

UNIT 8 ADVERTISING

Structure

- 8.0 Objectives
- 8.1 **Introduction**
- 8.2 What is Advertising?
- 8.3 Difference Between Advertisement and **Publicity**
 - 8.3.1 What is Publicity
 - 8.3.2 How Does Advertisement Differ from Publicity?
- 8.4 **Objectives** of Advertisement
- 8.5 Role of Advertising in the Society
 - 8.5.1 Arguments Against Advertising
 - 8.5.2 Arguments in Support of Advertising
- 8.6 **Essentials** of an Effective Advertisement
 - 8.6.1 Features Relating to the Message
 - 8.6.2 Features Relating to **Consumer Reacl.**
- 8.7 Let Us Sum Up
- 8.8 Key Words
- 8.9 Some Useful Books
- 8.10 Answers to Check Your Progress
- 8.11 Terminal Questions

8.0 OBJECTIVES

After reading this unit, you should be able to:

- **define advertisement**
- distinguish between advertisement and publicity
- identify the purposes of advertising for a business firm
- appreciate the role of advertising in the society
- outline the features of **an** effective advertisement

8.1 INTRODUCTION

While listening to the radio, or viewing television, or reading a **newspaper/magazine**, or walking on a street, you must have come across a number of advertisement messages. These messages mostly appeal to people to buy certain **products** or services. Indeed, advertisements are used by companies to communicate how their products or services may be of use to customers. In modern industrial economies, advertising **plays** a very important role acquainting the public with the nature and quality of **products** or services available in the market.

In this Unit we shall discuss what is meant by advertising, how it is **different** from publicity, the objectives of advertising, the **role of advertising** in the society and the features of **an** effective advertisement.

8.2 WHAT IS ADVERTISING?

Let us start with **an** understanding of what is meant by advertising. **The** American Marketing **Association** has defined advertising as "any paid form of **non-personal** presentation of ideas, goods or services by an identified sponsor". This **definition** includes the following four expressions:

- i) Paid **form**
- ii) Non-personal presentation
- iii) Ideas, goods and services
- iv) Identified sponsor

To understand the definition **clearly**, it is necessary to clarify these expressions. Let us discuss these **expressions** in detail.

- i) **Paid form:** For every advertisement, some money has to be paid to the **medium** which **carries** the message. For instance, if the message is published in a **magazine**, payment must be made for printing and the space used in that magazine. If the matter is printed without any charge, it will not be treated as **an** advertisement
- ii) **Non-personal presentation:** When a salesman directly talks **to** the customer **about** any product, it is personal presentation. If the message is communicated through mass media like radio, television, newspaper, magazine, direct mail, **hoardings, etc.**, it is called non-personal presentation. In the case of advertising, the message is conveyed through non-personal media. In other words, there is no face-to-face communication by salesmen. It implies that if the message is presented to the customer by a salesman, it would not be treated as advertising.
- iii) **Ideas, goods and services:** This implies **that** advertising may be intended **to help** selling not only goods but also ideas and **services**. For instance, **banks, insurance** companies, airlines, restaurants, **dry** cleaners, and similar organisations **advertise** their services and ideas underlying the usefulness of savings, travelling, eating palatable food, etc.. just as manufacturers of automobiles, soaps or hair oil **advertise** the usefulness of their products. Thus, the phrase ideas, goods and services **explains** that advertising is concerned with much more than the promotion of only tangible goods.
- iv) **Identified sponsor:** The sponsor of an advertisement is the advertiser. The **phrase** identified sponsor means that the producer or seller who advertises the product should be known through the advertised message. In other words, the receiver of the message should be able to identify both of source and purpose **of** the advertisement. If it is not sponsored by any individual or institution, it would not come under advertisement.

Now look at the message presented in Figure 8.1 carefully. We shall analyse this message to **find** out whether it may be treated as an advertisement or not. First, the **message** is printed in the newspaper which is a non-personal medium. Secondly, the payment must have been made to the **newspaper** in which it appeared. Thirdly, the message is about the quality of a **product—OCM** suitings the perfect fabric. Fourthly, **the** name of the sponsor or advertiser **i.e., VXL** India Ltd., is clearly mentioned. It is **also** obvious that the purpose of the advertisement is to induce customers to buy OCM suitings. We may, therefore, conclude that the printed message in Figure 8.1 is an advertisement. The points to be noted in this advertisement are:

Product	:	OCM Fabric (Textiles)
Medium	:	Newspaper
Message	:	OCM Suitings the perfect fabric, A product of VXL India Ltd.
Sponsor	:	VXL India Ltd.
Payment	:	The sponsor of the message paid for printing and space used in the newspaper at the rates fixed by the publishers.

Check Your Progress A

Look at Figure 8.2 and examine it carefully. Write down the particulars relating to the media, **product**, message and sponsor. State whether you can **call** it an advertisement. While doing this exercise, you may refer to Figure 8.1

.....

.....

.....

.....

.....

.....

