

GE PAPER

MEDIA & COMMUNICATION

BA (Hons) Economics, Pol Sc, History, B Com (Hons), Physics (H), Maths (H)

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TOPIC: ADVERTISING

Last time, we got an introduction to the world of advertisement, its use, the different classification of advertisements, its use, the social and ethical responsibility that advertisements carry. Now let's learn a bit more about the field of advertising.

BRANCHES OF ADVERTISING

1. Print advertising
2. Broadcast advertising
3. Outdoor advertising
4. Covert advertising
5. Public Service advertising

HOW IS AN ADVERTISEMENT CREATED?

Advertisements, whether they be of products, or social in nature, are created by a team of professionals that belong to an advertising agency. The brand, or the organisation approaches an advertising agency with the product or idea or issue they want to advertise about, or spread awareness about, and a process is set in motion for the creation of an advertisement.

STEP 1

BRIEFING: This is the first step towards creating an effective advertisement. The advertiser approaches the agency and briefs the agency about the product or the service to be advertised.

OBJECTIVE: The advertiser needs to be clear about the reason for advertising a product or a service. Is it to create a niche for its product? Is it to position itself against other competitive products? Is it to make the consumer aware about the availability of a new product? Is there a new scheme one is advertising?

RESEARCH: This is perhaps the most important aspect of creating a successful advertisement.

Research needs to be conducted at the level of the product, as well as the consumer. One needs to find out as much as possible about other products belonging to the same category, their pricing, the usual target audience, consumer behaviour, marketing strategies and so on.

TARGET AUDIENCE: This is the process whereby you arrive at the kind of customer/consumer most likely to buy your product, or make use of the services you are offering.

SELECTION OF MEDIA: Choosing of the appropriate media - print, electronic, both, these are important decisions to arrive at once the target audience has been identified.

BUDGET: To some extent, the budget for an advertisement is determined largely by the product or service you are advertising. For example, the budget for promoting a luxury segment car is obviously like to be set much higher than that promoting potato chips. However, the budget can also vary keeping in mind, where you are positioning the product and who is your ostensible target audience. While the budget for a regular biscuit priced at five rupees is likely to have a small budget, a premium chocolate biscuit, selling for much higher, is likely to have a higher budget.

DESIGN: This is done by the creative department of the advertising agency. A story is created in terms of a blueprint for how the advertisement should ultimately look like. The storyboard will differ for print and electronic advertisements. The creative department comprises the copywriters and the visualisers and the artists; who work in tandem with the marketing and client servicing team to create an advertisement according to the brief given by the advertiser.

TIMING: The ad-launch, or when an advertisement is released for the public is carefully planned keeping various things in mind. It could depend on the product itself, the time at which the advertisement would get maximum visibility, factoring in a festive or holiday period.

IMPACT: The impact of an advertisement depends at a basic level in terms of consumer impact. That is the sales figures of a product or a service is usually indicative of whether an advertisement had the desired effect. Impact in the times of social media is also gauged to some extent by the curiosity or interest an advertisement garners amongst its target audience or social-media influencers.

ACTIVITY

1. Create a print advertisement for a ready-to-drink energy drink targeted at 18 to 25 year-olds.
2. Create a social-awareness advertisement about social-distancing in present times.

