
UNIT 18 ADVERTISING AND PUBLICITY

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18.0 OBJECTIVES

After studying this unit, you should be able to:

- define advertising;
- state the objectives of advertising;
- explain various institutions of advertising in India;
- identify various decisions to be taken for an advertising program;
- describe various factors that determine the choice of media for advertising;
- define publicity and differentiate it from advertising;
- narrate various means of generating publicity; and
- explain the meaning of public relation

18.1 INTRODUCTION

As discussed earlier in the block, promotion mix is the fourth component of Marketing Mix and plays a significant role in making a marketing program to achieve its desired

goal. The promotion mix includes advertising, sales promotion, publicity and personal selling. Each of these tools is used in different stages of a brand's life cycle in different proportions to aid the success of the product offering. You have already studied Personal Selling and Sales Promotion in the previous unit. We intend to cover advertising and publicity in this unit of study. You will study what really advertising means and how different it is from the publicity. You will also learn about the key decisions you should take as a manager while designing an advertising program for your firm. We will also cover the issues and role of publicity as a potential and strategic tool for brand promotion in Indian context.

18.2 MEANING, OBJECTIVE AND ROLE OF ADVERTISING

Advertising is the poetry of marketing. In this section we are going to discuss about various definitions of advertising, their relevant meaning, objective and function of advertising.

18.2.1 The Meaning of Advertising

The word advertising has been derived from the Latin word "Advert ere" which means to turn (the mind) to. Broadly speaking, advertising does turn the attention of people to a commodity or service. One of the earliest attempts in defining advertising was as follows: "The dissemination (spreading) of information concerning a product, service or idea to compel action in accordance with the intent of the advertiser".

This definition could include persuasive selling through personal communication. It was, therefore, considered necessary to avoid this overlap. The American Marketing Association defined advertising as "any paid form of non personal persuasion and promotion of ideas, goods or services, by an identified sponsor". So advertising is a paid, non personal (mass) communication with an identified sponsor with two distinct goals of informing (for persuasion and influence) people (communication goal) and increasing sales (sales goal). Rephrasing this definition we might say that following are some of the key features of advertising:

1. Advertising is a form of communication for which payment has been made to the media composite which has carried the communication. When there is no direct payment or no payment, it is called publicity
2. The communication process is non personal as nobody has personally conveyed the message i.e there is no personal contact between the sender and the receiver of the message. When a retail salesman speaks to us in the sales counter, we can call it as personal selling as there is direct interaction between the receiver (buyer) and the sender (the salesman)
3. The presentation of the message is for promoting ideas, places, concepts, people, parties, goods, services, organizations to create awareness and assist in the process of consumer decision making. The awareness may lead to persuasion and hence the consumer may be triggered to take a decision about buying the product or service being advertised.
4. The sponsor is identified in the advertisement either in the form of the brand name or in the form of the company which produces it. This is relevant as the ownership of message communicated rests with the sender. If the sponsor is not identified then the objective of the message will be lost as the potential buyer is not sure where to search for further information in the form of enquiry or to go for a consumption choice.

The theory of advertising says that most contacts with consumers or end users, which are individually relatively low in value, must inevitably be handled by indirect means. Of these the main process used to talk to consumers is advertising. Farris and Buzzell concluded that advertising/ promotion ratios are higher where

- The product is standardized, rather than produced to order
- There are many end users (almost all households)
- The typical purchase amount is small
- Sales are made through channel intermediaries rather than the direct to users

Check Your Progress A

1. Define advertising
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2. What are the main features of advertising?
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3. Select any five TV advertising campaigns and identify the following in each case
 - a. Target audience
 - b. Sponsor
 - c. The advertising agency
 - d. Various media through which it comes
 - e. The message it wants to give to the audience

18.2.2 Objectives of Advertising

Advertising is a method of communication with a specified objective. The objectives of advertising as explained before are grouped as sales objectives (measured in terms of increase in sales, increase in market share and return on investment) and communication objectives. The communication objectives of advertising can be grouped into the following

- *Building awareness (informing)*: The first task of any advertising is to make the audience appreciate that the product or service exists and to explain exactly what it is
- *Creating favorable attitude (persuasion)*: The next stage and the one that preoccupies most advertisers, is to create the favorable attitude to the brand which will eventually lead the consumers to switch their purchasing pattern
- *Maintenance of Loyalty (reinforcement)*: One of the tasks which is often forgotten is that of maintaining loyalty of existing customers who will almost always represent the main source of future sales.

There are various theories of advertising explaining the communication objectives. We will discuss few important ones here. One of the earliest models of advertising effectiveness measurement revolves around what communication goals marketers set for a campaign, known as the **AIDA model**. It proposes that the effect is the action

into which a potential customer is induced as result of advertising. The sequence operates in the following fashion in a hierarchical manner within potential customers.

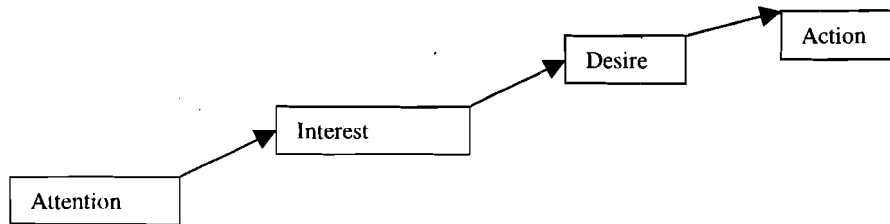


Fig. 18.1: AIDA Model

This model highlights the importance of attracting the attention of the prospects and creating interest through the advertising messages and its presentation. The desire to obtain advertised goods/services may be generated to various degrees among different prospects because of advertising. The final stage of action will depend not only on the determination of the prospect but also on other factors, such as availability, which is a function of distribution and logistics.

Lavidge and Steiner propound the second model. This gives much importance to the cognitive evaluations. With an increase in competition and an enhancement in discerning abilities of potential buyers and users, information would play a greater role. The persuasive power of advertising could in itself be a function of the information content. This model takes the competition in to account. This competition arises between brands of a product and between substitutive product categories also as perceived by prospects constituting the target audience. The stage of liking following those of awareness and knowledge may refer to the advertising, thus emphasizing the creative aspects. Preference for the product or the brand may be the combined effect of product characteristics and their relevance to the target audience and of advertising.

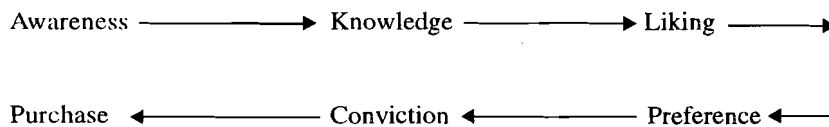


Fig. 18.2: Lavidge & Steiner Model

Rogers propounded the third model, which is known as Innovation -Adoption Model. This model has relevance to new product introductions and is particularly useful for adoption of non-commercial services or practices in developing countries. The stages of evaluation and trial before adoption (or purchase) are considered significant in the design of advertising program. The decision in favor of making an evaluation is likely to be influenced by information available from various sources including advertising. Evaluation constitutes a major step towards the adoption of the product or service.

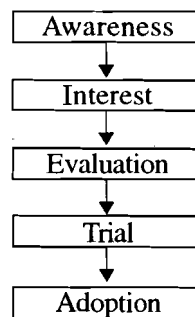


Fig. 18.3: Innovation & Adoption Model

There are general objectives of advertising that covers goals like encouraging increased consumption of a product by current users, generating more sales leads, increasing brand awareness, increasing repeat purchases and supporting the personal selling efforts. Some of the broad advertising goals are explained below.

1. **Launch of New Products and Services:** In a saturated market, the introduction of new products and brands can give the seller a tremendous opportunity for increasing his sales. In the case of innovative products (totally new to the market) such as Laptop Computers, a great deal of advertising has to be done over an extended period of time to make people aware of "What the product is" and "What it does" and "How the customers would find it useful". In addition, the advertisement also carries information about the availability of the product and facilities for demonstration/trial etc. Similarly new brands of existing product categories are also promoted quite aggressively. Two recent examples are the launching of "Pepsi Blue" soft drink during the cricket world cup and launch of "Mountain Dew" in subsequent period.
2. **Expansion of the Market to Include the New Users:** Advertising can be used to tap a new segment of the market, hitherto left unexplored. For example TV and Video Camera manufacturers who have been concentrating on domestic users and professionals can direct their advertising to the government institutions and large organization for closed circuit TV networks, security systems and educational purposes. Another way of expanding the consumer base is to promote new uses of the product. For example, Johnson's baby oil and baby cream were originally targeted to mothers. The same products have now been directed towards the adult market for their personal use. Similarly, Milkmaid was originally promoted as a substitute for milk. It is now being advertised as an ingredient for making sweet dishes and also as a sandwich spread for children.
3. **Announcement of a Product Modification:** For such advertising, generally, the terms "new", "improved", "Excel" etc. are used as prefixes to the brand name. For example, "Surf Excel" gives the impression of an advanced detergent powder, although there may be no tangible difference between the earlier brand and the new one. Sometimes a minor packaging change might be perceived by the customer as a modified product e.g. "a new refill pack for Nescafe"
4. **Announcement of a Special Offer:** Because of competition, slack season, declining sales, etc, advertising is used to make a special offer. For example, Colgate Dental Cream campaign about 20% extra was to increase volumes through a sales promotion campaign. Hotels offer special rates during off-season. Similarly many products like room heaters, fans, air-conditioners, etc, offer off-seasons discounts to promote sales.
5. **To Announce Location of Stockiest and Dealers:** To support dealers, to encourage selling of stocks and to urge action on the part of readers, space may be taken to list the names and addresses of stockiest and dealers.
6. **To Educate Customers:** Advertising of this type is "informative" rather than "persuasive". This technique can be used to inform new users about a well-established product. It can also be used to educate the people about an improved product e.g. Pearl Pet odor free jars and bottles. Sometimes societal advertising is used to educate people on the usefulness or harmful effects of certain products. For example, campaigns against unsafe sex and AIDS are sponsored by government and voluntary agencies. Similarly, advertisements discourage the consumption of liquor and drugs.
7. **Reminder Campaigns:** This type of advertising is useful for products, which have a high rate of repeat purchase, or those products, which are bought frequently e.g. blades, cigarettes, soft drinks, etc. The advertisement is aimed at reminding the customer to ask for the same brand again. The campaign of "Dil

Maange More” during television breaks of cricket matches is to have a top of mind recall.