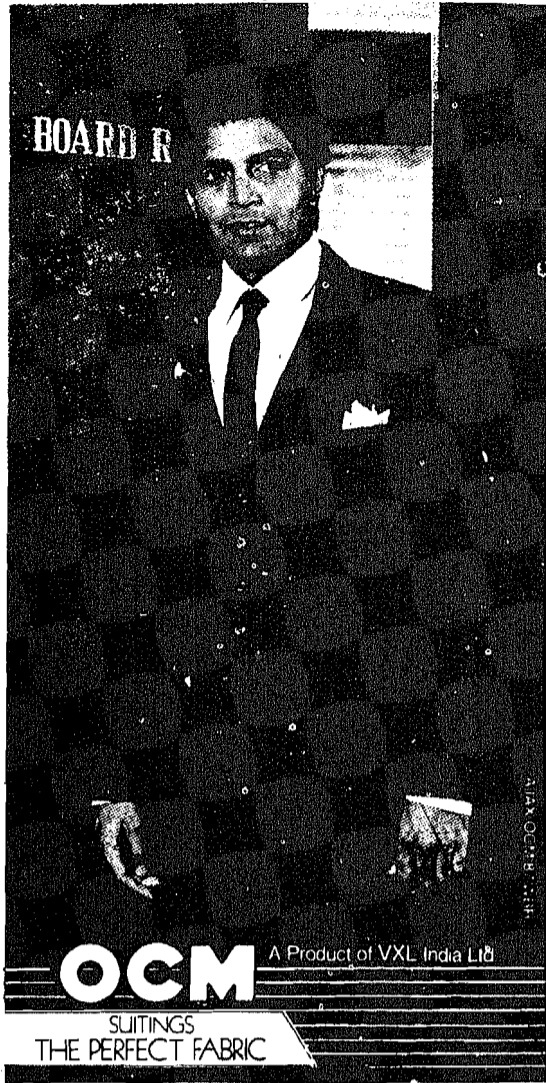
.....

.....

.....

.....

Figure 8.1 Example of an Advertisement



Source : Produced from a newspaper

Fig. 8.2

An advertisement for Televista televisions. At the top, four different styles of hats are shown in a row. Below them, the headline reads "Leadership comes in many forms." To the left, a television set is shown, with a hand holding it from below. To the right of the television, a block of text reads: "Leadership—the result of constant endeavour towards excellence and quality, manifests itself in everything the leader performs. Televista is the leading name in Televisions for technology performance and class. It's one of the first and is still the foremost." At the bottom, the Televista logo is displayed in a bold, stylized font, with the tagline "ONLY THE BEST CARRY OUR NAME" underneath it.

8.3 DIFFERENCE BETWEEN ADVERTISEMENT AND PUBLICITY

Is advertisement different from publicity? Sometimes advertisement and publicity are wrongly interpreted to mean one and the same-thing. In fact, **advertisement is different** from publicity. Before we discuss how they are different, let us first **understand what** publicity is.

8.3.1 What is Publicity?

Publicity refers to the communication of any non-sponsored commercially significant **information** about a company or its product to the public through non-personal media without any financial charge to the company. In this explanation you can notice the following four expressions:

- i) Non-sponsored
- ii) Commercially significant information
- iii) Through non-personal media
- iv) Without a financial charge to the company

Let us now discuss these four expressions in more detail to understand the meaning of publicity very clearly.

- i) **Non-sponsored:** The information is not sponsored by the company. It is published or communicated **voluntarily** by the media. In other words, there is no sponsor of the publicity material.
- ii) **Commercially significant information:** Information about the company or its **product are communicated in publicity**. The information should be commercially significant to the company.
- iii) **Disseminated by non-personal media:** The information may **be** presented by **non-personal** media like radio, television, newspaper or magazine, etc. The message may **be** conveyed through discussions or debates (as in radio or TV), or editorial or news items (as in newspapers or magazines).
- iv) **Without a financial charge to the company:** The publicity matter is presented voluntarily by the media. There is no payment made by the company to the media for disseminating that information.

Publicity may be favourable or unfavourable to the company. When the publicity favourably reports about a product, it can positively influence the demand for that product. On the other hand, unfavourable publicity may lead to reduced sale of the product. Let us consider some simple examples of favourable and unfavourable publicity. You may have read film reviews in magazines or newspapers. These reviews are written by the magazine or newspaper staff. The producer of the film is in no way connected with it. In these reviews, there are comments on the story, music, **photography**, performance of main artists, etc. These reviews count as **publicity**. If the comments in the review are not good, the readers have a **negative** impression about the film and they are not eager to see the film. This is an example of unfavourable publicity. If the comments are good in the review, there is a positive impression about the film in **the** mind of **the** reader and many of them will see it. It is an example of favourable **publicity**.

In an attempt to obtain favourable publicity, companies engage in public relations. These public relations activities do not come under the purview of marketing department. It is, normally, managed by a special department called Public Relations Department.

