

Advertising

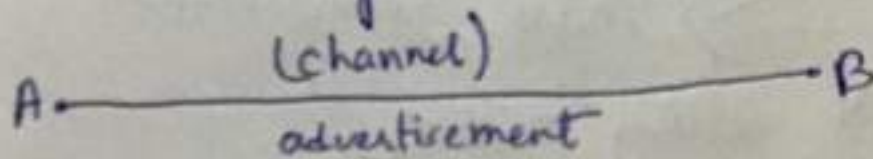
Advertisement → "turning attention towards a specific thing."

- What → selling message to persuade
- For → target audience (potential buyer)
- From → identified sponsors
- Why → Publicity
- Objective → to sell a product/service, so attract target audience

ASCI - Advertising Standards Council of India

↳ defines advertisement as a "paid for communication" addressed to the public to influence the opinion/behaviour of the targeted audience.

Thus, advertising is a communication process with a set objective.



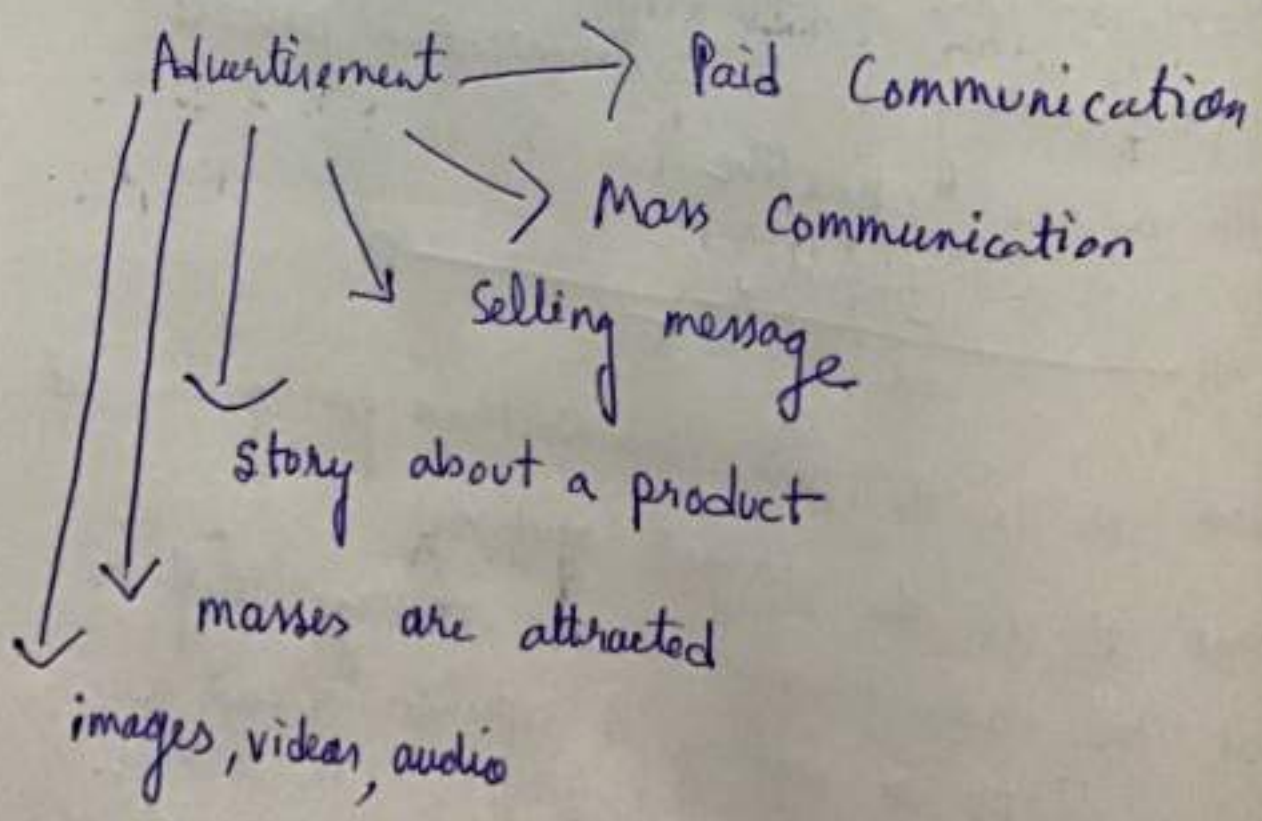
Point A is the person/organisation giving the ad.