8. **To Seek Dealer Cooperation and Motivation:** A successful retail trader depends upon quick turnover so that his capital can be reused as many times as possible. Dealer support is critical, particularly for those who have limited shelf space for a wide variety of products. Advertisers send “display” material to dealers for their shops, apart from helping the retailer with local advertising.
9. **To Create Brand Preference:** This type of advertising does two things: (i) It creates a brand image or personality (ii) It tells the target audience why Brand X is better than Brand Y. In this type of advertisement, the product or brand acquires a ‘personality’ associated with the user, which gives the brand a distinctive ‘image’. The second type of advertising also known as ‘comparative advertising’ takes the form of comparison between two brands and proves why one brand is superior to the other.
10. **Other Kind of Advertising Objectives:** Advertising also helps to boost the morale of sales people in the company. It pleases sales people to see large advertisements of their company and its products, and they often boast about it. Other uses of advertising could include recruiting staff and attracting investors through “Public Issue” advertisements announcing the allotment of shares etc.

18.2.3 The Role of Advertising

Advertising plays a great role in marketing. The significance of advertising is felt by looking at the amount of money that is being spent for promoting products, services, ideas, concepts and personalities all across the world. It is an all-pervasive fact for many growing communities. It bears a consequence to both the audience and the user of the advertised products. The economic and social impact has far-reaching consequences than the return on investment model used to calculate the value of advertising in strict economic sense.

There are various products available in the market in different categories and different brands with varied proposition in the same category. So it is necessary to provide information to consumers about the products. Advertising plays this communicator role to the consumers. As the economy becomes more complex and dimensions of competition undergoes change, advertising’s role changes and has a strategic significance in developed economies. Advertising plays a major role in connecting the manufacturer to the consumer in providing services and new product ideas from producers to consumers. Advertising is a reminder to the existing customers and it aims at cultivating new prospects also. So it is perceived as an effective medium with the target audience.

The hierarchal structure of need theories propose that consumers do not pursue the same kind of need at all times and they need persuasion to move from the level of ‘need’ to a state of ‘motive’. Motives are goal directed actions that consumers take. Advertising plays the role of persuader to the consumers. In modern marketing, the role of marketing is not confined to only information dissemination function. The consumer should be aware of the advertiser’s persuasive interest no matter how restrained or informative the message may be.

As more and more consumers start using the product, advertising expands the market and hence the industry, leading to growth in the over all economic environment. It also helps in developing new market segments and identifying buyers for new products. Companies with high research and development costs always expect the advertising to play a greater role in disseminating the new product information to a large number of audience so that the investment can be ploughed to the organization’s future operations.

Advertising plays the role of a motivator and de-motivator also in social advertising. In the anti smoking campaign and anti AIDS campaign it de-motivates people to have these practices where as in family planning campaigns, advertising motivates people to take the planned family concept. Therefore, advertising plays the role of a vehicle to bring desired social changes.

18.2.4 Criticism of Advertising

Advertising is not free from criticism and many people feel that advertising is a waste of money, which subsequently is transferred to the consumer leading to a high cost for the advertised product. Following are the criticism of advertising.

1. ***Most Advertising is in Bad Taste:*** If advertisements speak the truth, then we Indians smell worse, suffer from dandruff, colds, indigestion and bad teeth, more than any other people in the world suffer. Movie advertisements are considered repulsive by even the most liberal people. Advertisements are noisy, ill timed and sometimes even stupid.
2. ***Advertising Insults Consumer Intelligence:*** When an advertisement claims, that Brand X tyre gives more mileage; it does not say more mileage than what do. The claim is indefinite. Most people do not like being talked down to. For example an advertisement which begins with "Did you know..." is not well received by many people.
3. ***Advertising Appeals Mainly to Emotions:*** It is felt that advertising is less rational, objective, and more emotional. For example, an advertising appeal for an After Shave Lotion states that it makes the user more desirable and attractive to the opposite sex, rather than focusing on the antiseptic value of the lotion or its price.
4. ***Advertising is a Source of Discontent:*** This argument claims that if it were not for advertising we would be less aware of the material things around us in the world and would, therefore, feel more content. For example, a person sees an advertisement for a Yamaha motorcycle. Here his want is not real because it did not originate within him. It becomes a source of discontent for him, because he can never be happy with the moped he presently owns.
5. ***Advertising Influences Media:*** Since advertiser provide a major source of revenue for the media, the media are likely to be influenced by the former. This financial dependence of media on advertisers can curb the freedom and autonomy of the media. With the result, media will disseminate the kind of information the business wants to disseminate rather than provide information in line with public interest.
6. Some other economic objections are as follows:
 - i. ***Advertising is not Productive:*** Advertising does not produce any tangible goods
 - ii. ***Advertising Increases Cost:*** Since the price of a product also includes the expenditure on advertising, the consumer tends to pay a higher price.
 - iii. ***Advertising Leads to Monopoly:*** Advertising usually lays emphasis on brands. This emphasis makes the consumer a slave of a particular brand. Therefore, existing large producers tend to block new competitors from entering the market, by creating a high degree of brand loyalty through advertising.
 - iv. ***Advertising Multiplies Needs and Wants:*** It takes business from one concern and gives it to another. For example, people today are familiar with soap, toothpaste, talcum powder. When a new kind of talcum powder is introduced, advertising will only help to shift demand from one product to another.

Advertising has also a brighter side and you as a manager are free to weigh the pros and cons of advertising before taking a decision for developing a campaign and its overall impact on the society.

1. **Benefits to Producers:** Advertising is beneficial to producers in the following respects:
 - i. It leads to an increase in sales volume. This increase in sales volume leads to a higher rate of production, which in turn may lead to economies of scale resulting in a lower cost per unit. Further, in the absence of advertising, the company would be spending more money on other expensive means of promotions such as personal selling and sales promotion.
 - ii. Advertising helps in easy introduction of products in the market.
 - iii. It helps to establish direct contact between manufacturers and customers
2. **Benefits to the Middlemen:** Middlemen, particularly wholesalers and retailers derive the following benefits from advertising:
 - i. It is easier for them to sell products because consumers are aware of the product and its quality through advertising.
 - ii. The product reputation which is created through advertising is shared by wholesalers and retailers alike.
 - iii. It enables wholesalers and retailers to acquire product information.
3. **Benefits to Customers:** Advertising is beneficial to customers in the following aspects:
 - i. Advertising stresses quality and very often prices. This forms an indirect guarantee to customers. Furthermore large scale production assured by advertising enables the seller to reduce the production cost and sell the product at a lower price.
 - ii. It helps the customers to know where and when the products are available. This reduces their shopping time.
 - iii. It produces an opportunity to customers to compare the merits and demerits of various substitute products.
 - iv. Modern advertisements are highly informative. It is perhaps the only means through which consumers come to know about varied and new uses of products.
4. **Benefits to the Community:** Community as a whole also derives the following benefits:
 - i. Advertising leads to large-scale production, thus creating more employment opportunities. It assures employment opportunities to advertising professionals i.e. artists, copywriters etc.
 - ii. It starts a process of creating more wants and their satisfaction, resulting in a higher standard of living. Advertising has made more popular and universal a number of inventions such as automobiles, radios, TVs and other household appliances.
 - iii. Newspapers would not have become so cheap and popular if there had been no advertisements. It is the advertising revenue that makes newspapers thrive.
 - iv. Advertising need not necessarily lead to a monopoly. It is quite possible that new entrants with better and newer products have a better chance of acceptance by the consumers.