Check Your Progress B

Look at the film review presented below. It is an example of publicity. Read it carefully and **state with reasons whether** it **would** have positive or negative influence on readers.

.....

.....

.....

“Aaina”

(Hindi/1974/5-45 p.m.)

A melodramatic tale of a family immersed in trouble. Its increasing problems are made more problematic by the quick multiplication of children with the priest father gradually being denuded of clients. The harassed mother is forever complaining — what with six children to support and a new one on the way.

Luckily, the eldest sister is a loving kind and keeps the younger ones happy by playing and telling them stories. Once she decided to play the role of an all-powerful Devi and asked the kids to name their wishes and they shall be fulfilled. Little did she realise then that the role would stick to her for ever.

Time comes when she had to take up the role of the mock drama in real life in order to feed the hungry mouths. Initially, she takes up a job but finally lands in the world's oldest profession as the family demands go up. The climax comes when the "goddess Didi" is disowned by all those whom she supports and brings up.

Her only solace in those days is the mirror in which she keeps looking at her face and there is a sympathetic friend too. Dialogue is rather well worded and on the whole a well made film within the formula format.

K. Balachander, the multi-lingual South Indian movie maker, directs one of his early Hindi ventures. There is fine music by Naushad and the lead role is played by Mumtaz rather poignantly. Others include Rajesh Khanna, Nirupa Roy and Hangal.

8.3.2 How does Advertisement Differ from Publicity?

We have learnt what advertising is and what publicity is. Now we are in a position to analyse the difference between these two. Read Table 8.1 carefully. The characteristics of both advertising and publicity are presented. After reading this table, you should be able to make out the difference between these two terms.

Table 8.1

Features of Advertising and Publicity

Particulars	Advertising	Publicity
1 Media	Presented by non-personal media such as radio, TV, newspaper, magazine, etc.	Presented by non-personal medium such as radio, TV, newspaper, magazine, etc.
2 Sponsor	There is an identifiable sponsor. Normally a company sponsors it for its product or service.	There is no identifiable sponsor. Media present the information voluntarily.
3 Payment	The company has to pay money to the media for the space or time used.	Company does not make any payment to the media.
4 Purpose	It is intended to give a favourable impression about the company or its product.	It may have a favourable or unfavourable influence on the public about the company or its product.

Check Your Progress C

1 Read Table 8.1 carefully and point out the similarities and differences between advertising and publicity.

.....

.....

.....

.....

.....

2 Three cases are presented below. Briefly explain whether they can be called advertisement or publicity or none of the two.

i) A sales representative from a drug manufacturing company visited a doctor, and explained to him the usefulness of various drugs manufactured by that company.

.....

.....

.....

.....

- ii) Mrs. Renu uses 'Vajradanti' tooth paste regularly. One day she told her neighbour Mrs. Kamala that Vajradanti is the best tooth paste available in India. After this, Mrs. Kamala also started using Vajradanti tooth paste.

- iii) One car manufacturing company advertised that their car gives 15 km per a litre of petrol consumed. After a few months, one leading newspaper published an article stating that the car gives only 10 km per a litre and that the manufacturers are misleading the public. After the publication of this article, there is a slight drop in the sales of the car.

- 3 Look at the two items presented below. Study them carefully and identify which is an advertisement and which is publicity. Give your reasons.

Item I

 <p>इन्दिरा गांधी राष्ट्रीय मुक्त विश्वविद्यालय INDIRA GANDHI NATIONAL OPEN UNIVERSITY</p> <p>YMCA CULTURAL CENTRE I JAI SINGH ROAD NEW DELHI-1</p> <p>TENDER NOTIFICATION NO: 1/ADMN/88-89 FOR RESIDENTIAL ACCOMMODATION.</p> <p>University is in need of residential accommodation as follows:</p> <p>a) For providing hostel accommodation to some of its officers, 3 flats of 3 bedrooms each, preferably in one building or a compact building with 8-9 bedrooms, near Tughlakabad (preferably in Saket, Alaknanda, Yamuna/Kaveri Apartments, Kalkaji Extn., etc.) and</p> <p>b) Residential accommodation for housing its staff members—25 to 30, 2 bedroom flats in a single block or contiguous blocks in areas like Maidan Garhi, Saket, Noida, Patparganj, etc.</p> <p>Interested parties may send their offers in sealed covers superscribed "Tender for Residential/Hostel accommodation" indicating the terms and conditions, details of accommodation, location, owner's name and address on or before 25th May, 1988.</p> <p style="text-align: right;">REGISTRAR</p>	<p>IGNOU degree course</p> <p>By A Staff Reporter</p> <p>NEW DELHI, May 12: The Indira Gandhi National Open University here will admit 10+2 or the equivalent stream of candidates to its B.A. and B.Com courses commencing in August.</p> <p>An IGNOU release said there would be no restriction of minimum or maximum age regarding these candidates.</p> <p>Also, there would be no entrance examinations for these candidates and they would be admitted purely on merit, with reference to their marks at the 10+2 examination.</p> <p>A candidate admitted to B.A./B.Com can complete it in three years or a maximum period of eight years.</p>
--	--

