as they normally would. Then they are interviewed on their reactions to both editorial content and ads. Recall, readership, and interest-generating capabilities of the ad are assessed. The advantage of this method is that it provides a more natural setting than the portfolio test. Readership occurs in the participant's own home, the test more closely approximates a natural reading situation, and the reader may go back to the magazine, as people typically do. But the dummy magazine shares the other disadvantages associated with portfolio tests. The testing effect is not eliminated, and product interest may still bias the results. Thus, while this test offers some advantages over the portfolio method, it is not a guaranteed measure of the advertising's impact.

2. On Air Method

Some of the firms conducting theater tests also insert the commercials into actual TV programs in certain test markets. Typically, the commercials are in finished form, although the testing of ads earlier in the developmental process is becoming more common. This is referred to as an on-air test and often includes single-source ad research.

On-air testing techniques offer all the advantages of field methodologies, as well as all the disadvantages. Further, there are negative aspects to the specific measures taken through the on-air systems. One concern is associated with day-after recall scores, the primary measure used in these tests. The measurement errors may result from the natural environment—the position of the ad in the series of commercials shown, the adjacent program content, and/or the number of commercials shown.

While the testing services believe their methods overcome many of these criticisms, each still uses recall as one of the primary measures of effectiveness. Since recall tests best reflect the degree of attention and interest in an ad, claims that the tests predict the ad's impact on sales may be going too far.

On-air pretesting of finished or rough commercials offers some distinct advantages lab methods and some indications of the ad's likely success. Whether the measures an indication as the providers say still remains question.



B. Post- Testing

Post-testing is also common among both advertisers and ad agencies. Post- testing is designed to:

- i) determine if the campaign is accomplishing the objectives sought and
- ii) serve as input into the next period's situation analysis.

These types of tests are conducted after the ad has been run to determine whether the ad met its objectives. The following are the different types of post- tests used to measure advertising effectiveness.

1. Recall Tests

There are several tests to measure recall of print ads. Perhaps the best known of these are the Ipsos-ASI Next Print test and the Gallup & Robinson Magazine Impact Research Service (MIRS) (described in Figure 19-15). These recall tests are similar to those discussed in the section on pretesting broadcast ads in that they attempt to measure recall of specific ads. In addition to having the same interviewer problems as recognition tests, recall tests have other disadvantages. The reader's degree of involvement with the product and/or the distinctiveness of the appeals and visuals may lead to higher- than-accurate recall scores, although in general the method may lead to lower levels of recall than actually exist (an error the advertiser would be happy with). Critics contend the test is not strong enough to reflect recall accurately, so many ads may score as less effective than they really are, and advertisers may abandon or modify them needlessly.

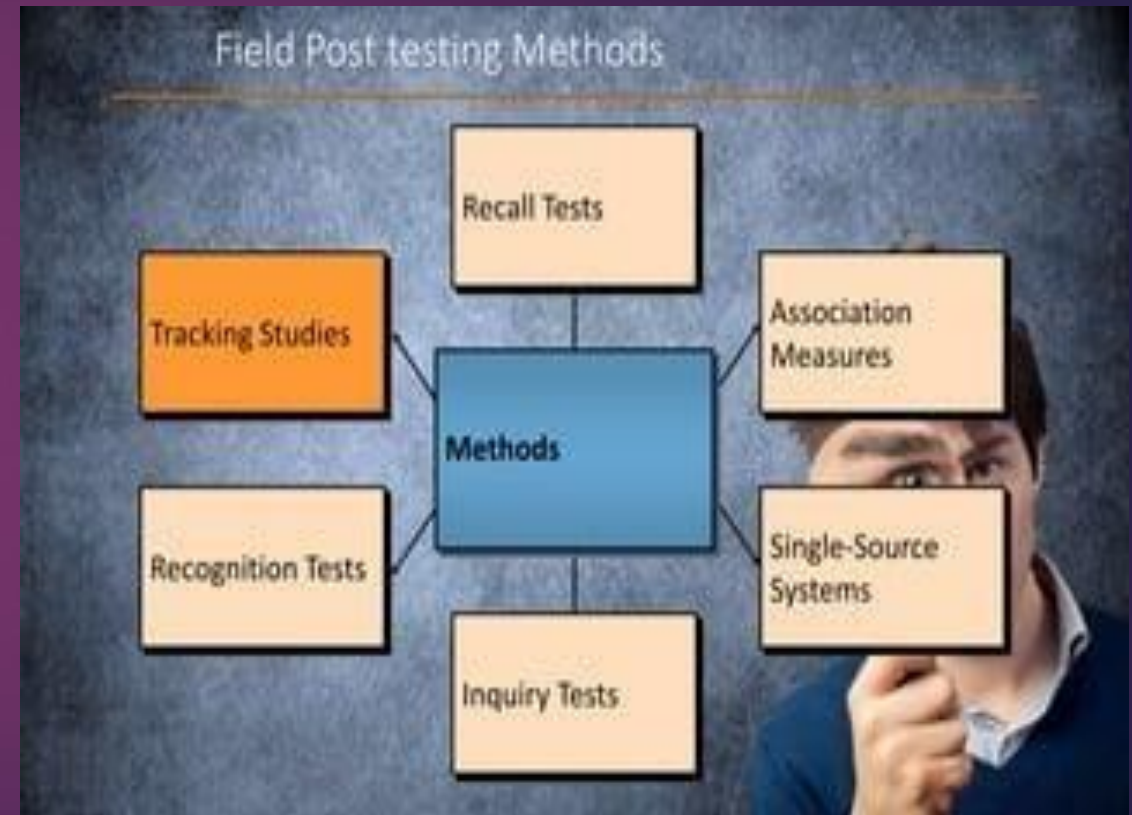
On the plus side, it is thought that recall tests can assess the ad's impact on memory. Proponents of recall tests say the major concern is not the results themselves but how they are interpreted. In one very interesting study of the effects of brand name suggestiveness on recall, Kevin Keller, Susan Heckler, and Michael Houston found that suggestive brand names (those that convey relevant attribute or benefit information about the product) facilitate the initial recall of the brand's benefits but inhibit recall of subsequently advertised claims. These results would seem to indicate that a suggestive brand name could facilitate initial positioning of the brand but make it more difficult to introduce new attributes at a later time.

2. Single-Source Tracking Studies Since the 1980s the focus of many research efforts has been on single-source tracking methods. Single-source tracking methods track the behaviors of consumers from the television set to the supermarket checkout counter. Participants in a designated area who have cable TV and agree to participate in the studies are given a card (similar to a credit card) that identifies their household and gives the research company their demographics. The households are split into matched groups; one group receives an ad while the other does not, or alternate ads are sent to each.

Their purchases are recorded from the bar codes of the products bought. Commercial exposures are then correlated with purchase behaviors.