18.3 MAJOR INSTITUTIONS IN ADVERTISING

There are five parties involved in an advertising process as explained in the Figure 18.4. They are 1) advertiser 2) advertising agency 3) support organization 4) media and 5) target audience(consumer)

- 1) **Advertisers:** These are the persons/organizations who sponsor the campaign. They may be producers, retailers, wholesalers, service organizations, labor unions, schools, government, politicians, individuals and many more. Advertisers, in short, are people or organizations who pay the bills or the money required for advertising.
- 2) **Advertising Agencies:** These are independent business organizations that develop, prepare and place advertisements in media for clients who want to communicate to customers about their goods or services. Advertising agencies offer potential advertisers (clients) a variety of specialized service, which result in a finished advertisement. Such services include the following
 - i. **Copy Writing:** This refers to the written part of a print advertisement, including the headline, slogan and detailed description of product attributes wherever required. In broadcast media, the equivalent of this is called script-writing.
 - ii. **Advertising Art:** Refers to illustrations, drawings, photographs or other art form required in the finished advertisement.
 - iii. **Media Buying:** Involves specialists who negotiate rates with different media and gather other relevant information for buying space and/or time in suitable media.
 - iv. **Client Servicing:** An executive of the agency is assigned exclusively for handling a particular client. He/She is the connecting link between the client and the creative department in the agency.
 - v. **Other Services:** Include research, public relations and merchandising on behalf of the client
- 3) **Support Organizations:** Modern advertising calls for specialists not employed by either the advertiser (client) or the advertising agency. These consist of casting specialists, cinematographers, film/tape editors, photographers, music and sound effect experts. Thus, a lot of outside help is required by the agency to produce a good advertisement. In addition, research has become a very important input for most advertising decisions, particularly to find out consumer attitudes, behaviors and profiles. It may not be possible for the agency or the client to carry out this function by themselves. Therefore, they hire the services of outside experts. All such organizations are known as support organizations.
- 4) **Media:** Advertising is a non-personal form of communication through a paid media. So media plays a crucial role. As such, advertisement needs a channel through which the message can be conveyed to intended target audience. This channel is called a medium. Various types of media commonly used are newspapers, magazines, radio, television, hoarding, cinema slides, moving vehicles, etc.
- 5) **Consumers:** These are the people whom the advertiser is trying to reach with his message. However the correct term to use would be target audience.

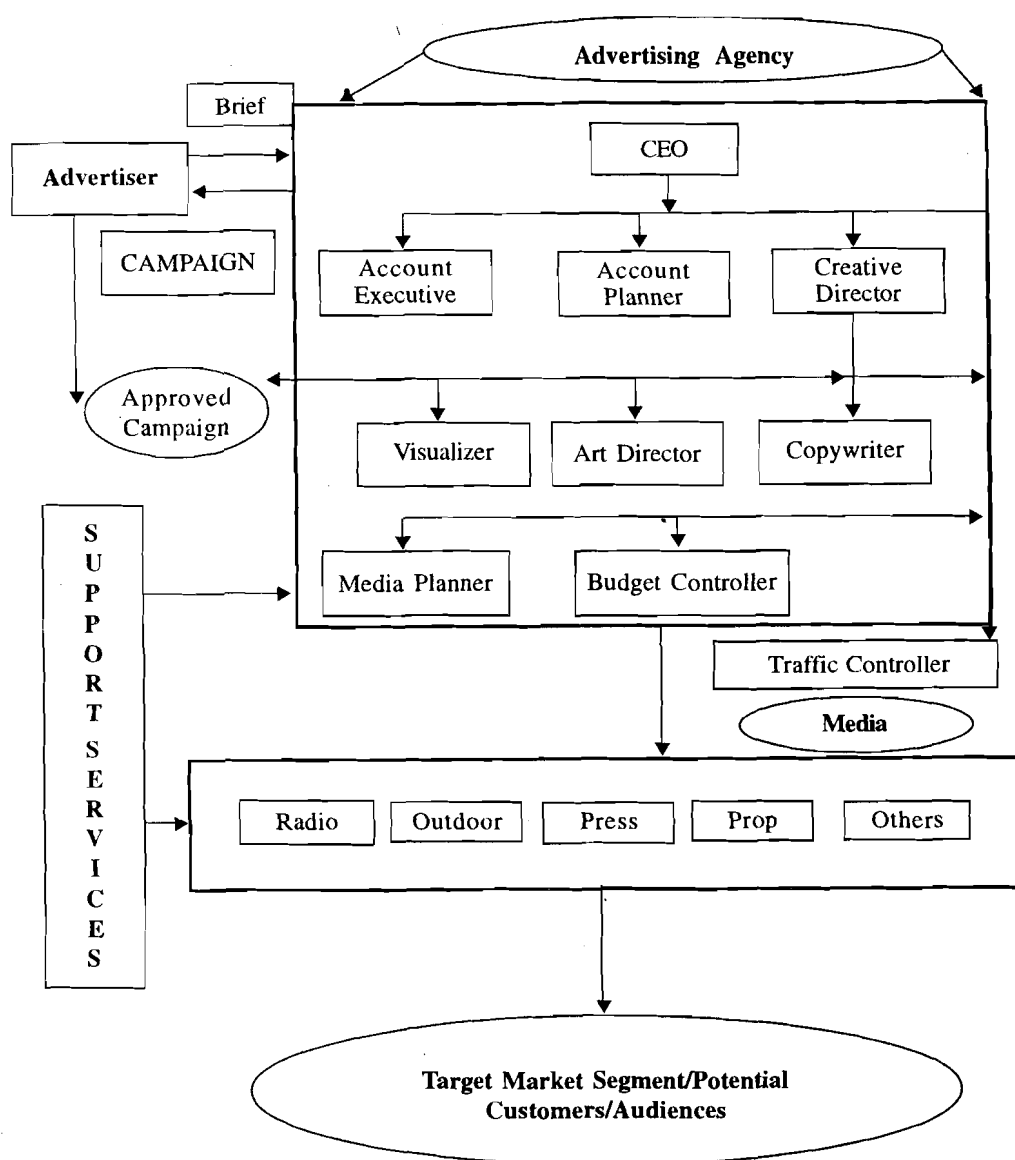


Fig. 18.4: Major Institutions in Advertising

Check Your Progress B

- Advertising is said to be a 'force' which moves people up a series of steps indicating their readiness to buy. List out these steps from the advertising theory explained in this unit.

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- State some of the major objections against advertising.

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- Name important parties involved in the business of advertising.

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4. State whether the following statement are true or false:
- Advertising is non paid form of communication.
 - Advertising is transmitted in mass communication media, not by individual sales people
 - A series of advertisements with a common objective is called a campaign
 - A Copy refers to the written part of a print advertisement, including the headline, slogan and detailed description of product attributes wherever required.
 - Advertising always adds up to the product cost.

18.4 ADVERTISING PROCESS AND DECISIONS

Developing an effective advertising campaign requires a stream of interconnected decisions on such matters as objective setting, budget setting, media decisions as well as decisions on strong creative strategy. Following are the decisions that you should take while designing an advertising programme:

- Mission (Objective) Decision
- Money and Budget Decision
- Message Decision
- Media Decision
- Measurement of Effectiveness Decision

18.4.1 Mission (Objective) Decision

This is the first decision in any advertising campaign. This should emanate from the over all promotion objective set for the firm. The objectives of advertising are briefly explained in the beginning of the unit. The sales objectives and communication objectives are set by the marketer, which lead to the next stage of decision.

18.4.2 Money and Budget Decision

There are various methods of deciding on advertising budget. This decision will be largely influenced by the objective that we set for the campaign. For example if there is a new product launch then the advertising campaign will have to be high where as for launching a repeat campaign one would like to spend less. The most commonly used advertising budgeting method include

1. **Percentage of Sales Volume:** The percentage is worked out on the basis of a firm's historical budget, industry norms or on the basis of the prevailing market conditions. If the market has started an upward trend then one percent extra amount will be put for advertising budget. Following this method without considering market conditions may create problem. If the firm's market share is on downward trend then the firm may decide to increase the advertising budget. If the product is in the disinvestment stage, then disinvestment may be an option. In such a case only marginal advertising budget is sufficient to clear the stock. If the firm realizes that at the decline stage the competitors are moving out then the firm can decide to take the leadership position through aggressive advertising.
2. **Unit of Sale Method:** Consumer durable firms make use of this method as a variant on sales percentage. While it mostly works out same as a sales percentage, here the firm puts an amount of advertising expenses on the unit as add on.