Item II

8.4 OBJECTIVES OF ADVERTISEMENT

You have learnt what advertising is and how it is different from publicity. We will now discuss the objectives of advertising. Business firms advertise with one or more of the following objectives,

- 1 Introduction of new products
- 2 Inducing potential customers to buy
- 3 Reminding users
- 4 To create brand image
- 5 To intimate customers about new uses of a-product
- 6 To highlight brand character
- 7 Dealer support
- 8 Trafficking the retail trade
- 9 Miscellaneous

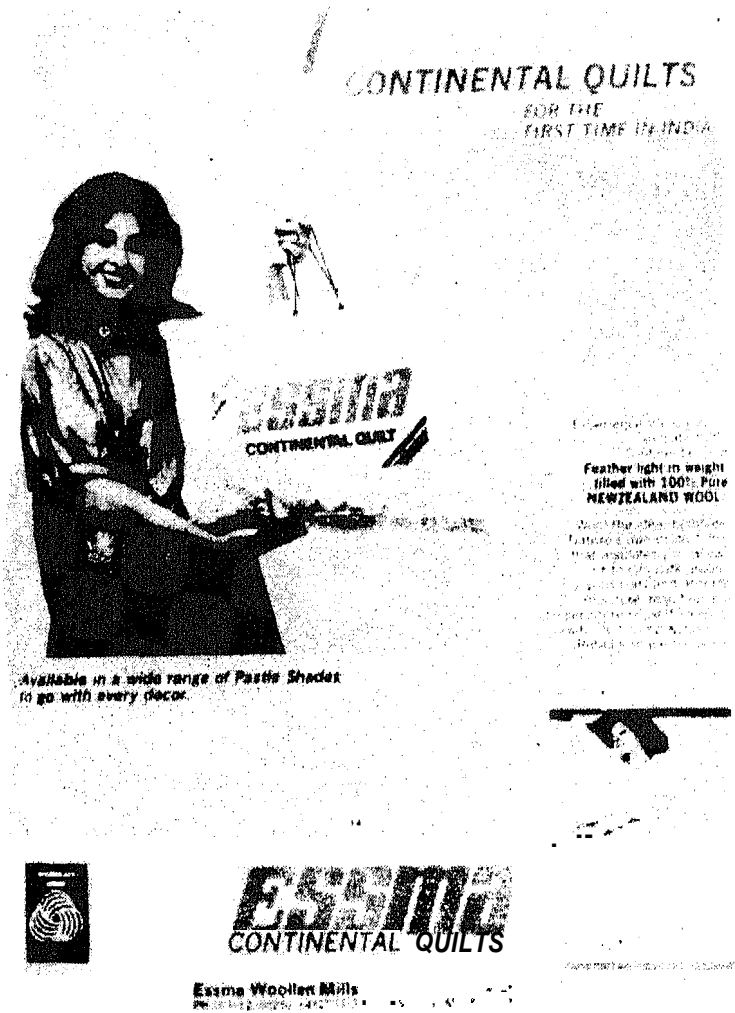
- 1 **Introduction of new products: Manufacturers** Introduce new products from time to time so as to compete with other manufacturers who might have succeeded in winning over customers of the existing product. Advertising the new product is necessary so

that consumers know about the introduction of the product, its usefulness, where it may be available, how to get more information about the product, etc. Indeed, advertising is highly important to promote the sale of new products.

For example look at Figure 8.4. You can see how Essma Woollen Mills advertised when it introduced the Continental Quilts.

Figure 8.4

Advertisement introducing a new product. It explains the features of a new product and also gives address for trade enquiries.



- 2 **Inducing** potential customers to buy: Another **important** objective of advertising is to induce potential customers to buy the product. Advertising is one of the best means by which the sale of an existing product can be **increased**. For this purpose, the advertisement should emphasise the usefulness of the product, its quality, price advantage, etc., so as to win over potential buyers and make them actual buyers. If the product is so advertised, traders expect sales to increase and keep larger stocks for sale. Thus, advertising leads to immediate buying action among customers as well as traders.
- 3 **Reminding** users: In a competitive market new products are introduced quite frequently by different firms. All these products are advertised in the market. As a result, old brands are likely to be forgotten by the consumers. To offset this **possibility**, manufacturers continue to advertise their products to maintain the buyers' interest. Thus, **advertisements** are also designed to serve as a reminder to existing customers.
- 4 To create brand **image**: Business firms very often advertise for establishing **an image** for the product (brand) and create customer loyalty for that product. When customers **develop** brand loyalty, they are not inclined to shift to other brands easily. This objective of advertising has **great** significance in the case of well-known manufacturers of products.