3. Inquiry Tests

Inquiry tests measure the number of responses to an advertisement. The response can be a call to a toll-free number, an e-mail, a website visit, a coupon return, a visit to a dealer, an entry in a contest, a call to a salesperson, or an actual transaction. Inquiry tests are used to evaluate the effectiveness of alternative advertisements using a split-run technique in magazines, where there are two versions of the magazine printed, one with ad A and the other with ad B. The ad that pulls the most responses or the most number of inquiries is deemed to be more effective.



4. Recognition / Memory Tests

Memory tests are based on the assumption that an advertisement leaves a mental residue with the person who has been exposed to it. Thus, one way of measuring advertising effectiveness is to contact consumers who saw the ad and find out what they remember. Memory tests fall into two major categories: Recognition tests and Recall tests.

One way to measure advertising effectiveness is to show the advertisement to people and ask them whether they remember having seen it before. This kind of test is called Recognition test.

In a recall test, respondents who have read the magazine or newspaper are asked to report what advertisements or brands they remember seeing.

Advertising campaign recognition test



The interviewer may go through a deck of cards containing brand names. If a respondent says that he remembers seeing an advertisement for a brand, the interviewer asks him to describe everything he can remember about the ad. Similarly, when a television commercial is run on a television channel during a particular time slot, the interviewer may try to ask from people who had seen the television programme a series of questions such as:

Do you remember seeing a commercial for any brand of soup? (If no) Do you remember seeing a commercial for Knorr Soup? (If yes to either of the above questions) What did the commercial show? What did the commercial say about the product?

The first type of question is called unaided recall because the particular brand is not mentioned. The second question, in which the specific brand name is mentioned, is an example of aided recall. The answers to the third set of questions are noted. The test requires that the respondents link a specific brand name, or at least a particular product category, to a specific commercial. If the commercial fails to establish a tight connection between the brand name and the selling message, the commercial will not get a high recall score.

5. Persuasion Tests.

In persuasion tests, the consumers are asked how likely they are to buy a specific brand. Next they are exposed to an advertisement of that brand, along with the advertisements of other products and brands. After exposure, researchers again ask the respondents what they intend to purchase. The researcher analyses the results to determine whether intention to buy has increased as a result of exposure to the advertisement.

6. Tracking Print/Broadcast Ads

One of the more useful and adaptable forms of post-testing involves tracking the effects of the ad campaign by taking measurements at regular intervals. One of the more useful and adaptable forms of post-testing involves tracking. Tracking studies have been used to measure the effects of advertising on awareness, recall, interest, and attitudes toward the ad and/or brand as well as purchase intentions. (Ad tracking may be applied to both print and broadcast ads but is much more common with the latter.) Personal interviews, phone surveys, mall intercepts, and even mail surveys have been used. Sample sizes typically Tracking studies yield perhaps the most valuable information available to the marketing manager for assessing current programs and planning for the future. range from 250 to 500 cases per period (usually quarterly or semiannually).

The major advantage of tracking studies is that they can be tailored to each specific campaign and/or situation. A standard set of questions can track effects although with much less effectiveness. Tracking studies have also been used to of the campaign over time. The effects of various media can also be determined, brand or corporate image, and recall of specific copy points. Finally, when measure the differential impact of different budget sizes, the effects of flighting, designed properly, tracking studies offer a high degree of reliability and validity.



Concept testing v/s Copy testing

We have seen that advertisements can be pretested at several points in the creative development process. The creative process consists of several stages, typically :

1. Creative strategy stage
2. Layout stage
3. Pre-production stage
4. Post-production stage

Pretesting that occurs early in the creative process (stages 1 and 2) is called concept testing. Pretesting done in the latter two stages is called copy testing.

Among the methods of ad testing, there is a simple distinction between concept testing and copy testing, depending on the extent to which the test ad is close to the finished execution.

Concept testing: Concept tests are characterized by an exploratory focus. In concept tests, the objective is to understand what kind of concepts (usually written descriptions or storyboards) would be well received in the audience. Concept tests frequently involve qualitative research. Focus groups, depth interviews and projective techniques are some of the commonly used qualitative techniques that are well suited for exploring and generating ad concepts as well as for understanding the reasons for failed ads.

Copy testing: Copy tests are done to evaluate different executions of an advertising campaign. Copy tests are useful for selecting one out of many different ad executions, or for making adjustments to improve comprehension or the tone of the ad. Copy tests are usually conducted using quantitative research methods, and the test ads are moderately to highly close to the finished execution.

Memory tests (both recall and recognition), persuasion tests, direct-response tests, continuous measurement tests, and physiological response tests are some of the quantitative methods in use. These methods are based on statistical principles and reliably allow the findings to be projected from the survey sample to the population.

CURRENT TRENDS IN ADVERTISING

Some of the current trends in advertising are explained as follows:

RURAL ADVERTISING

Over a period of time there has been a substantial growth in the marketing activities in rural areas. Hindustan Lever is the first company that comes to mind while thinking of rural marketing. Amul is another case in point of aggressive rural marketing. Some of the other corporates that are slowly making headway in his area are Coca Cola India, Colgate, Eveready Batteries, LG Electronics, Lux, Parle, Airtel, Lifebuoy, Philips, BSNL, Life Insurance Corporation, Cavin Kare, Britannia and Hero Honda to name a few. These brands and more are having several innovative advertising campaigns to increase their brands reach the majority Indian population, which resides in villages.


With the tempo of development accelerating in rural India, coupled with increase in purchasing power, because of scientific agriculture, the changing lifestyle and consumption pattern of villagers with increase in education, social mobility, improved means of transportation and communication and other penetrations of mass media such as television and its various satellite channels have exposed rural India to the outside world and hence their outlook to life has also changed. Because of all these factors, rural India in now attracting more and more marketers / advertisers.

According to a survey conducted by the National Council for Applied. Economic Research (NCAER), the purchasing power of the rural people has increased due to increase in productivity and better price commanded by the agricultural products. Rural marketing has become the latest mantra of most corporate. Rural Marketing involves reaching the rural customer, understanding their needs and wants, supply of goods and services to meet their requirements, carrying out after sales service that leads to customer satisfaction and repeat purchase/sales.

Earlier, the general impression was that the rural markets have potential only for agricultural inputs like seed, fertilizers, pesticides, cattle feed and agricultural machinery. There is a growing market for consumer goods as well. Marketers need to understand the psyche of the rural consumers and then act accordingly. They need to frame suitable advertising strategy which involves more intensive personal selling efforts compared to urban marketing. Firms should refrain from designing goods for the urban markets and subsequently pushing them in the rural areas.

To effectively tap the rural market, a brand must associate it with the same things the rural folks do. This can be done by utilizing the various rural folk media to reach them in their own language and in large numbers so that the brand can be associated with the rituals, celebrations, festivals, melas and other activities where they assemble.