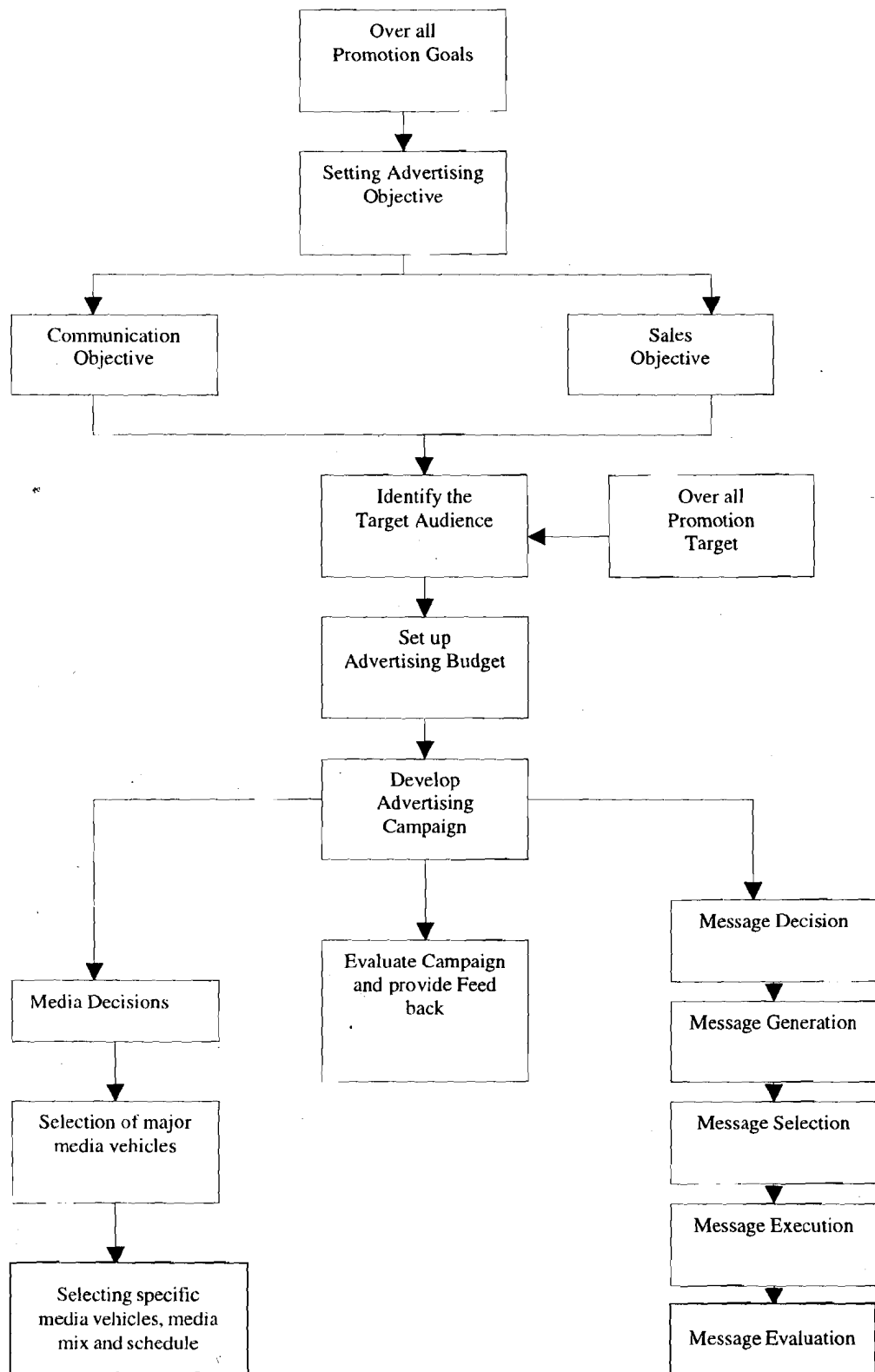


Fig. 18.5: The Advertising Management Process

3. **Competitive Parity Method:** Competitive information regarding their sales, distribution pattern and advertising must be carefully studied by the firm. It will provide the correlation between the competitive sales and advertising effort. Depending on the firm's strategy of increasing market share or steadying the share, decision can be made to have a bigger or smaller budget than competition.

Instead of reacting to competitor advertising results, firms can be proactive in their approach by planning their own goals of marketing and then the advertising budget will emerge.

4. **Historical Method:** In this method last year's advertising budget is adopted for the year with a view that practically no change has taken place in the market and market growth is slow, which does not justify any addition to the budget. Last year's budget could be multiplied by a factor to cover media rate increase.
5. **Affordability Method:** Some firms believe that advertising is tactical and not strategic and hence does not need much attention. These kinds of firms follow a method of affordability and spend what is left after managing the details of the official expenses involved in paying to the factors of production.
6. **Total Group Budget:** In case of multi location and multi product line firms , a total amount is decided for advertising and each strategic business unit receives a share according to their needs. This method helps the group to segregate some amount for corporate group advertising for building the image of the organization.
7. **Percentage of Anticipated Turnover:** This method is useful in dynamic markets and budget can be fixed on the estimated demand pattern.
8. **Elasticity Method:** This method takes into account the seasonality of business and the periodicity in the purchase cycle of consumers into consideration. This method takes into consideration the demand and supply situation and is more used in industrial products.
9. **Operational Modeling:** Market research gives advertising expenses, market response and sales per advertising figures and the modeling is done to explain the budget.
10. **Composite Method:** This method takes into consideration several factors in formulating the advertising budget which include indices like firm's past sales, future sales projection, production capacity, market environment, sales problems, efficiency level of sales personnel, seasonality of the market, regional considerations, changing media scenario and changing media impact on the target market segment, market trends and results of earlier advertising and marketing program.
11. **Objective and Task Method:** Marketing people follow this method more often as this is a scientific method where the advertising goals are explicitly stated and the cost to achieve the target is also spelt out. Taking each activity like increasing geographic sales area, increasing market awareness by a certain percentage over the figure obtained from the brand tracking study, they add up the amounts needed for each activity. We can illustrate the process as below:
 - i) **Establish the Market Share Goal:** Let us say the company estimates 50 million potential users and sets a target of attracting 8 percent of the market i.e. four million users.
 - ii) **Determine the Percentage of the Market that should be Reached by Advertising:** The advertiser hopes to reach 80% (40 million prospects) with the advertising budget.
 - iii) **Determine the Percentage of Aware Prospects that should be Persuaded to Try the Brand:** The advertiser would be pleased if 25 per cent of aware prospects (10 million) tried the brand. This is because it estimates that 40% of all triers or 4 million people would become loyal users. This is called the *Market Goal*.
 - iv) **Determine the Number of Advertising Impressions per 1 per cent of Trial Rate:** The advertiser estimates that 40 advertising impressions (exposures) for every 1 per cent population would bring about a 25% trial rate.

- v) **Determine the Number of Gross Rating Points that would have to be Purchased:** A Gross Rating Point is one exposure to 1 per cent of the target population. Because the company wants to achieve 40 exposures to 80% of the population, it will want to buy 3,200 gross rating points
- vi) **Determine the Necessary Advertising Budget on the Basis of Average Cost of Buying a Gross Rating Point.** To expose 1 per cent of the target population to one impressions costs an average of Rs. 3277. Therefore, 3,200 gross rating points would cost Rs. 10,486,400 in the introductory year.

18.4.3 Message Decision

The generation of ideas and the development of the advertising message or concept make up the creative process. Advertising copy writers, art directors, and other creative people are responsible for the task of answering two questions “**What to say**” and “**How to say it**”. These questions reflect the two basic parts of the creative strategy. Advertising copywriters, art directors and other creative people are responsible for answering the above two questions.

What to Say? (Appeal)

The central idea of an advertising message is referred to as the advertising appeal. The purpose of the advertising appeal is to inform the potential customers what the product offers and why the product is or should be appealing to them. When the same advertising appeal is used in several different advertisements to provide continuity in an advertising campaign, it is called as advertising theme. LG Electronic uses the theme of health in all its product category to appeal to the customers.

How to Say? (Execution of an Appeal)

Even when the creative head has an important and meaningful message to relate, its effect can be lost if it is not presented in the right way and in the right context. Marketing Research helps in this regard. Consumer research can give leads to the creative people to develop themes and execution styles. How to say something is more important than what to say. The characters delivering the message, the emotional tone, the situation in which the action is executed, all of them combined should create proper effect on the customers for a desired outcome. How an advertisement says something is its creative platform or execution format. The media in which the message will be executed influence the creative platform. By analyzing the major creative platforms used in advertising, especially television commercials, we can identify the details of a creative platform that include storyline, product use and problem solution, slice of life, demonstration, testimonial and spokesperson, life style, still life, association, montage and jingle

1. *The storyline* creative platform gives a historical sketch or tells a story about the product. In television commercials that use storyline creative platform, an unseen announcer (called voice flying over) often narrates a story with a recognized beginning, middle and end. Copywriters attempt to make the product the hero in the storyline.
2. *Product Use and Problem Solution* is another creative platform. Straightforward discussion of a product’s uses, attributes, benefits or availability is frequently utilized in advertising. A Unique Selling Proposition (USP) or a combination of Extra Value Proposition (EVP) is the central focus in such kind of advertisements. The Pepsodent campaign talks about how the brand can help in gum and teeth protection. Medicines always advertise on such platforms.
3. *The Slice of Life* dramatizes a typical setting wherein people use the product being advertised. Most of these commercials center on a person, household or business situation. For example Lolitaji of Surf was a revolutionary character

reflecting the Indian middle class housewife. This kind of commercial begins just before a character discovers an answer to a problem. Whether the trouble is tooth decay, dandruff, bad breath, over weight, sexual weakness emotions run very high in these commercials. The product is then introduced and recommended and the character on the screen gives a try for the product. Just before the end of the campaign, the story talks about how happy/successful the person is after the use of the product. For example, Tiku Talsania in the Vicks Action 500 campaign talks about congestion and then uses the product to get an instant relief.