Look at the advertisement for 'Thums Up' soft drink presented in Figure 8.5. The sentence at the top says, 'many great players are heavy drinkers' and shows two great cricket players enjoying the drink. It is mainly intended to create an image that Thums Up is a refreshing drink which is accepted by many great players. The brand name of the drink 'Thums Up' is impressed upon the public by associating it with two great players.

Figure 8.5
Advertisement Intended to Create Brand Image



- 5 **To intimate customers about new uses of a product:** Advertising is sometimes used to convey new uses of an existing product to the customers or to draw their attention to some new features of the product. The basic objective of advertising in this case is to convince the customers about the superiority of a product in comparison with other products in the same line.
- 6 **To highlight brand character:** For certain products, consumers feel that a particular characteristic is very important. Its existence determines the buyers' choice of a particular brand out of several brands. If the product has that feature, **advertising** is used to stress it and demonstrate its advantages. Similarly, if the product has a special feature which is linked with a desirable consumer benefit, advertising is used to emphasise it.

Look at the advertisement presented in Figure 8.6. It says **how** godrej 165 litre refrigerator is designed to establish its superiority over the other refrigerators.

Figure 8.6
Advertisement Highlighting the Brand Character

*You work so hard to take care of your family.
But who will take care of you?*

The New Godrej 165 litre Refrigerator

The New Godrej 165 litre Refrigerator is designed to take better care of you. Because it gives you space where you really need it: in the vegetable tray and door panel.

Largest Vegetable Tray and Egg Rack. Among 165 litre Refrigerators

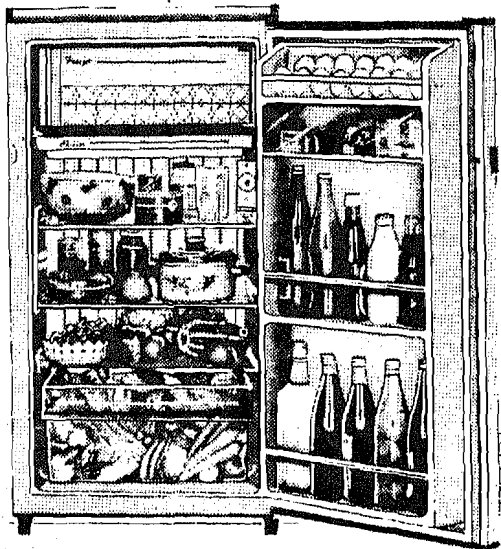
The Godrej vegetable tray holds more and keeps vegetables fresher for a longer time.



In the door panel you can store as many as 15 eggs; more than in any other refrigerator. The New Godrej helps to keep pace with your family's demands.

The Only 165 litre Refrigerator Which Holds 10 Large Bottles

So, say goodbye to the trouble of filling up your bottles again and again.



Godrej

*The new refrigerator
every hard-working woman deserves.*

- 7 **Dealer support:** Sometimes the aim of advertisement is to provide support to dealers and distributors. Thus, there are **many** advertisements in newspapers, in which the list of dealers and distributors are mentioned along with the particulars of the product.

Look at the Figure 8.7. In this advertisement, apart from certain details about the product, a list of dealers is also presented at the bottom.

- 8 **Trafficking the retail trade (increasing retail sale):** On certain occasions, the objective of advertisement is to increase retail sale through off-season or special festival discounts, gift schemes, clearance sales, etc. The objective of such advertisements is to **draw** the attention of customers towards the special offers.

Figure 8.7
An Advertisement Giving the List of Dealers



VIMAL SHOWROOMS — THE LARGEST NATIONWIDE RETAIL NETWORK-67 IN DELHI AND 1299 ALL OVER INDIA.
 Authorised showrooms in West Delhi: Jyoti Textiles, C-4, E Market, Janakpuri * Kumer Deep Nangal Raya, Jail Road * Gupta Textiles AI Shopping Centre, Shalimar Bagh * Krishna New Market, Tilak Nagar * Libas Main Market, Uttam Nagar * Vimal Deep Main Market, Rajouri Garden * Kataria Textorium Krishnapuri, Sangam Market, Near Vikas Puri Ean. * Nishu Textiles B-2/35, Janakpuri. * Tilak Textiles 11370, Main Road, Narela/Janakpuri.

Study the advertisement presented in Figure 8.8, carefully. Along with the information regarding product range, it gives information about 20-40% special festival rebate offered by Co-Optex Tamilnadu Handlooms.

Figure 8.8
Advertisement Intended for Trafficking the Retail Trade



- 9 Miscellaneous: In some cases the objective of the advertisement is to inform the customers in remote areas which are not accessible to salesmen. Similarly, it is also aimed at informing customers in far off places or outside the country about new products.

8.5 ROLE OF ADVERTISING IN THE SOCIETY

In the previous section you have learnt about the objectives of advertising and the usefulness of advertising for an individual firm. From the social point of view, it may be said that advertisement has a positive effect on economic development. But this point of view is not accepted by all. There are arguments both for and against the use of advertisement in society. Let us first examine the arguments against advertising from the social point of view.