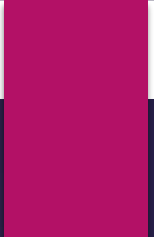
According to the Indian Market Research Bureau, around 8000 such melas are held in rural India every year. Rural markets have the practice of fixing specific days in a week as market Days (often called - Haats) when exchange of goods and services are carried out. This is another potential low cost distribution channel available to the marketers. Also, every region consisting of several villages is generally served by one satellite town (termed as - Mandis or Agri-markets) where people prefer to go to buy their durable commodities. If marketing managers use these sources, they will easily be able to cover a large section of the rural population. Firms must be very careful in choosing the vehicle to be used for communication. The audio visuals in the advertisements must be planned to convey right message to the rural folk. The rich, traditional media forms like folk dances, puppet shows, etc., with which the rural consumers are familiar and comfortable, can be used for high impact product campaigns.



Example 1. Escorts Company believed in deeper penetration of their product - bike in rural areas of India. They did not rely on TV or press advertisements, but rather concentrated on focused approach depending on geographical and market parameters like fairs, melas etc. Looking at the kuchha roads of village, they positioned their bike as tough vehicle. Their advertisements showed Dharmendra riding Escort with the punch line 'Jaandar Sawari, Shandar Sawari'. Thus, they achieved whopping sales of 95000 vehicles annually.

Example 2. HLL started 'Operation Bharat' to tap the rural markets. Under this operation, it passed out low-priced sample packets of its toothpaste, fairness cream, Clinic plus shampoo, and Ponds cream to twenty million households. The biggest challenge today is to develop a scalable model of influencing the rural consumers' mind over large period of time and keep it going. This needs to be achieved in a limited or a reasonable budget. That's where the marketers who really understand rural markets and advertising agencies can make a difference advertising and develop a scalable media/communication model. The most important element in rural communications is that the marketer has to integrate 3 things in communication:

1. Exposure of message
2. Trial or demonstration
3. Final sale



There is minimal brand loyalty in rural consumers. This is mainly due to a bigger problem of brand recognition. There are a lot of looks alike in the rural market. The challenge is to create communication that would help the rural consumer in recognizing brands, logos, visuals, colors, etc., so that he or she actually buys the actual brand and not something else. However, now dramatic change is in progress in the villages. Villagers who used crack open peanut candies, eat the nut and throw away the shell are now demanding chocolate candies that will melt in their mouths, not in their hands. The advertisement of Perk featuring Rani Mukerjee speaks about the demand created rural markets for chocolates. Charcoal, neem twigs and twigs of babool tree to clean the teeth are replaced by paste. Today, the ultra bright shine of Colgate or some other international brand of toothpaste holds more appeal than the traditional methods of cleaning teeth.

The terminologies being used to describe activities are also undergoing change with respect to advertising appeal of products. Today consumerism and globalization is invading parts of India and small villages and towns are now getting the attention of global marketing giants and media planners. Thanks to economic liberalization, T. revolution, female power, and improving infrastructure. Rural India today has more disposable income than urban India. Rural marketing is gaining new heights in addition to rural advertising. There are media advertise effectively rural new being used to rural consumers.

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Urban Advertising

Urban and rural communities have historically had different demographics, interests and opportunities. With the communications boom of the late 20th century, most notably the advent of the Internet, there are differences between the urban and rural advertising. These differences often necessitate varied marketing strategies for companies wishing to sell to both markets. Before entering rural market any marketer must analysis the basic difference between rural and urban advertising.

A marketer has to devise a separate methodology for connecting with rural customers and redesign combinations of the components of the marketing mix relevant to rural areas. In growth stage profits may be come, but the marketer may not be too aggressive on profit and choose those strategies which create long-term loyal relationship with rural consumers.

Digital Advertising - Advertising has evolved over a period of time. It is no longer restricted to print publications, static billboards, radio, and television. Modern technologies have opened the door to a whole new era of advertising-digital advertising.

Some examples of digital advertising are:

Electronic Billboard: Electronic billboards are the digital version of traditional billboard advertisements. These billboards display a variety of digital advertising messages. They are targeted because they provide advertisers with the opportunity to change advertising messages throughout the day. Digital billboards are cost-effective because several advertisers share the expense with rotating advertisements. They are flexible because new designs and advertising messages can be changed within a day or two.

Web-Based Marketing: users product - Another example of digital advertising is web-based marketing. This form of advertising targets Internet while advertisements appear as a new window and display an advertising message for a they visit websites.. Pop-up or service usually related to the original website. Video advertisements are another form of digital web-based advertising that plays brief "commercials" before the video loads, during a break in the video or at the conclusion of the video. Major search engines offer video media options to advertisers.

Viral Marketing: Viral marketing is a form of digital advertising businesses use to spread the word about their brand. Advertising messages are spread digitally through email and other online media. This form of advertising encourages existing customers to tell others about a product, service or company. The intent is for word to spread like a "virus" to others within a social group or network.

Audio Advertising: Audio advertising is a form of digital advertising that targets consumers through Podcasts, Internet radio and live streaming digital radio. Podcasts are digital audio files such as an MP3 that users download to a computer or personal media player. Internet radio and live streaming digital radio play "sponsor" messages that advertise products and services to consumers while they listen to the radio online.

Limitations of Digital Advertising

Since many consumers spend time shopping online for everything from groceries and clothing to electronics and cleaning supplies, many businesses include online advertising in their marketing strategies. While the benefits of advertising online include the potential to reach a large market and the ability to measure results, online advertising also presents some limitations.

Customers Ignore Ads: Consumers are so used to seeing advertising on television, hearing radio commercials and flipping through advertisements in magazines, they have developed an aversion to all forms of advertising. This is also the case with online/digital advertising, where consumers can avoid clicking banner advertisements, bypass ads in online videos they watch and close pop-up advertisements as soon as they come up on their screens. Customers are in control of which advertising messages they want to click and respond to.

Viewing Problems: Website downtime, lags in website or video loading and browser complications can reduce the number of times consumers see online advertisements and how well they see them. When technical issues occur, companies lose the opportunity to broadcast advertisements for their products and services and may lose potential sales. Viewing problems can occur because of problems with a website or if a consumer is using a smart phone or other mobile device to view website, has a slow connection speed or does not have the correct applications and programs installed on his computers for proper viewing.

Expensive Ad Prices Pricing for advertising online can range from inexpensive placements on local parenting blogs to thousands of dollars video ads vary depending on the amount of traffic and the type of readership a website or blog receives. Online advertising through pay-per-click campaigns and social media sites impact the company's marketing budget, potentially yielding little to no return on investment. **Consumers Get Distracted:** When customers visit a website, they typically have a goal in mind, whether it's to catch up on the latest celebrity gossip, read the news, chat with friends, download music or shop for a specific item. Websites present customers with various options that can easily distract them and their attention from your online advertisements. **Too Many Options:** The Internet offers a wide range of websites on which companies can place advertisements. This can be overwhelming, especially for small business owners. With so many options, it's difficult to narrow down the choices to the websites that will attract the most potential customers and sales. Once a company selects a website, it is then presented with a variety of ways it can advertise its products or services on the site, such as through banner advertisements, video marketing or by sponsoring a post. Companies have to need to mak determine which type of advertisement yields the best response from their target well written markets.

Despite the limitations, digital advertising is almost a necessity for entertaining modern businesses, especially those that do business outside of their local community. Consumers use the Internet for more than simply entertainment or business, hu information, as they do with radio, television, magazines and newspapers. Consumers use the Internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant, targeted ad messages.