4. *Demonstration* is a creative platform where a clear-cut example of a product's superiority or enhanced consumer benefit is presented. For example, the latest campaign of LG television, which shows the extra amount of sound that the new television can give, compared to others also shows about the demonstration effect. The Fevicol campaign in which the chicken gives an egg, which cannot be broken as the chicken, was taking food in the Fevicol pack is a demonstration of the superior product quality of the brand as an adhesive. Unusual situations or a bit of fantasy can draw attention to product benefits. Many demonstrations occur in infomercials. These are television commercials, usually thirty minutes long and have the appearance of a regular programs such as khana khazana or jindegai hai safar suhana in cable networks. The product or service is repeatedly demonstrated in the infomercial.
5. *Comparative advertising* as a platform directly contrasts one brand of a product with another. This is one form of demonstration advertising. The sponsor's product is shown as superior to other brands. An advertisement of Rin soap in comparison with available detergent (like Nirma) is an example. The famous campaign of Captain Cook salt in comparison to Tata salt is also another example.
6. *Testimonial Evidence and Endorsements* show a person, usually a prominent film or sport personality making a statement establishing that he or she owns, uses or supports the brand advertised. The idea is that people who identify with the celebrity will want to be like that person and use the same product. Alternatively, the advertiser hopes that the audience will see the endorser as an honest person or role model who will not lend his name to a product unless the product in itself is good. Amitabh Bachan for Parker Pen, Pepsi, Saharukh Khan for Santro, Top Ramen smoodles, Pepsi and Sachin Tendulkar for TVS Victor, Pepsi, MRF tires and many endorse the products. A variation to the testimonial appeal is the use of the spokesperson. The spokesperson represents the company and addresses the audience directly urging them to buy the company's products. We have seen this kind of advertisements in Eureka Forbes Campaign where Nitish Bhardwaj speaks on behalf of the company to buy its products by enacting the role of a salesperson.
7. *Life style* is the most commonly used platform for advertising many durable and fashion products. It combines scenes and sequences intended to reflect a particular target market's life style. Soft drink and fast food advertisements as well as those for many consumer goods frequently show product users in different aspirational life style patterns.
8. *Still Life* creative platform shows the product in a visually attractive setting. The product or package is the focal point of the advertisement. Reminder and repetitive advertisements often use a still life creative platform because the most important objective of the message is to reinforce the brand name. Tata Tetley uses this platform to reflect the special class of its product.
9. *The Association* creative platform concentrates on an analogy or other relationship to convey its message. This often borrows interest from another,

more exciting product or situation. Thrilling activities and scenes of marvel are used as an association with the product. The advertisements of Bajaj scooters and ThumsUp campaign show such kind of associations. Fantasy is a special associative creative approach. The advertisements of MRF tires with the unidentified flying objects for its Zigma Radial tires are examples of use of fantasy. The fantasy appeal seeks to associate products not merely with a glamorous setting but with target market's wildest dreams and hopes. This allows the audience to fantasize about themselves in the position of the famous, rich and adventurous as shown in the advertisements

10. A song or other short verse used in an advertisement as a memory aid is called a *jingle*. The famous jingle of Remo Fernandez as "Yehi hai right choice baby" or "Only Vimal" are examples of musical jingles used in advertising. Commercial jingles have a higher memory value as people use to hum it very often.
11. *Montage* blends a number of situations, demonstrations and other visual effects in to one commercial. The effect may be one of a swirl of colors or an exiting array of possibilities associated with the product usage. Travel advertisements of Goa Tourism Development Corporation can be taken as an example of a montage. Pepsi's generation next campaign also uses montage as a creative platform.
12. *Humor* is also used as an effective creative platform. We have seen campaign of Dabur hajmola candy, Titan watches and BPL mobile on creative platform with humor as a potent storyline. Humor in India is not much used as its acceptance in social setting is not healthy in India.
13. *Fear* is a critical platform, as managers have to be careful in using fear as a creative platform. Research suggest that smaller amount of fear in the storyline does not bring the desired change in the attitude of the people where as excess use of fear creates a self-defensive mechanism among people and hence reduces its effectiveness on people. Therefore, a moderate amount of fear is useful. This is called the "Cap Theory of Fear Research" Life Insurance Corporation, Insurance companies in general, Anti AIDS campaign use fear as a creative platform.
14. *Sex* is also used in advertising as a creative platform. Creative directors were using sex for advertising products related to sexual power enhancing pills and other consumer shy products like condoms, pills and inner garments. Of late the use of sex platform is gaining popularity due to changes in the social setting in our country and hence we see the advertisements of Tuff shoe, MR Coffee, Lee Cooper shoe using sex platform. As every society has its own permissibility limit a manager should be careful while using sex as a platform for advertising.

Other creative platforms include computer graphics and animation, pure product information and emotional platform. Since we have discussed fear, sex, association which are constituent of the emotion domain as creative platform, we conclude the description of the creative platform here.

18.4.4 Media Decision

Media decision involves selection of the communication channel for the message. The media selection strategy must take into account the message the advertiser wishes to transmit, the kind of audience he wants to reach, the desired effect and its nature and the budget to support the media choice. Media choice decision involves two issues viz. *which media or set of media will effectively take the message to the audience and what scheduling of media will neither create a hate for the advertisement and nor will make the audience to forget the message.*

The term medium applied to advertising refers to a channel of communication or a 'vehicle' for carrying the advertiser's message to his target audience. The most brilliant and original advertising ideas will be wasted if they are not presented in the right place, at the right time to the right people at the lowest possible cost. It is interesting to note that the largest part of advertising expenditure goes towards the purchase of advertising media, space and time. The success of an advertisement depends as much on the medium as on the message.

1) Types of Media

Advertising media can be categorized into five broad types: i) Print media, ii) Broadcast media, iii) Direct media, iv) Outdoor media, and v) Interactive media. However, within each of these four categories there will be several classes. For example, print media includes both newspapers and magazines. Under newspapers we might have such classifications as daily newspapers, weekly newspapers, morning newspapers, evening newspapers, and so on. In the case of broadcast media the choice of units is limited to channels or stations. Let us examine various types of media in detail.

i) **Print Media:** Print medium comprises newspapers and magazines. The main difference between newspapers and magazines is the periodicity of their publication. Newspapers are published daily, whereas magazines are published periodically i.e., weekly, fortnightly, monthly, quarterly or biannually. In both cases, however, the message is conveyed through words in print, sometimes along with pictures or photographs. Words in print can be made as attractive, appealing and informative as possible, so also the accompanying picture. But newspapers and magazines have certain distinct features of their own, which are outlined below.

Newspapers: Published in different languages, newspapers are widely and regularly read by the educated public. Reading newspaper is the daily habit of many people in cities and towns and some literate people in the villages. Many have also become accustomed to advertisements in newspapers and look for them as sources of information. The circulation of some of the national dailies in India runs into several million. Newspapers published in regional languages have also wide circulation, sometimes in more than one state. Thus, as a medium of advertising, newspapers reach a very large number of people. Secondly, newspaper advertising is relatively cheaper than other media like radio and television. The space to be used can be decided in accordance with the need and cost involved. Thirdly, newspapers provide the facility of repeating the message every day, if necessary. Besides, in case of urgency there is scope for inserting an advertisement without much loss of time. Finally, it is possible to select a particular newspaper suitable for the audience in view. For national coverage, a newspaper which has nationwide circulation can be selected. For regional coverage, a newspaper published in that regional language can be selected. Since newspapers are read by the general public, they may be used as suitable media for goods of mass consumption. Many people read the newspapers in the morning and put them aside afterwards. So, the life of the advertisement in a newspaper is short.

Magazines: Magazines are also called periodicals as they are published at periodical intervals - weekly, fortnightly, monthly and so on. Different types of magazines are published for different categories of readers. For example, there are popular general magazines containing features articles, news and stories e.g. India Today, Frontline, Dharm Yug, etc.

There are magazines for children (e.g. Target, Chandamama, etc.) which include stories of their interest. There are magazines like Business India, Fortune, Commerce, etc., for businessmen and executives. Similarly, there are

sports magazines (e.g., Sports Week, Sports Star, etc.) women's magazines (e.g. Femina, Women's Era), professional magazines (e.g. Indian Journal of Marketing, Indian Medical Journal, etc.), film magazines (e.g. Star & Style, Filmfare, etc.) and so on.

From the point of view of circulation, magazines are not as widely read as newspapers. On the other hand each magazine has a distinct category of readers. Since magazines are generally read over a period of time, they have longer life than newspapers. Thus, advertisers use magazines as a medium selectively depending on the audience to be reached. For example, medical books, drugs, surgical equipment, medical instruments, etc., are generally advertised in medical journals. Manufacturers of office equipment, computers, etc., advertise their products in business magazines, trade journals, and so on. On the whole, the cost of advertising in magazines is relatively cheaper compared to other media like radio and TV.

However, magazines have certain limitations. One relates to the timing of publication which is periodical. Although the published advertisement has a longer life, they are published periodically and not daily like newspapers. The other limitation is the lack of flexibility in the choice of size and design of the advertisement. The design cannot be changed as quickly as in the case of a newspaper. Moreover, the circulation of a magazine does not always indicate the number of readers or the time devoted by the readers in reading it. A magazine having limited circulation may be read more thoroughly or it may be read by many more persons than another magazine with a large circulation.

ii) **Broadcast Media:** Broadcasting as a medium of advertising has become very popular and important. Broadcast media includes Radio and Television. Radio is simply an audio medium while TV is an audio-visual medium.

Radio broadcasting as a medium of advertising has become increasingly popular in India due to the availability of radio sets at prices which people of low income can also afford. In India radio sets are owned by a large number of population. Thus, advertisement appeals can reach the general public in different parts of the country very conveniently through radio broadcasts. In India advertisements are broadcast by the All India Radio (Vividh Bharti Programme) in specified channels. Radio Pakistan and Radio Ceylon also broadcast the advertisements for Indian population. As a mass medium, radio broadcasting is well suited for various consumer goods having a mass appeal such as movies, electric fans, refrigerators, sewing machines, leather goods, travelling bags, etc. The advantage of radio advertising is that, being an audio medium, it does not require education to receive the message. The listeners need not be literates. Besides, the message which is orally communicated may be more impressive than the message in print. The limitations of radio advertising are: 1) it is more expensive than press advertising, 2) the life of the advertisement is very short, and 3) it is difficult to remember the message in detail.