8.5.1 Arguments Against Advertising

- 1 Advertising leads to higher prices: Many hold the view that advertising leads to higher prices of goods. Advertising involves considerable expenditure. If that expenditure is avoided, the cost of goods may be reduced and the consumer can get the product at a cheaper price. If the money spent on advertising is used for improving the quality of the product, consumers may get a better product for the same price.
- 2 Advertising leads to **monopoly**: It is well known that large business firms establish brand image through advertising. Consumers develop brand loyalty. Then it becomes difficult for new producers to enter the market. In other words, advertising enables the existing large producers to block new competitors from entering the market. Thus, advertising acts as a barrier to entry and thereby leads to monopoly. Moreover, increased advertising often results in increased sales. Due to this possibility, established firms spend more and more on advertising and increase their sales. In this process they earn larger profits which enable them to spend even more on advertising. Thus, new entrants who do not have large financial resources find it difficult to compete with such established firms.
- 3 Advertising results in inefficient resource allocation: Advertisements are intended not so much for the benefit of consumers. They are mainly directed to influence the consumer demand to fit whatever has been produced. In other words, advertisements are aimed mainly to change the tastes of people so that they will buy whatever is manufactured. This leads to distortion in consumption expenditure and increases the producers market power. Thus, advertising indirectly determines what people should consume. In this process productive resources i.e., land, labour and capital, may not be used in the best interest of the society.
- 4 Advertising causes undesirable social effects: There are certain other criticisms about the social effects and cultural impact of advertising.
 - a) Objectionable appeals like sex, horror, etc., are used in advertisements to attract the customers' attention.
 - b) Consumers are exposed to hundreds and thousands of product appeals which they may not be able to buy and enjoy. This may create frustration and disappointment in many cases.
 - c) Advertising is used for promoting objectionable and harmful goods like cigarettes, liquors, etc.
 - d) It influences the values and life styles of people in society. Often it is used to promote products that satisfy the materialistic requirements of consumers. Advertising is, thus, accused of promoting materialistic values in the society.
 - e) Advertisements occasionally portray certain things objectionable to some sections of the society creating tensions between different groups of people.
- 5 Advertising may act against the **freedom** of press: Mass media earn huge income from advertisements. If the media are **dependent** on income from advertisements sponsored by a few large business firms, it may be difficult to disseminate information in public interest when it is unfavourable to those big business firms. Big sponsoring firms can threaten the media owners by refusing their advertisements and dictate what media have to do. Thus, the financial dependence of media on advertisements may act against the freedom of press.

- 6 Advertising encourages unnecessary competition: There is a distinction between informative advertising and competitive advertising. Informative advertising is that which passes on the useful information about a product or service to the customers. Such advertising is desirable. On the other hand, the competitive advertising is primarily meant to shift demand from one brand to another brand. In this case the advertisement has not created any additional demand. Therefore, such advertising is undesirable. In some cases, even the product features mentioned in the advertisement do not compare with the product when inspected. This type of misleading advertising is all the more undesirable.

8.5.2 Arguments in Support of Advertising

We have noted above that advertising is not always beneficial to society. However, it offers certain advantages as well. The arguments in favour of advertising run as follows:

- 1 Advertising leads to reduction in the cost of goods: Some people hold the opinion that advertising may lead to a reduction in the cost of goods. When consumers come to know about any product through advertisements, the demand for that product increases and production is increased accordingly. Increase in production leads to economies of scale. The benefits resulting from the economies of scale offset the cost of advertising. On the whole, the cost of production need not necessarily increase due to advertising. Besides, advertising costs are much less than other forms of business communication like personal selling. In the absence of advertising, business firms may adopt other more expensive methods.
- 2 Advertising need not necessarily lead to monopoly: It is not always true that advertising results in monopoly. It cannot be said that the first advertiser always wins the consumers' patronage and the later entrants have a disadvantage due to late entry. There is no evidence to believe that increased advertising-always results in increased sales. The fact that the soap and cigarette manufacturers constantly introduce new brands shows that the consumers like some novelty. If the new entrant has a better product, there is always a better chance of its acceptance by consumers. There are many instances of new comers successfully competing with entrenched leaders.
- 3 Advertising directs allocation of resources according to demand: By creating demand for goods, advertising influences the allocation of resources. It informs people about products available in the market. Based on this information, consumers choose and buy those products which satisfy their needs more effectively. Thus, the goods which satisfy consumer needs better are more in demand, and manufacturers allocate their resources accordingly. Thus, advertising directs the allocation of resources in accordance with the demand for goods and contributes to economic development.
- 4 Advertising and social values: It is argued that the social values and customs are subjective. What is objectionable to one person may not be objectionable to another person. Similarly, what is good at one point of time may not be good at another point of time. It is accepted that advertising is misused occasionally by unscrupulous businessmen. But advertisement as such should not be blamed for its misuse. This misuse of advertisement may be controlled through statutory regulations.
- 5 Advertising encourages autonomy of mass media: Mass media such as newspapers and magazines earn huge income from advertisements which make the media financially self-supporting. Thus, the publishers of newspapers and magazines are able to sell them at a fairly lower price. Without advertisements the price of newspapers and magazines would be much higher. The earnings from advertisements make the media financially self-supporting. Because of this financial autonomy, media can publish matters of public interest freely and frankly. Thus, advertising may be said to increase freedom of the prices.
- 6 Advertising provides useful information: It is through advertisement that consumers get useful information relating to products, prices, quality, terms of sale, servicing, etc. It is the main sources of information, particularly for those who live in remote areas and cannot be approached by salesmen. Thus, advertising plays an informative role which is beneficial to consumers.
- 7 Advertising generates employment: A point in favour of advertising is that it generates employment. A large number of artists, designers, models, technicians, etc., work in advertising agencies and mass media, and earn their livelihood.