Content Marketing (Advertorials)

The word "advertorial" itself is the combination of the words "editorial" and "advertisement." Advertorial content has been produced for decades in magazines, newspapers, radio and television. They are different from traditional advertising because the content mimics real editorial content, but serves to accomplish the goals of a brand. Infomercials masquerading as talk shows and business owners talking about their products and services during an interview on the radio are all examples of advertorial content.

An advertorial is an ad that walks, talks and acts like an editorial. When done well, advertorials are produced in partnership with the publisher, allowing the publisher to use their editorial chops to deliver quality content on behalf of their sponsors.

Advertorials differ from traditional advertisements in that they are designed to look like the articles that appear in the publication. Most publications will not shop at a accept advertisements that look exactly like stories from the newspaper or magazine they are appearing in. The differences may be subtle, and disclaimers- such as the word "advertisement"- may or may not appear. Sometimes terms describing the advertorial such as a "special promotional feature" or "special advertising section" are used. The tone of the advertorials is usually closer to that of a press release than of an objective news story.

Retail Advertising

The face of retailing is changing as malls convert to open-air markets, companies are operating an international flea market, and the Internet is becoming a primary information source for buyers. Clicks and bricks are changing places as store-based retailers (bricks) set up websites and e-marketers (clicks) set up stores. The more the retail world changes, the more need there is for information and promotion.

In some estimates, retail accounts for nearly half of all the money spent on advertising. Retail marketing communication has two missions:

- i) selling the brand of the retail store
- ii) selling individual branded items the store carries.

Advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment. Retail or local advertising tends to emphasize specific patronage motives such as price, hours of operation, service, atmosphere, image, or merchandise assortment. Retailers are concerned with building store traffic, so their promotions often take the form of direct-action advertising designed to produce immediate store traffic and sales. Retail advertising, which accounts for a significant percentage of all advertising expenditures, is another area where the advertiser often seeks a direct response, particularly when sales or special events are being promoted.

LIFESTYLE ADVERTISING

Media convergence has a sustainable influence on market relations and added value processes. Technological innovations and changing customer demands expand production and marketing possibilities of media enterprises one hand and offer, simultaneously, the chance of a well-directed positioning the market. On the other hand, they threaten the existence of some competitors.

"Lifestyle Advertising" is bringing about changes of communication in modern, convergent media age. Lifestyle Advertising tries to sell an image and identity, rather than a product. They want people to associate their brand to a certain lifestyle. When lifestyle brands advertise, they tend to focus on what kind of person would buy the product, rather than the product itself. Lifestyle brands try to convince consumers that their brand relates and have the same values and aspirations as the person does. Their product is a "must-have". Many luxury brands (Chanel, Gucci), are associated with life-style branding because their advertisements display sophisticated people living a life of luxury. Lifestyle advertising targets certain cultural and social groups when advertising. People who live a certain lifestyle will automatically be attracted to advertisements that display their interests.

GLOBAL ADVERTISING- SCOPE

Global advertising falls under the umbrella of global marketing as a way to implement the advertising strategy by using the same basic advertising approach in all markets. The idea of global marketing was popularized by Professor Theodore Levitt, who said that the worldwide marketplace has become homogenized and consumers' basic needs, wants, and expectations transcend geographic, national, and cultural boundaries. However Levitt felt that, thanks to cheap air travel and new telecommunications technology, consumers world over are thinking and shopping-increasingly alike. According to Levitt, technology has homogenized world tastes, wants, and possibilities into global marketing proportions, which allow for world standardized products. However, not everyone agrees with Levitt's global marketing theory, particularly with respect to advertising. Many argue that products and advertising messages must be designed or at least adapted to meet the differing needs of consumers in different countries. According to Kotler, "Global marketing is concerned with integrating and standardizing marketing actions across a number of geographic markets."

Global advertising or **international advertising** consists of collecting, processing, analyzing and interpreting information.

There are two main purposes of international advertising research:

- (1) To assist business executives to make profitable international advertising decisions for their specific products and services and
- (2) To contribute to general knowledge of international advertising that is potentially useful to a variety of business executives, educators, government policy makers, advertising self-regulatory organizations and others interested in understanding the process and effects international advertising.

CHALLENGES/PROBLEMS WITH GLOBAL ADVERTISING

Opponents of the standardized global approach argue that very few products economic development; consumer needs and usage patterns; media availabilities; approach to marketing and advertising. Advertising may be particularly difficult and legal restrictions make it extremely difficult to develop an effective universal to standardize because of cultural differences in circumstances, language, traditions, values, beliefs, lifestyle, music, and so on. Moreover, some experts argue that cultures around the world are becoming more diverse, not less so toward using a particular brand can be done only within a given culture. Thus, advertising's job of informing and persuading consumers and moving them Consumer usage patterns and perceptions of a product may vary from one country to another, so advertisers must adjust their marketing and advertising example, when Nestlé introduced its Nescafé instant coffee brand, the company

faced at least five different situations in various parts of the world:

1. In the United States, the idea of instant coffee had great penetration but Nescafé had the minor share.
2. In continental Europe, Nescafé had the major share of the market, but the idea of instant coffee was in the early stages.
3. In the tea-drinking countries, such as the United Kingdom and Japan, tea drinkers had to be converted not just to coffee but to instant coffee.
4. In Latin America, the preferred coffee was a heavy one that could not be duplicated with an instant version.
5. In Scandinavia, Nestlé had to deal with the ingrained custom of keeping a pot of coffee on the stove from early morning until late at night.

Nestlé had to use different advertising strategies for each market; a global campaign would not have been able to address the varying situations adequately. Nestlé encountered a major challenge when it entered the Israeli market in 1995. Nescafé was the generic word for instant coffee as Israelis assumed that it was an abbreviation of the Hebrew word *namess* (dissolving). Israeli consumers were also not very demanding with respect to the quality of their coffee and considered the low-quality powdered coffee, or nescafé, produced by a local company, suitable fare. To overcome the generic connotation of Nescafé, all of the advertising presented the Nescafé Classic brand as "Nescafé of Nestle" and portrayed it as the coffee choice of people all around the world. The company also relied on taste testing at the points of sale so consumers could experience Nescafé Classic's superior quality. Within one year Nestlé had 30 percent of the instant coffee market in Israel. The problems have led some major companies to move away from a completely standardized approach. For example, the Colgate- Palmolive Co. has used global advertising for many of its brands, including the Colgate, Palmolive product lines, and continues to endorse the use of global appeals. Under its current marketing strategy, however, advertising is often modified for a specific country or region, particularly where local creativity can improve the advertising over the global standard.

Current Global Trends In Advertising

Advertising in 2017 will continue to see the wholesale upheaval that is pressurising agencies to rethink operations. Already, the shift from brand-building traditional advertising to metric-driven digital advertising is in full motion. Agencies are building a talent pool that map to client opportunities. To not only survive, but thrive in this the industry. Here are the five most important trends will impact advertising in environment, advertising agencies need to account for these key trends impacting the industry.