Television as a medium of mass communication has significantly increased in India over the last 15 years. But its importance as a medium of advertising has grown with the use of satellite transmission and establishment of more relay stations to cover the remote parts of the country. Individuals who cannot afford to buy TV sets are able to watch TV programmes in community centres and public places. Use of television for advertising is increasing in recent times due to its extensive coverage and the impact of visual communication on the viewers. Its combination of sound, vision and movement permits the use of advertisement to demonstrate the product and its advantages. For this reason this medium is more effective than the press and radio. The major limitation of this medium is the heavy cost of advertising, particularly for advertisement

before or after popular programme, known as prime time. Hence, only the large enterprises are in a position to make use of this medium. Another limitation is that the duration of a commercial advertisement is only for a few seconds. Also viewers often find it difficult to assimilate a large number of advertisements within a short span of time.

iii) **Direct Media:** Direct response advertising is a type of interactive promotion that solicits a direct response from the prospect (target audience) without intervention of a third party. It is a two way communication between the advertiser and the target audience. Direct advertising media are the channels through which advertisers communicate directly with the target audience. Major direct media are direct mail and advertising specialties.

Direct Mail: Sending personalized letters by post to the prospective customers is a method of advertising, which often pays. These communications are mostly in the form of circulars and sometimes accompanied by catalogues or price lists. The idea behind mailing circulars is to approach the customers directly with the advertising message and to arouse his interest in the product or service with detailed explanation in a convincing manner. A mailing list is thus prepared and the letter is carefully drafted with personalized wordings. The message having a personal touch is expected to be more effective. The information may be elaborated and hence likely to be more convincing. Addressed to individuals by name, the message can draw the attention of the customer without distraction from competing advertising.

Direct mail is not a suitable medium for advertising products meant for public use on a mass-scale. It is best suited for products where the people to be contacted can be easily identified. For example, a company manufacturing or distributing pharmaceutical products (medicines) may easily identify the doctors or chemists for direct communication of information relating to the products. Similarly, a book publishing company may conveniently identify university teachers and send circular letters to promote the sale of its publications. But, for promoting the sale of (say) toilet soap or wrist watches, or pen, direct mail is not a suitable means of advertising. It would be expensive and time consuming to undertake direct mailing of circular letters to innumerable consumers of such products who are widely scattered. A booklet, pamphlets, catalogues, etc. sent by post to prospective customers also come under direct mail.

Advertising Specialties: These are free gifts like diaries, key-rings, purses, paper weights, pens, calendars, T-shirts, etc., imprinted with a message along with the advertiser's name and address. Since they bear the name of the advertiser, they serve as reminders. This medium gives a personal touch. But this is expensive and difficult to implement on large scale.

There are some other direct media like directory advertising and sponsored magazines. Directory advertising includes advertising in Yellow Pages in telephone directory and specific trade or association directories. In the case of corporation sponsored magazines, the advertiser owns the magazine. For example, Air India and Indian Airlines both have their own in-flight magazines for passengers. Similarly, many hotels publish their own magazines for circulation to a specialized group of readers and hotel guests.

iv) **Outdoor Media:** Outdoor media of advertising refers to the media used to reach people when they are out of doors or traveling rather than at home or in the office. Pamphlets, posters, hoardings (billboards), neon signs, and electronic displays come under the category of outdoor media. Pamphlets (printed handbills) are quite often used as a medium of advertising for sales promotion in a local area. Pamphlets are distributed among passersby at street crossings, railway stations or bus terminals, roadside market places, etc. Posters (message printed on paper) are generally fixed

on walls, roadside pillars, lampposts. Posters are also fixed inside public transport vehicles like trams, buses and railway coaches. In these cases, space is provided on payment. Neon signs and electronic displays are usually installed on rooftops or busy streets crossings to draw the attention of people. These are visible only in the night. Hoardings (billboards) refer to large boards carrying the message, sometimes with life size pictures, and installed at public places. Hoardings are specially designed to draw the attention of the public. As the size of the hoardings is normally large, advertisements are visible from a distance.

Outdoor media like pamphlets, posters, neon signs, electronic displays and hoardings have different degrees of attention value. Pamphlets have temporary impact on the people who receive them when they are passing by and often have other matters in their mind. Posters have the disadvantage that only those who look at them may notice their existence. Besides, posters in public places are likely to have a short existence either due to superimposition of other posters or their removal by other posturing agents.

Neon signs and electrical displays normally attract more public attention but these are effective only during the night time. Hoardings have the maximum attention value due to the big size and installation at prominent locations. The cost of hoardings is quite high due to the heavy initial expenditure required for its preparation and installation. The rent to be paid for locating it at a public place is also quite high. Neon signs and electric displays involve fairly high initial costs for preparation and installation. It also involves considerable recurring expenditure for use of neon gas or electrical energy besides rent to be paid for location at public places. Posters fixed on walls or pillars may be initially less expensive. Posters fixed on the space provided in public transport (buses and railways coaches) involve payment of periodic charges. However all outdoor media are largely less expensive than radio and television advertising.

Apart from the media discussed above, there are several other types of media used for outdoor advertising. Some such media are slide projection in cinema houses, films, exhibitions, display in show-cases, etc. Projection of slides in the cinema theatre before and during the film show is one of the cheaper means of advertising. Projection of short-films before the commencement of feature film is a relatively more expensive medium of advertising. But it has the advantages similar to that of television advertising. Moreover these short films are usually of longer duration (about 5 minutes) than TV commercials. However, only local people present in the theatre view slides or films during the show time.

Exhibitions also provide opportunities for advertising goods. Consumer goods can be displayed and the use of industrial goods like machinery can be demonstrated in the exhibition. The limitation of exhibition is that their duration is restricted to specified period. Showcases displaying goods are located in public places like railway stations, airports, bus terminals, etc. to attract the attention of the public. Rent is payable for the space.

v) **Interactive Media:** Nowadays more and more people are using the computers and interactive media to gather information and entertain themselves. This invites us to look at internet as a potential media for communication and product information dissemination. Interactive media allows an individual to seek information, ask questions and get answers without the assistance of human beings.

A **company website** is one of the most common forms of internet advertising. Consumers can find answers to frequently asked questions from the website which is normally done by a salesperson. A company web site is an ideal way to reach consumers who want details about specific products, as interactive media can provide large amount of information. The problems of interactive media can be categorized as

how to build traffic to the site, how to get the traffic stay longer at the site and how to get the viewers to return to the site again for the content.

One of the ways to build traffic is to advertise on other popular and well-trafficked websites. **Advertising Banners** (go to site www.yahoo.com to see an advertising banner) is another form of Internet advertising. The company purchases the space on a search engine or on the commercial website of an information provider like ndtv.com or email facility provider like yahoo or hotmail. A typical objective for a banner ad is to increase brand name recognition. Banners can go beyond achieving brand awareness because they are hypertext links to the advertiser's website. The advantage of such an advertisement is that the audience has self selected the topic, so the marketer's message reaches the involved, highly targeted market.

Pop-up boxes are a refined version of banner advertising. A visitor to a particular website might find that window providing information for subscription pop ups after the web page loads. The viewer typically has to close the window or enter a response to the advertisement.

Streaming Media is multimedia content such as audio, video that can be accessed on the internet without being downloaded first. Software like RealPlayer and Apple's QuickTime allows the internet users to access multimedia content such as audio and video streams. When visitors to a site use such software to view a program or an advertisement, they are said to be viewing streaming media. Streaming ads are more effective than banners and pop ups. Today three dimensional computer generated video can create photo realistic results, which, users can either watch linearly or interact with it. Interactive animated environment will take internet advertising to a different sphere in coming future. Streaming media advertisements will become more prevalent with the availability of higher bandwidth on broadband technology. Broadband technology allows the transfer of data over internet at high speeds creating a virtual reality.

Computer software programs like **Smart Agents or Intelligent Agents** find information without the user's having to do any searching function. They store that information-sometimes that entire websites, complete with images and links on the user's computer for later viewing. These kind of smart agents that learns the consumer's preferences and searches out information is making advertising on the internet and other interactive media more targeted and effective.

Email as an Advertising Medium: The use of email advertising as a promotional medium is gaining prominence after advent of internet technology and ecommerce. This media has the advantage of personification, speed and interactivity. Advertising via email is very similar to traditional direct mail advertising. Data mining and data base management are extremely important as they allow the marketers to create customer profiles and tailor message and products to them. Use of email makes it easier for the marketer to measure the effectiveness of the medium. A major disadvantage of email advertising is that the receiver may not read it because he or she considers it spam, which is the term, used for unsolicited and unwanted email. If the company sends too many emails, it may decrease the value of the information and customer may start avoiding the information. Effective marketers have started sending emails to people who allow them to do so voluntarily through a process called as Permissive Marketing.

2) Media Scheduling

The media schedule is a time schedule identifying the exact media to be used and the dates on which advertisements are to appear. Media planners select not only the general media category but also the specific media vehicles. Selecting specific media vehicles requires advertisers to consider *reach, frequency and timing* of the media.

Reach is the percentage of people exposed to an advertisement in a specified medium selected for advertising. This is an important factor for determining the media use. The advertiser aspiring to reach the maximum audience also has to make cost comparisons. The major element of the media selection is deciding about the cost per reach per medium. For example in medium A the tariff is Rs 200/ per column centimeters and in B it is Rs 250/. If the circulation of the medium A is 50,000 and medium B is 70,000; the readership ratio (readers per one print) is 1:2.5 and 1:1.5 respectively for both the medium then the advertising manager has to calculate the cost per reach for an impression of 15 centimeter by 2-column advertisement (30 Col. Cms.). The cost for both the medium will be Rs $200 \times 30 = \text{Rs } 6000/$ and Rs $250 \times 30 = \text{Rs } 7500$ and the reach will be $50,000 \times 2.5 = 112500$ and $70,000 \times 1.5 = 105000$ respectively. Now the cost per reach will be $\text{Rs } 6000 / 112500 = 5.33$ paisa per person and $\text{Rs } 7500 / 105000 = 7.14$ paisa per person respectively. Therefore, the decision is to go for Medium A than B though B has higher circulation Hence the cost per reach is a criteria for deciding a particular media.