8.6 ESSENTIALS OF AN EFFECTIVE ADVERTISEMENT

As you know, the ultimate purpose of advertisement is to induce the customers and influence them to buy the goods and services. To be effective, the advertisement must have right type of message communicated through proper media so as to reach the right people at the right time and at the lowest cost possible. To achieve this, advertisement should be properly planned and designed. Otherwise, it will fail to achieve its purpose and the money spent on it will be a waste.

Designing an effective advertisement is a challenging task. There is no definite formula for that purpose. But certain guidelines may be kept in view while designing an advertisement. The essential characteristics of a good advertisement may be divided into two broad categories:

- 1) Features relating to the message
- 2) Features relating to consumer reach

Let us discuss each of these types of characteristics in detail.

8.6.1 Features Relating to the Message

The impact of an advertisement depends not only upon what is said about the product, but also how it is said. The message should be such as to win the attention and interest of the target audience. So, while designing the advertisement message, one should keep the following points in mind.

- 1 **Desirability:** The message should say something desirable and interesting about the product. Otherwise, the advertisement may fail to induce the customers to buy the product.
- 2 **Exclusive:** Customers should know how the product advertised is better than the other products. So, the advertisement message should point out the unique features of the product. In other words, it should say something exclusive or distinctive about the product which does not apply to any other brand in that product category. Then only people may realise why and how the product is better than others.
- 3 **Believable:** Whatever is stated in the message should be believable. For instance, if the message conveys imaginary qualities of any product, people will never take the advertisement seriously. The message should actually compare with the product which the customer may verify so as to be convinced. Therefore, the message should be believable and provable.
- 4 **Attractive:** If the message is attractive, it will draw the attention of the customers very easily. If the message is not catchy, it will not have any effect on the minds of people. Therefore, such words or pictures which may draw the attention of customers should be used in the advertisement.
- 5 **Memorable and easy to recall:** The message should be easy to remember, so that it may be easy to recall it. Whenever customers go for shopping, the advertisement message should come to their mind and remind them about the product. Therefore, the words used in the message should be easy to memorise and recall.

8.6.2 Features Relating to Consumer Reach

Apart from the message, the impact of an advertisement also depends on how well it reaches the target customers. For this purpose, the following points should be borne in mind while designing the advertisement.

- 1 **Appropriate media:** The advertisement message should be presented through the media to which the target customers have access. For example, if the majority of the target customers do not have television sets, the message presented by TV transmission will not reach them. Similarly, if the majority of customers are illiterate, the message presented in newspapers may not reach them. So, the use of appropriate media is highly important for the effectiveness of advertisements.
- 2 **Frequency:** Frequency refers to the number of times any advertisement is repeated within a specified period of time. It also refers to the time gap between two or more

advertisements. In other words, it refers to how many times and at what intervals the advertisement is repeated. The main purpose of repetition is to keep the message alive in the memory of the customers. If the frequency is less, people may not remember the message. If the frequency is more, people may get irritated and may stop giving attention to it. So, the frequency should be optimum.

- 3 **Timing:** The specific time of advertising the message is an equally important aspect of advertisement. For example, if the advertisement appears on the T.V. when most of the customers are not viewing it, the effect will be much less as compared with the effect when a majority of the customers are viewing the T.V. programme. Hence, the timing of the advertisement should be so determined that it may reach the majority of customers.

Check Your Progress D

- 1 List out the purposes for which advertising is used by the business firms.

.....
.....
.....

- 2 Differentiate between informative advertising and competitive advertising.

.....
.....
.....

- 3 State the features of an effective advertisement.

.....
.....
.....

- 4 Which of the following statements are True and which are False?

- i) Advertising is not at all useful to the society.
- ii) Advertising creates employment.
- iii) Advertising always encourages monopoly.
- iv) Advertisement need not be attractive to draw the attention of the customers.
- v) Some advertisements have undesirable social and cultural impact.
- vi) Advertising through newspaper is appropriate when the potential customers are mostly illiterate,

8.7 LET US SUM UP

Advertising is any paid form of non-personal presentation of ideas, goods or services by an identified sponsor. Publicity is non-sponsored commercially significant information about a company or its product disseminated to the public by non-personal media without a financial charge to the company.