Expansion Beyond Digital Display

Today, "digital" is no longer limited to display or mobile but instead cuts a number of measurable and intelligent dimensions. Technology is across enabling mass customization for Digital TV, Over the Top (OTT), location-based mobile and outdoor content. Brands want relevance and cohesiveness in their campaigns at scale to reach their educated consumers and advertisers will need to be able to meet that demand.

Richer Experiences

The coming year will also see greater demand for experiences that are tailored to the audience by the technology they're using while driving audience development. That's going to require forward thinking and a holistic approach by advertising agencies.

Demand for Transparency

On the creative and media buying side, 2017 will continue to see the pressure on margins from brands that want more transparency into what they're spending on. Agencies that are unable to provide the right level of detail will see trust levels erode and ultimately bring down the Agency of Record model. We've already seen some of the impact of this erosion of trust in agencies at the recent ANA Advertising Financial Management conference.

Traditional Advertising Shops Will Suffer

Those transparency demands as well as pricing pressures will take the biggest toll on traditional firms that don't have a differentiated offering. Niche talent will still demand premiums but commoditized work will move to competitive bidding. Holding companies will buy those assets that are delivering unique from the independent agencies. Agencies will likely have to choose whether to transition to more specialized work or prepare to compete on price and volume.

More Diversity in Advertising Models

For creative, the line between content and advertisement will blur as product placement and promoted social content proliferate. As firms get better at conversions. Artificial Intelligence and Internet of Things (IoT) in-home devices measuring their audience, they can create richer experiences and improve purchasing correlations. These new possibilities will drive brands to look for mean DMPs will drive deeper understandings of consumers' behavior and The advertising sector is changing rapidly and those that make the shift will not only survive but thrive.

B2B Advertising - The B2B landscape is changing at a rapid pace. It increasingly relies on sophisticated technologies and a comprehensive digital mobile strategy to be to the modern buyer. There is clearly a gap between how B2B companies get new leads and how their customers are making decisions.

CURRENT TRENDS IN ADVERTISING

Kylie Jenner's out-of-home (OOH) ad campaign for her skincare line Kylie Skin has been described as one of the biggest success stories of 2019. But that's old news now. The way the ad industry is changing, anything a month ago is also seen as a distant past in this field. This is because the scope of advertising is changing every few days, thanks to new trends and technologies.

So in this post, we are going to discuss some of the **top advertising trends** shaping 2022.

Advertising Trends To Bookmark

Digital banners on blogs, apps, and websites just don't cut it anymore. Not that they don't work. They do. However, with more and more people installing ad blockers, reaching your target audiences with banner ads alone is impractical. To meet their marketing targets, brands must evolve their advertising strategies.

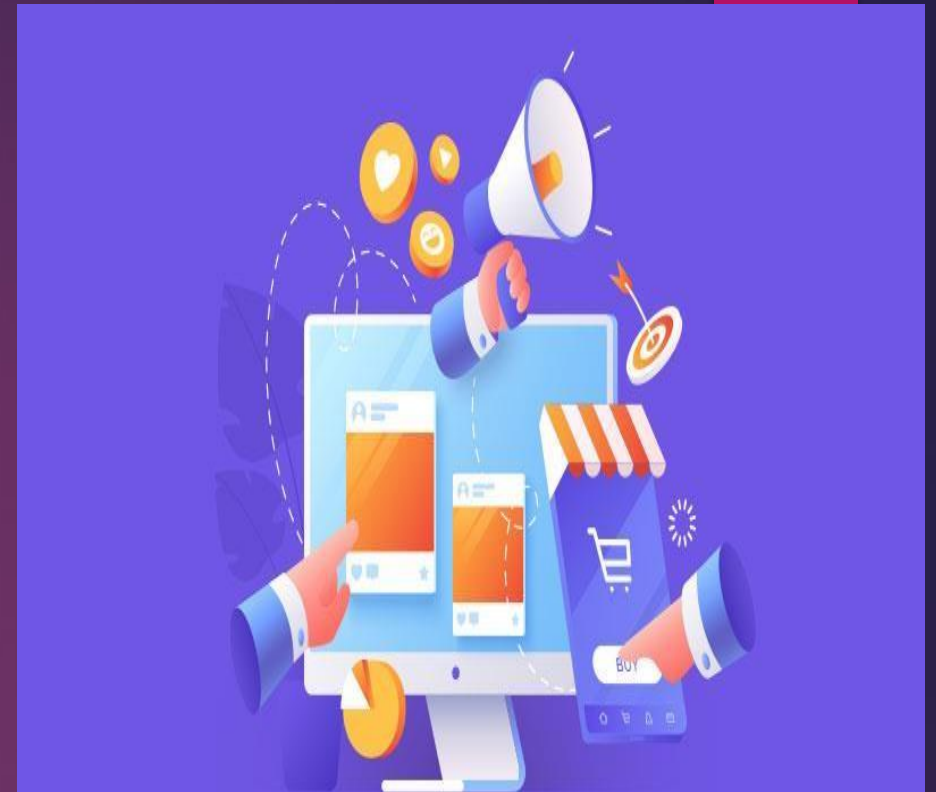
1. Targeted Personalized Ads

This is not a new marketing trend per se but it's one of the advertising trends that have become more popular in recent times. In personalized advertising, businesses collect and analyze data about customers and use the information to target ads.

The result is increased conversion potential and overall, lower advertisement costs.

The fast growth of personalized ad targeting is fueled by the increased availability of data capture and analysis tools and acceptability. According to a survey, seven out of 10 consumers prefer fewer and more personalized ads.

Targeted marketing is not restricted only to one form of advertisement. It is applicable to several other forms of advertising, including video, TV, social media, display, and so forth. This gives marketers an array of ad channels, increasing the chances of reaching the target audience with the right message.



Knowledge of what advert to display to which people and the precise time to show them is vital in **targeted advertising**.

Fortunately, innovative marketing tools now make it easy to both create the right content and deliver it at the perfect time.

These tools include database marketing, geofencing, and display targeting among others.

Database marketing, like [ManyChat](#) and [MailChimp](#), involves gathering relevant customer data and transforming the data into actionable insight. Similarly, geofencing tools like [GPSWox](#) and [GroundTruth](#), allow real-time targeting of users depending on their current location. And, display ad targeting provides customers with precise display adverts by taking into account their interests and keywords used. No one does this better than Google Display Network.

2. Multi-Channel Advertising

Back in the day, the majority of shoppers made purchase decisions at the store. If you wanted to buy a TV, you would visit a retail store in town and decide which brand to buy and the amount to spend while inside the store. Reason? Because there was no way to research these factors before entering the store. Only once inside the store would you compare things like prices and size.

Not anymore. With the advent of digital media, you can now research a product way in advance. Before heading to the store, shoppers already know even the color of the item they want to buy. Often, shoppers research multiple devices (smart home devices, mobile phones, PCs, etc.) and channels (websites, social media, forums, price comparison engines, etc.).