Frequency is another factor with cost implications, which highlights the nature and size of repetition. This is the number of times the advertisement should come in a specified period. It reflects the an average number of times an average individual is expected to be exposed to an advertiser's message. The trade off for an advertiser is between the reach and frequency. If one wants to increase the reach, within a given budget, he has to trade off with the frequency. In repetitive advertisements the frequency is more whereas the size of the advertisement is normally small.

However, cost is a significant factor but in large number of cases, strategic and qualitative issues are also given importance. For example, a factor like the quality of the reach is a deciding factor over the cost factor. The vernacular media is always chosen ahead of the English language media due to the coverage. An English newspaper may have a wider circulation but a vernacular media is a better choice when one has to decide an entry in to the rural market. Factors like editorial climate, printing quality, reputation of the media, size of the media and coverage of locality are qualitative factors having significance on media decisions.

Media Timing is another complex issue. The decisions on spacing of the advertisements on equal proportions through out the year, higher on off season or peak seasons, concentration in a particular newspaper or areas , use of irregular intervals and mix of media are to be taken while planning for the media timings. With a vast geographic, psychographic and demographic variations in a country like India, decisions on media timing has a higher relevance in deciding the effectiveness of advertising campaigns.

The characteristics of advertising media vary greatly and these variations play an important role in the marketing manger's choice of media. The advertising objectives determine which media will have the highest impact. Then the choices regarding the reach, frequency and impact are taken.

18.4.4 Measurement of Effectiveness Decision

The last decision in the advertising process is about the methods to test the effectiveness of advertising. This is necessary because there is a huge cost involved in advertising. If a company launches a campaign and it is not effective then all the money is wasted. Furthermore, there is also an opportunity cost involved in advertising. A successful campaign would have generated additional sales, which one has to lose because of poor campaign, and it provides a scope for the competing brand to win over the customers in the absence of a good advertising campaign. Therefore, managers should test the effectiveness of the communication message before launching the campaign. Similarly, it is also important to study the impact of a

campaign on customers so that in the next rerun, remedial measures if any can be taken and changes can be made to the communication message through a modified campaign. Advertising research can be divided into two categories (1) the pretesting methods and (2) post testing methods.

Pretesting Methods: Marketers are hesitant to spend a huge sum on advertising campaign without testing the effect of the advertisement. Pretesting helps managers to know the likely response of the designed advertisement on audience. The purpose of advertising is to limit or at best to eliminate the risk of failure. Pretesting can be conducted from the beginning of conception of an advertisement until the final advertisement is ready for release. The basic appeal or the concept around which the advertisement is built can be tested. Then the key constituent of the body copy including the headline, slogan, body text can also be tested. These can be shown to the sample audience and its appeal and believability of the claim can be gauged. Focus group discussions with audience and experiments can be done for testing the likely affect of a planned campaign. Most commonly used method is a consumer jury test where a consumer panel is asked about their impression on the campaign.

Similarly, many advertisers test the print advertisement through a portfolio test. In a portfolio method, the real advertisement to be tested is shown with a series of dummy and competitor advertisements and the respondents give their liking on these advertisements. There are various laboratory methods like psycho-galvanometer, eye camera, pupil meter etc used for this purpose. Rough or near finalized television commercials are shown in consumer homes through a method called in home projector test or in specially equipped buses or trailers parked in shopping malls (called trailer tests). After showing the trailer researchers use a consumer survey or personal interview to obtain viewer's reaction. Pretesting attempts to evaluate the effectiveness of an advertisement before that advertisement is placed in the mass media.

Posttesting Methods: Once an advertisement has been run in the chosen media schedule, post testing is done to determine whether the advertisement has met the objectives set by management. Posttests measure *brand awareness through a measure of TOMA (Top of the mind awareness), changes in attitude towards the brand or/ and number of inquiries generated about the product after the advertisements*. Advertisers must gain attention of buyers and get them to remember the names of the brands or the stores in which the brand can be found. Many posttests are designed to evaluate recognition and recall. Well known advertisers also need to test the capability of a particular campaign in reinforcing the previously established good images.

Recall test can take different forms. In an unaided test, the interviewer does not give any clue as to the brand whereas in an aided recall test product category clues are given to derive the brand name. Aided recall tests are not a strong method of measuring attention and memory as unaided recall test. Advertisers are also interested in related recall-the ability of a person who has seen the advertisement to repeat or playback, specific sales messages or images. These types of tests allow the researcher to measure the level of achievement of the advertising goal set forth for the purpose.

Measuring changes in attitude towards a product is more difficult as it demands the measurement of attitude before exposure and after exposure. So a two part before and after study is done in these situations.

Measuring inquiries about the product in a traditional media can be done through a retailer survey. Advertisers of organizational products frequently compare the numbers of inquiry generated by different magazine advertisements to measure advertising effectiveness. Many advertisers have a toll free number to call for enquiry

and it is a good measure of the advertising impact. In case of web and internet advertising, web traffic analysis software can inform about the site traffic, the pages viewed, number of FAQs attended and inquiries generated through the email route to the company. When sales volume is the primary concern, test marketing research and laboratory experiments are designed to simulate sales behavior though an increase in sales cannot be solely attributed to advertising alone.

Check Your Progress C

- 1) Explain the various copy appeals available to an advertiser.
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- 2) What are the various interactive media? What advantage they have over the traditional media?
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- 3) State whether the following statements are True or False.
 - i) Media selection is the problem of finding the most cost effective media to deliver the desired number of exposures to the target audience.
 - ii) Computer software programs like Smart Agents or Intelligent Agents find information without the user's having to do any searching function
 - iii) A banner ad is to increase brand name recognition in web media
 - iv) Outdoor media of advertising refers to the media used to reach people when they are out of doors or traveling rather than at home or in the office
 - v) A song or other short verse used in an advertisement as a memory aid is called a Montage

18.5 PUBLICITY

We have discussed the elements of promotion mix that includes advertising, sales promotion, personal selling and now we will discuss the issues related to Publicity which is gaining prominence in India as well as in global corporate scenario.

Publicity is defined as the non-personal stimulation of demand for a product, service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it on radio, television or stage that is not paid for by the sponsor. The salient features of this definition include

- 1) *Non-Personal/Mass Media*: Like advertising, publicity also reaches a very large number of people at the same time (hence non-personal) through mass media such as newspapers, radio, TV, etc.
- 2) *Commercially Significant News*: This is one of the features that distinguishes publicity from advertising. When information about a product or company is considered newsworthy, mass media tend to communicate that information free of cost. Since most publicity appears in the form of news items or articles originating from the media, rather than the advertiser, it has higher credibility (believability).

- 3) *No Sponsor*: Since the information originates from the media, there is no sponsor, that means the messages are unsigned. This is another point of difference between advertising and publicity
- 4) *Not Paid For*: Since sponsor is not identified in publicity and the information is not disseminated at his behest, he does not pay for it. This is the third feature that differentiates publicity from advertising.
- 5) *Purpose*: In some situations, where publicity is properly planned, it may lead to the creation or reinforcement of a favorable impression about the company and its products in the minds of people receiving the message. This may lead to a favorable attitude towards the product or company and, thus, leads to increased demand for the product.

The recent success of Maruti's public offer oversubscription is a case in point where publicity was extensively used by the firm for creating investors goodwill. Similarly, Reliance Infocom used publicity as a support for advertising blitz for launching their Reliance Mobile business.

Negative publicity can damage the company or product's image, resulting in reduced demand for the product. For instance, a great deal of adverse publicity was generated when different media condemned the Union Carbide's negligence in Bhopal gas tragedy through articles and editorials. Similarly Sterilite industries takeover bid of Balco created negative publicity in Indian corporate world.

18.5.1 Difference between Advertising and Publicity

The main points of difference are indicated in Table 18.1. A careful reading of the table will help you to distinguish between the two types of promotion.

Publicity is quite similar to advertising except that it involves an unsigned and unpaid message even though it may use the same mass media as advertising does.

Table 18.1: Difference between Advertising and Publicity

<i>Factors</i>	<i>Advertising</i>	<i>Publicity</i>
1. Payment	The sponsoring organization has to pay for media space and/or time	Since the message is designed and printed by media, the company does not have to pay for it
2. Sponsor	Has a clearly identified sponsor which may be either the company or brand name	No sponsor is identified. The message originates from the media sources
3. Content	The company has total control over content and coverage of the message	The Company has no control over content and coverage, although it may have initiate media interest and supplied the necessary information
4. Schedule	The company can schedule repetition of the message as many times as desired	The company cannot schedule repetition of messages
5. Intent	The message is meant to create, maintain and enhance a favorable impression about the company and product	Presented as news, is hence less persuasive. May create a favorable or unfavorable impression
6. Credibility	Low to moderate	High

18.5.2 Advantages and Limitations of Publicity

Publicity when managed properly can yield better results in building the corporate image and saving the organization at the crises. Publicity has advantages and disadvantages as per the following.