Point B is the target audience

And the advertisement is the message itself to influence B in making a opinion about a product/service of which A is the owner.

Element involved in Advertising:

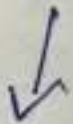
- ① Identified Sponsors
- ② Advertisement — the message
- ③ The Channel — the medium of communication
For eg - audio } Platform
 - video } or combination
 - visual }
- ④ The target audience — potential consumers
- ⑤ Feedback — actual feedback, literally
 - actual sales also determine feedback



Things to be kept in mind while advertising for a product/service: —

- ① Who is the target audience?
- ② What is the spending patterns of the target group?
- ③ Is the message clear?
- ④ What is the channel?

How does one advertise?



- attractive slogans
- logo
- Easy and ~~easy~~ Catchy Phrases
- Focus on tagline/punchline → to strike with the people
- Attractive Visuals
- Wise choice of ambassadors

Let us look at some examples from our surroundings —

- Virat Kohli → Manyavar

- Katrina Kaif — Kay Brand (Cosmetics)
- Alia Bhatt — Garnier.
- Hema Malini — Kent RO

Can you think of more examples?

Apart from selling products/services, advertisement also provides information.

For example — Information on Polio

- Awas Yojna
- Metro Services, etc.

all these are also included in advertisement.

Some examples of tagline from popular advertisement. Can you identify the sponsor?

1.0 ~~Beti Padhao~~

1. Beti Bachao, Beti Padhao
2. Thanda Matlab
3. No One Can Eat Just One
4. Har Ghoont Mein Swag Hain!

Different Types of Advertisement

Print

Broadcast

Outdoor/Mural

- ↓
- Radio
- Television

- ↓
- Walls
- Vehicles
- Signboards

Direct mail

- ↓
- Pamphlets
- Brochures
- Catalogues
- Leaflets
- Personal letters

Internet

- ↓
- Blogs
- Web Search
- e-mails

Others

- ↓
- Exhibitions
- Display in Interiors
- Eg- 'Sensodyne' in Dentist cabin

What advertising do?

- give compelling reason to buy
- reminding the benefits
- informing target group about change in price or designs
- creating a demand
- building brand preference
- creating social awareness about improved standard of living and choices

- neutralizing competitions
 - overcoming customer dissatisfaction
 - Restablising Reputation
 - prove it is a bargain
- Difference between Publicity and Advertisement

<u>Advertisement</u>	<u>Publicity</u>
<ul style="list-style-type: none"> • paid form of communication • sales figure comparison is mandatory. • mostly positive 	<ul style="list-style-type: none"> • mostly free of charge • sales figure comparison not mandatory. • create positive awareness but negative publicity also happens.

How to create an effective advertisement

- know your target group.
- identify their spending ~~mod~~ patterns i.e. which products are they likely to spend on
- media usage pattern. what medium they are likely to use?

- frequency appeal — how many times the advertisement have to be repeated to convince buyers/consumers.
Inform → Persuade → Remind
- Some Successful Ad-Campaigns

- Hamara Bajaj Campaign — Bulaand Bharat Ki Bulaand Taruun.
- Polio Campaign — Do Boond Zindagi Ki
- Swachh Bharat Campaign — Jaha Soch Waha Sauchalaya.

Apart from channel, objectives, message, etc. BUDGET is also an important aspect of advertisement.

Exercise :

- Q. Create an advertisement campaign for a government scheme related to Housing.
What would be the preferred medium?
What visuals would you use?