The next logical step for marketers is to make a conscious effort to align all the channels they use to make the purchase journey even more convenient. This practice is known as omnichannel marketing. In omnichannel, marketers use coordinated brand messaging and effects to guide the customer from discovery through decision making to purchase.

Neiman Marcus is one of the brands that use omnichannel marketing really well. For example, if a customer always searches for a specific type of shoe, say ladies' sports shoe, size 7 and 7.5, Neiman Marcus has designed their marketing such that the first thing that the customer will see on their app/website is shoes in that size range.

The company also uses geolocation tools to map the location of the customer and uses the information to only show shoes in the brick-and-mortar stores nearest to the customer. To make it even more personalized, the customer can also make 360 videos of themselves in-store and "advertise" by sharing them with friends and on social media using their Memory Mirror app. And if there is an event taking

place related to the line of shoes, like an exhibition or sale, then Neiman Marcus's newsletter will alert the customer with an invite to join.

Now that's the **power of omnichannel advertising** covering the customer's attention with as many platforms as possible.

3. An Increase In Smart Bidding

Although the majority of digital marketers use Google ads, not many can confidently say that they meet their targets at the end of any campaign. That's because setting up a Google Ads campaign isn't easy. You need to know a lot of things, including how the ads work, the best ad types, the best time to display your ads, and so forth. Above all, you must know how to bid for your ads accurately. It's just too complicated, especially for newbies.

Google noticed these problems and, in 2016, set up the smart bidding platform to save advertisers from the technical details of setting up bids. Smart bidding leverages machine learning to track and analyze several signals and uses the information to make an informed bid. These signals often include customers' device, location, gender, age, time of day, and income level.

Smart Bidding adds value at every stage of the conversion funnel



The signals are typically cross-referenced with past performance data, such as historical CTR and conversion rates, and bids are adjusted upwards or downwards to meet your targets. **Advertising goals and strategies** that you can use to leverage smart bidding include:

- Target CPA to automatically get more conversions within chosen set target CPA.
- Target ROAS to get maximum conversions out of the target ROAS setup.
- Maximize Conversions to automatically set bids to get more conversions out campaign budget.
- Enhanced CPC (ECPC) to get more conversions through manual bidding but automatically adjust bids based on conversion keywords yet remain within CPC limits.

For example to use Maximize Conversion, go to campaign settings and select from the drop-down.

4. Ad Optimization Foí Voice Seaích

If you're still wondering what "voice search" means, it refers to internet users doing searches by speaking out rather than typing in search engines. The top voice search platforms include Apple Siri, Google Voice/OK Google, and Amazon Alexa.

According to Gartner, voice searches will account for 30% of all searches by 2020 and at least 50% of searches by 2022. It's also estimated that there will be 21.4 million smart speakers in the US by 2020. Currently, one in four online shoppers uses voice search at some point.

Expect marketers to begin optimizing their ads for voice searches in the coming years. How exactly these ads will look like is anyone's guess. We already know that ads for text searches are mainly text and image-based. Since the results for voice searches are provided in a voice, the ads will likely be in sound bites too. We foresee five possibilities:

- Pre-roll: spoken ads that play before the search results;
- Post-roll: ads play after the search results are shown
- Screen synced: ad appears on the screen when voice search results return
- Paid answer: results from advertisers instead of organic answers
- Data-driven: ads served based on voice search providers' database

5. Shoppable Posts

For the longest time, shoppers have been using social media to research brands by asking friends and acquaintances for recommendations. In fact, the Global Web Index estimates as much as 54% of social browsers do this. Thanks to social commerce now they can buy their favorite products too. Facebook, Instagram, Snapchat, and Pinterest make social selling efficient, and businesses can't get enough. Not only can they boost their posts as ads but also target a specific audience. In particular Generation Z whose favorite hangout is on Instagram, Snapchat and YouTube can easily be targeted by ads integrated into their social stream. Instagram for example have made price tags and clickable options available on images; shoppers don't even have to land on a website to buy their products.

Lulu is a great example of a fashion brand that targets the younger generation with Instagram Shopping. By experimenting with unique outfit combos, Lulu has been able to inspire followers to shop directly from its social media content. Sales, according to the company, have grown by over 1200 orders through Instagram alone.

SnapChat also announced lengthier videos to allow businesses to advertise and create shoppable posts customized to users' preferences. Facebook and Instagram are testing dynamic shoppable ads that serve users with products they like and buy directly via Facebook's checkout option.

6. Authenticity In Advertising

In a world of sensational news and social hype, marketers are finding it pays to be authentic. In fact, a survey of global consumers indicates that 87% prefer companies to be authentic rather than innovative or even delivering the product. As a result, marketing managers are clamoring to create authentic ads whether it be on TV or on social media. Expect to see more and more:

- Video ads featuring real consumers instead of hired actors. YouTube videos are the best outlets for these types of ads. Tuft and Needle is a good example.
- Emotional TV commercials that resonate with common people's behaviors and reactions. The Dove campaign comes to mind.
- And print ads that elicit sympathy and individual experience in the same situation. UNICEF ads are big tear jerkers.
- Digital ads which have not been manipulated through Photoshop or such software.

FOR
EVERY
CHILD
IN
DANGER



ADVERTISING AGENCY

- VISUALISERS
- COPYWRITERS
- ACCOUNT EXECUTIVES
- PRODUCTION TEAM
- RESEARCH
- MANAGEMENT & FINANCE

MEDIA

- TV PRESENTER
- FILM PUBLICIST
- BROADCAST
- JOURNALIST
- REPORTER
- READERSHIP OR AUDIENCE RESEARCH

OTHER CAREER OPTIONS

- SCRIPT WRITER
- CAREER IN EVENT MANAGEMENT
- CONTENT WRITER
- SOCIAL MEDIA MANAGER

VARIOUS CAREER OPTIONS IN ADVERTISING

A. In an Advertising Agency

1. **Advertising Manager** The Advertising Manager builds and implements the company's advertising strategy from the business, sales and technical perspective. All the discussions with the sponsors and agencies are initiated and managed by the Advertising Manager. He negotiates agreements with outside sales representatives and manages the development of sales materials, including media kits.
2. **Advertising Sales Director** In addition to the role performed by the advertising manager, the Advertising Sales Director plans budgets and projection for advertising.
3. **Account Executive** The Account Executive is responsible for maintaining good relationships with current and potential advertising accounts/clients. He is also in-charge of developing relationships in order to acquire new accounts.
4. **Account Coordinator** The Account Coordinator is responsible for organising advertising for media. He co-ordinates scheduling and promotions to ensure client satisfaction and project completion. Assisting Account Executives in maintaining and nurturing client relationships is part of the job.
5. **Media Buyer** A Media Buyer deals with purchasing media space or time, as well as developing the campaign and researching how it will be most effective for the client. The job is to choose a combination of media which is able to communicate the client's message in the most effective manner possible at the minimum cost.
6. **Copywriter** A copywriter is responsible for writing the copy for advertisements, TV commercials or print ads. Copy is nothing but words used to promote the product or service. From taglines to brochures to press releases to a leaflet or a newsletter all of it is written by the copywriter. It is one of the most creative and challenging jobs.