Advantages: Publicity offers several advantages as a promotional tool.

- 1) It may reach people who do not ordinarily pay any attention to advertising, sales promotion or sales people.
- 2) It has greater credibility than advertising because it appears in the context of editorials or articles.
- 3) It is relatively inexpensive and provides coverage that would cost lakhs of rupees.
- 4) It can build up interest in a product category. Some companies and trade associations have used publicity and public relations to rebuild interest in commodities like "eggs" and "milk".

Limitations:

- 1) Advertisers have very little control over what media editors do with the publicity material that advertisers prepare.
- 2) Media people disregard material that they do not consider newsworthy - subject matter that is untimely, uninteresting or not accurate.
- 3) Even if the material is found newsworthy, the advertiser has no control over how media people edit the content or schedule the appearance etc.

18.5.3 Generating Publicity

Information offered by public relations department often takes the form of news release and press conference. Publicity can be generated by distributing news releases, organizing press conferences, appearances and through company websites.

News Releases: Marketers may spend considerable time and efforts in getting news releases and interviews with company spokesman placed in news papers and television channels to promote favorable corporate organizational release. News release is a brief written statement describing a newsworthy aspect of the product. Well-executed news releases are written in a form that a newspaper, magazine or news channel editor can easily incorporate in to a news story. Photographs, video tapes and films are often distributed to the media to accompany news releases.

Press Conference: It is another form of publicity that can create goodwill and positive relations between an organization and the public. When an organization plans to make a specific announcement, it may schedule a press conference so that company officials can make a statement and reporters can ask questions.

Appearances: Talk shows are known for inviting people who promote their products, corporate credibility and services. The entertainment business is one of the most extensive users of publicity. Performers' appearances are well-planned approach to strategic marketing for the entertainment product. Shows like 'Movers and Shakers', 'Aap ki Adalat' and 'Kiss main kitna Dum' are examples when celebrities come and speak about their new films and serials.

Company Website: Many organizations provide considerable amount of accurate information on company's products, services and operations on their website. Internet visitors may find the information pertinent about the organization covering the organization's mission, vision statements, investor relations, financial statements and other company news on the web.

Feature Articles: These are longer and prepared for specific publications, such as the ones that appear in Economic Times and other business publications. These generally relate to the company's achievements, expansion and diversification plans.

18.5.4 Public Relation

Publicity and public relations are not the same and there should not be any confusion in understanding them. Public relations is a broader term that refers to all the means of enhancing organizational image and communicating product and corporate information in the eyes of larger universe that may include customers, shareholders, financiers, government, media, local public, environmental pressure groups, consumer rightist activists and internal public or employees. One of the key jobs for the public relation manager is to handle a crisis. Crisis management is aimed at disseminating information during emergency, accidents and chaotic situations within and around organizations. Company officials should make themselves available for press briefing in order to explain the measures taken to control the problem or else a negative coverage to the incident may fuel speculation leading to loss of corporate image. People on the line of crisis management should be involved in the press briefings as they can explain the real situations and measures already taken to arrest the problem. Public relation manager is like a watchdog who always keeps the corporate image safe from the attack from unknown quarters.

Check Your Progress D

1. In what ways is advertising (i) similar to and (ii) different from publicity?
 - i) Advertising is similar to Publicity
.....
.....
.....
 - ii) Advertising is different from Publicity
.....
.....
.....
2. Given here under are four situations. Which of these can be classified as advertisements, publicity, or neither?
 - i) A' visits a computer dealer's showroom. The dealer explains the benefits of Brand X over Brand Y.
.....
.....
.....
 - ii) Sales executive of a leading 5 star hotel visits the General Manager of a large travel agency and talks about the wide range of services offered by the hotel.
.....
.....
.....
 - iii) A customer walks into a general merchant's shop and while buying 'Lux' soap discovers that she can get a stainless steel spoon free if she buys 'Hamam' soap. Therefore, she bought 'Haman' soap.

- iv) A toothpaste manufacturing company advertisement claims its brand whitens teeth. Some days later, a report from a Dental Surgeons' Conference was published in a newspaper stating that there is no ingredient in toothpaste that whitens teeth.

3. Explain how public relation can help in crisis situations of a firm ?

4. How can a manger create a positive image by using the publicity? Explain this with three recent examples.

18.6 LET US SUM UP

Advertising is the paid form of non-personal communication from an identified sponsor using mass media to persuade or influence an audience. Good Advertising must: a) generate attention b) be believable, c) be easily understood, and d) be remembered. The three fundamental objectives of advertising are: i) to inform, ii) to persuade, and iii) to remind the target audience. From these three basic objectives emerge other generalized objectives, such as: 1) announce a new product, 2) expand the market to new buyers, 3) announce product modifications, 4) make a special offer, 5) announce location of stockiest and dealers, 6) educate customers, 7) remind users, 8) please stockiest, and 9) create brand preference. One of the major objectives of advertising is to change the attitude of a person in a way that moves him closer to the product being advertised. It is important for the advertiser to know how to move people to a higher state of readiness to buy along the Hierarchy of Effects.

Advertising plays a greater role in bringing changes in society and providing new product information to the customers. It also enhances productivity due to mass scale consumption. However, there are many objections to advertising. It is said that advertising increases prices, insults consumer intelligence, is a source of discontent, tends to be monopolistic, and multiplies needs and wants of people.

Advertising can be seen as a five party business consisting of 1) advertisers, 2) advertising agencies, 3) support organizations, 4) media, and 5) consumers. The advertising management process consists of five major decisions. These are the decisions about the mission or objective of the campaign, budget decision, message decision, media decision and method of measurement of advertising effectiveness. A budget decision involves various methods like percentage of sales method, affordability method, competitive parity method, percentage of turnover method, modeling method and objective and task method. The message decision involves decision regarding the theme and appeal of advertising, the execution of an advertisement.

A medium in advertising refers to the channel or vehicle for carrying the advertiser's message to his target audience. The media mix consists of 1) print media (newspapers and magazines), 2) broadcast media (radio and TV), 3) direct media (advertising specialties, directories, corporation sponsored magazines, direct mail, etc.), 4) outdoor media (hoardings, billboards, etc.) and 5) interactive media (internet, email, search engines, pops, banners and video streams) .

Publicity is the news carried in mass media about an organization and its products, policies, personnel or actions; it can originate with the media or the advertiser and is published or aired at no charge to the organization for media space or time. Publicity is quite similar to advertising except that it involves an unsigned and unpaid message; even though it uses the same mass media as advertising. Some of the major tools used in publicity are news release, feature articles, press conference, appearances, and audiovisual material.

Public relation has a wider coverage as it covers all the stakeholders with an objective of creating positive goodwill for the corporation. A proactive public relations strategy is always preferred to a reactive strategy in situations of crisis within and around the organization as it can give the hard facts and strategies followed by the corporation in arresting the crisis.

18.7 KEY WORDS

Advertising: It is a paid, non-personal (mass) communication with an identified sponsor with two distinct goals of informing (for persuasion and influence) people (communication goal) and increasing sales (sales goal)

Audience Selectivity: A medium's relative ability to reach an audience whose members are alike.

Advertising Media: Refers to channels of communication or vehicles for carrying the advertiser's message to the target audience.

Broadcast Media: Consists of media such as radio and television, where messages are sent through Carrier Waves.

Copy Writing: This refers to the written part of a print advertisement, including the headline, slogan and detailed description of product attributes wherever required. In broadcast media, the equivalent of this is called script writing.

Demonstration: It is a creative platform where a clear-cut example of a product's superiority or enhanced consumer benefit is presented

Direct Advertising Media: Channels through which advertisers communicate directly with the target audience.

Frequency: The number of times a member of the target audience is exposed to a message within a given time period.

Geographic Selectivity: The medium's relative ability to reach people in selected geographical areas.

Gross Rating Point: It is one exposure to 1 per cent of the target population

Montage: It blends a number of situations, demonstrations and other visual effects in to one commercial

Publicity: It is defined as the non-personal stimulation of demand for a product, service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon radio, television or stage that is not paid for by the sponsor

Reach: the number of individuals or households exposed to a given medium (message) at least once during a given time period.

Streaming Media: It is multimedia content such as audio, video that can be accessed on the internet without being downloaded first

Target audience: All the people for whom the advertising message is meant. It includes both present and potential customers.

18.8 ANSWERS TO CHECK YOUR PROGRESS

B 4 i) False ii) True iii) True iv) True v) False

C 3 i) True ii) True iii) True iv) True v) False

- D2 i) This is neither advertising nor publicity because the communication is one-to-one (i.e. personal) and there is no mass media.
- ii) Once again this is a one-to-one personal selling situation, hence it is neither advertising nor publicity.
- iii) This is a case of sales promotion. It is neither advertising nor publicity.
- iv) Since a non-personal, the media (no payment involved) communicate unsigned message, voluntarily; it is publicity (negative, because it refutes the advertiser's claim).

18.9 TERMINAL QUESTIONS

- 1) What is advertising? How it is different from publicity?
- 2) 'No single medium is ideal in all respects'. Discuss.
- 3) What advertising media will you select for each of the following and why?
 - i. Local temple
 - ii. Essel World
 - iii. Reliance Infocom
 - iv. McDowell No 1 whisky
- 4) What products are suited for Mass advertising, Direct advertising and Interactive advertising?
- 5) What is publicity? Explain various tools of publicity.
- 6) Explain the advantages and limitations of publicity.