B. In Media

A lot of media options are available to communicate the advertising message to the target audience. Students have a wide choice if they want to choose media as a career. However certain skills & qualities are essential which include:

- Creative thinking
 - Dedication and hard work
 - Working in team
- Courses for Media At the undergraduate level, majority of the institutes conduct Bachelor of Arts (BA) in Mass Communication course for the minimum three year' duration. Students can also opt for postgraduate level study in media through Master of Arts (MA) in Mass Communication. However, doctorate and diploma level courses are also offered by the institutes.

Some of the Institutes in India for Media Courses are:

Indian Institute of Mass Communication (IIMC),

- International School of Media and Entertainment,
- Pioneer Media School,
- International School of Business and Media,
- Xavier Institute of Communications,
- AJK Mass Communication Research Centre,
- Mudra Institute of Communications (MICA),
- Asian College of Journalism,
- The Times School of Journalism, etc.

Job Prospects in Media Media is certainly among the top career options among the young aspirants. After pursuing courses in the field, one can find various jobs prospects in both government and private sector. Students can seek their career as journalist, marketing manager, community arts worker, social worker, personnel manager, charities administrator and many more.

C. Media Production

House Media production involves making films and television serials, fictional and non-fictional programmes. Along with the technical expertise such as direction and editing, it is necessary to have facilities which include equipments and trained manpower required to create programmes. Networking with studios, technicians, actors and channels is also essential.

D. Brand Management

Brand Management involves creating, managing and enhancing brands. It is the art of creating and sustaining a brand in way that it creates differentiation in the customer's minds resulting into brand loyalty. The typical function of a brand manager would be to focus on the big picture, take responsibility for a brand or brand family, map out their competitors in their brand's category, identify marketing opportunities and be able to effectively communicate the unique benefits of that product or service. Some of the typical roles one can find in Brand Management would be:

1. Brand Manager : The planning and directing of marketing efforts for a brand is carried out by the Brand Manager. He is also responsible for coordinating activities of specialists in production, sales, advertising, promotion, research and development, marketing research, purchasing, distribution, package development, and finance.
2. Product Development :Manager A Product Development Manager is a planning and development specialist. His job is to develop marketing opportunities for consumer or industrial products. A Product Development Manager needs the skills and understanding in marketing research, sales forecasting, and promotional planning.

E. Public Relations

The PR department is considered as the spokesperson of the company. It is responsible for managing communication with the media, consumers, employees, investors and the general public.

Writing press releases to promote products or to keep investors informed about business partnerships, financial results or other company news is part of the job.

Some of the typical roles one can find in Public Relations are:

1. **PR Specialist** : The Public Relations Specialist gives information about an organization through media. He is in-charge of writing press releases, speeches, planning special events, representing their company at press conferences and trade shows, tracking trends and looking for opportunities to receive media coverage.
2. **PR Director**: The company's overall strategic public relation programs (Community relations, internal communications, media and investor relations) are developed and implemented by the public relations director. Other responsibilities include planning and budget management.
3. **Corporate Communications :Manager** The task of a Corporate Communications Manager is to create and manage communications programs which describe as well as promote an organization and its products. Speeches/ presentations aimed towards employees and consumers are made with his assistance.
4. **Press Secretary** : A Press Secretary works as a liaison between the media, the public and governmental agencies. Requests from newspapers, radio and television reporters; drafting press releases, guest columns and speeches and organizing events such as press conferences are handled by him

FREELANCING OPTIONS FOR CARRER IN ADVERTISING

A. Market Research

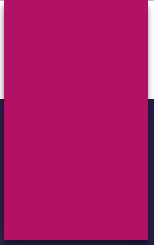
Market research involves researching the intended target, could be companies or consumers. The first step is to understand the consumers, their needs, purchasing habits, and how they view themselves in relation to the rest of the world.

Some of the typical roles one can find in a Market Research agency would be

1. **Market Research Director** An organization's marketing policies, objectives, and initiatives are guided by the Market Research Director. He is responsible for the adjustment of the marketing plan after reviewing changes in the marketplace.
2. **Market Research Manager** The coordination and direction of activities concerned with 88 market research and the development of new concepts as well as organization's products, services or ideologies is carried out by a Market Research Manager. He is actively involved in the formulation and planning of development proposals which include objective or purpose of projects, costs of projects, equipments and manpower requirements.
3. **Market Research Supervisor** A Market Research Supervisor is actively involved in supervision of market research and analysis of information which would help in creating demand for products or services. He is responsible for planning and creating research aspects and development proposals.
4. **Market Analyst** The collection and analysis of data in order to evaluate existing or potential product and services markets is handled by a Market Analyst. They are actively involved in the identification and assessment of research market conditions or industry changes that have the potential to affect sales.

B. Graphics

Meaning Graphic Design is the skill of creating visual communication. Visual communication takes many forms and includes logos, posters, brochures, books, websites, animations, motion graphics and even film and video.



Typical Career Options Creative, perceptive and energetic individuals may find career in advertising agencies, design studios, printing industry, publishing, packaging, display and exhibition-related design. Lately, opportunities exist in digital media and web design, whilst enterprising graduates practice freelance or open their own studios. The following is a list of typical Graphic Design related career directions:

1. **Graphic Design:** One can work as a Graphic Designer in a design studio developing logos, stationery, posters, brochures, catalogues and more. Good technical skills, creativity, and knowledge of Graphic Design processes are requirements for working in this field.
2. **Advertising:** Work of an Art Director involves generating creative ideas and to oversee execution of these for television, radio, billboards and magazines. The emphasis lies on creative ability to come up with ideas. Further, skill is required to direct teams of people including photographers and film directors.
3. **Publishing:** One can work as an Art Director in the magazine industry where one will be involved in layout, photography and production of publications. The candidate must possess a good mix of technical skills, design knowledge and have a good eye for photography and styling of photo shoots.
4. **Web Design:** One can also work as a Web Designer in a design/web design agency/studio. Strong technical understanding and creative solutions to technical restrictions are required in this field.
5. **Packaging:** Work of a Packaging Designer involves creating effective packaging which may promote the brand and help ensure product positioning in the market place. They must have a strong understanding of package-oriented production and printing processes.

6.Multimedia: Work as a Multimedia artist/ designer designing title sequences for TV shows and graphics for adverts. A Multimedia Artist uses computers to create the art, graphic design, animated images, or special effects seen in a variety of media productions, including movies, television, and computer games. A Multimedia Designer often works as part of a team to create rich web sites, CD- Roms, DVDs or exhibition materials.

7.Print: Work as a Prepress Specialist determining preparedness of documents before going to printing. It includes checking colours, gathering fonts, colour finishes, as well as other print industry foundations.

8.Illustration: Work as an Illustrator involves conceptualising, painting and drawing new images used for a variety of materials and publications. Artistic talent and knowledge of design programs such as Illustrator and Photoshop are prerequisites.

9.Typography: Work as a Type Designer involves creating unique fonts so that words will have a strong visual impact in addition to their implied meanings.

C. Animation

A career in animation requires strong artistic skills and a solid familiarity with the latest in computer animation technologies. It also requires the ability to turn creative thoughts into compelling images, using them to effectively communicate an idea. There are a number of different career paths for animators. • Many animators are employed creating animated graphics for a variety of projects. This can include websites, online advertisements and video games. • Animators can find full-time employment with movie or television production companies, with advertisers, web design firms, video game companies or with animation firms. • Freelance work is another option for animators, particularly those specializing in web animation. Most entry-level positions will require an animator to have a bachelor's degree in a related field such as fine arts or media. There are a number of Computer Animation Schools that offer course work specifically in computer animation and associated technologies.

D. Modeling

It is one of the most fascinating career options and extremely popular among youngsters. Good earnings and instant popularity are the main advantages that a career in modeling can offer. As modeling is also considered as a gateway for entry to the film industry the competition in the modeling career is also very high. Qualification & Qualities No specific qualification, course or age limit is required to enter into modeling field. However, physical attributes are more important. The first and foremost step is to prepare a portfolio. This consists of a series of photographs taken by a professional photographer. The portfolio can then be shown to an advertising agency or to a model coordinating agency. Types Modeling in India is mainly categorized into print modeling, television modeling, still modeling, showroom modeling, ramp/live modeling, advertising modeling etc. The job opportunities are available in product advertising, live fashion shows, music videos, in garment fairs and acting in television programs or films. Besides models having wide experience in this industry can open school/institution for imparting training to aspiring models. Experienced models also can set up model coordinating agency for providing opportunities to aspiring models. Institutes There are several modeling agencies in India that can give a good break to start the career in modeling. Some of the popular modeling agencies in India are Face 1, Mumbai; Ozone Models Management, Mumbai; Mayros Management Services, Mumbai; Catwalk, New Delhi; Platinum Models, New Delhi; Glitz, New Delhi.

E. Dubbing

Dubbing is the post-production process of recording and replacing voices on a motion picture or television soundtrack subsequent to the original shooting. The term most commonly refers to the substitution of the voices of the actors shown on the screen by those of different performers, who may be speaking a different language. Not only can dubbing be used to perfect audio sounds, but it is also used as one of the two major forms of "language transfer" In this case, dubbing becomes the replacement of the dialogue and narration of the foreign language, into the language of the viewing audience.

F. Printing

If you are mechanically-minded, practical and like hands-on work in a creative environment, then printing is for you. You will utilise a sophisticated range of computer-managed printing machinery to print everything from books, brochures, newspapers, magazines, food and product packaging - practically anything you can think of. There are many types of printing processes depending on the sort of final product your employer's business produces. • Some businesses specialize in color magazines, brochures, posters and so on. • Other manufacture labels for foodstuffs, bottles, clothing and ticketing. • Some produce specialised items such as chip packets, frozen food wrapping and CD labels.

All of these different processes require different types of equipment. Most modern printing equipment is highly computer controlled, so the work is clean and able to be quality-controlled to a high degree. One will learn how to determine the type of paper or material that will be printed on, how to achieve the exact colour mixes required by the customer, how to produce the most accurate printing and how to use and maintain your equipment. Most printers begin their career with an apprenticeship leading to a Certificate IV in Printing & Graphic Arts.



Role of Advertising Account Executives

The Account Executive (also known as an AE) in an advertising agency is often referred to as the "middle man" between the client and the creative department. This is quite the understatement, as a great account executive is the glue that holds the entire project together. Account executives might focus on a single client or work on behalf of several at once. To ensure client requirements are met, account executives need to work closely with colleagues, including media planners and buyers, copywriters, designers and administrative staff. Advertising account executives work within advertising or multi-service agencies, acting as a link between clients and the agency. They are responsible for the coordination of advertising campaigns and therefore communicating clearly to all those involved. They must understand their clients' needs and objectives and liaise closely with them throughout campaigns, often on a daily basis. They manage administrative and campaign work and ensure that advertising projects are completed on time and on budget. From the time a client initiates a request from the ad agency, up until that campaign is live and the results are being collated, the account executive facilitates the exchange of information between the agency and the client. The role of Advertising Account Executive can involve handling multiple accounts and the hours can be long in a competitive environment. Advertising account executives usually report to an account manager. The typical duties of an advertising account executive include:

Meeting with clients often to discuss current and future projects with the advertising agency

- Writing creative briefs for the creative director and his/her department
- Formulating advertising and marketing strategies
- Defining advertising budgets for the client
- Presenting findings of client meetings to the agency
- Presenting creative work to the client, including new business pitches

Day-to-day administration duties and tasks

Writing detailed reports for the client and the agency

- Organizing and leading focus groups and brainstorming sessions

Topmost Advertising Agencies and the Famous Advertisements Designed by them

1. Ogilvy and Mather Limited is a renowned international advertising marketing and public relations agency with head office in Manhattan, US. It operates 450 offices in 120 countries with approximately 18,000 employees. In India, it's a number one advertising company which is headed by Mr. Piyush Pandey as an executive Chairman. Famous Google India advertisement (about separation of two childhood friends due to India-Pakistan partition) is created by this company. Site: www.ogilvy.com
2. JWT India: JWT (J. Walter Thompson) is a 150-year-old marketing communications brand from US. With headquarters in New York and more than 200 offices in over 90 countries. JWT and its network of nearly 10,000 marketing professionals has a significant and influential presence in the global advertising landscape. In India is headed by Mr. Colvyn Harris (CEO). It's second largest Indian advertising agency.
3. Mudra communications Pvt. Ltd: also known as Mudra India is an advertising, communications and brand management company in India. It is India's third largest advertising agency which is headed by Mr. Madhukar Kamath as CEO and MD. The company has successfully conducted advertising Bazaar. Site: www.ddudragroup.com.
4. Lowe Lintas and Partners: is headquartered in Mumbai and is headed by Chairman and Chief Creative officer, R. Balakrishnan (Balki); and Chief Executive officer, Joseph George (Joe). The agency has a brilliant talent pool of over 750 people across seven divisions and nine cities all over India to manage its 250+ clients. The company is one of the largest and most storied communication groups.
5. FCB-ULKA advertising Pvt. Ltd.: Ulka Advertising was founded on February 1, 1961 by Bal and Ann Mandkur. The company recently completed its 50 years (which included FCB acquiring 51% stake in 1997, and Draftfcba acquiring the remaining 49% in 2007) and seems a good time to take stock of the accomplishments of the agency and the road ahead. site: www.draftcbulka.in/



Below are few other Advertising Company in India that are well renowned for their work and doing pretty well Ad Business:

6. Rediffusion DY&R Pvt. Ltd.

7. RK Swamy BBDO Pvt. Ltd.

8. McCann-Ericsson India Pvt. Ltd.

9. Leo Burnett.

(source: <http://www.bestwebsiteinindia.com/blog/top-5-advertising-agency-in-india/>)



THANK YOU