Advertising is different from publicity, although both use non-personal media. Advertising is sponsored by some company and payment is made to the media for disseminating that message. On the other hand, publicity is not sponsored by any company and no payment is made to the media.

Business firms use advertising with one or more of the following objectives:

- 1) introduction of new products, 2) inducing potential customers to buy, 3) reminding users, 4) to create brand image, 5) to intimate customers about new uses of a product, 6) to highlight brand character, 7) dealer support, 8) trafficking the retail trade, and 9) other objectives like informing customers in remote areas if they are not accessible to salesmen.

While advertising serves many useful purposes and benefit individual firms, it may have both positive and negative effects from the social point of view. Advertising may

unnecessarily raise the prices of goods particularly, when expenses are incurred on competitive advertising simply to divert customers from other products without any real benefit to them. Large business firms establish brand image through advertising and are thus able to block the entry of new competitors in the market. This may lead to monopoly. However, if new comers can offer better products they may be able to compete with entrenched leaders.

Advertising indirectly determines what people should consume as it is directed to influence consumer demands to fit whatever has been produced. Therefore, productive resources may not be used in the best interest of society. Moreover, advertisements often have harmful effects on the social and cultural values of the people.

Society is also benefited in several ways as a result of advertisements sponsored by business firms. Advertising leads to the allocation of resources in accordance with the demand for goods and contributes to economic development. It provides useful information to consumers, generates employment, and helps mass media to publish matters of public interest freely and frankly.

To be effective, advertisements must have the right type of message communicated through proper media so as to reach the right people at the right time and at the lowest possible cost. The message should communicate something desirable and distinctive about the product advertised. The message should be believable, attractive, easy to remember and recall. It should be communicated through appropriate media and repeated as often as is necessary to keep the message alive. The timing of the advertising should be so determined that it may reach the majority of target customers.

8.8 KEYWORDS

Advertising: Any paid form of non-personal communication of ideas, goods or services by an identified sponsor.

Publicity: Commercially significant information about a company or its product disseminated by a non-personal media without a financial charge to the company.

Brand Loyalty: Buyers' inclination to stick to a particular brand of product while making purchases.

Brand Image: Favourable opinion that goes with a particular brand name.

Mass Media: Channels or vehicles of communication which may be used to convey messages to large numbers of people.

8.9 SOME USEFUL BOOKS

Bhushan, Y.K. 1987. *Fundamentals of Business Organisation & Management*, Sultan Chand & Sons: New Delhi. (Part Seven, Chapter 4).

Kotler, Philip, 1986. *Marketing Management—Analysis, Planning, and Control*, Prentice-Hall of India: New Delhi. (Chapter 20).

Ramesh, M.S. 1985. *Principles and Practice of Business Organisation & Management*, Kitab Mahal: Allahabad. (Section Six, Chapter 25).

Wright, John S., Willis L. Winter, Jr., and Sherilyn K. Zeigler, 1984. *Advertising*, Tata McGraw-Hill: New Delhi. (Chapters 1, 2, & 4).

8.10 ANSWERS TO CHECK YOUR PROGRESS

A Product	'Televista' Television
Media	Newspaper
Message	Leadership comes in many forms. Leadership—the result of constant endeavour towards excellence and quality, manifests itself in everything the leader performs. Televista is the leading name in Televisions

for technology performance and class. It is one of the first **and** is still the foremost.

Televisa—Only the best carry our **name**.

Sponsor

Manufacturer of 'Televisa' TVs or its' agent.

B Reviewer says that the film 'Aaina' is a well made film within the formula format. It is also stated that the dialogue is well worded, fine music by Naushad and the lead role is played by Mumtaz rather poignantly. **On** the whole, the review may have some positive influence on the reader.

C 1 **Similarity:** In both these cases there is no face-to-face communication with the target audience. Both of them are presented through non-personal mass medium like radio, television, newspaper, magazine, etc.

Differences: There is **an** identifiable sponsor for advertisement whereas in the case of publicity there is **no** identifiable sponsor.

In the case of advertisement the company pays money to the media which present the message. The company does not pay anything to the media in the case of publicity.

Advertisement messages are mainly intended to create favourable influence about the company or its product. Publicity may give a favourable or **unfavourable** impression about the company or its product.

- 2 i) Presented by a sales representative which is a personal communication. **Therefore** it is neither advertisement nor publicity.
- ii) This is presented by an **individual** which does not come under mass media. So, it is neither advertisement nor **publicity**.
- iii) Newspaper, a non-personal media, presented the information voluntarily. Company did not pay any money to the newspaper. It comes under publicity (unfavourable publicity).

3 Item 1 is **an** advertisement. It is sponsored by Indira Gandhi National Open University (Registrar) calling for tenders for residential accommodation.

Item 2 is publicity. It is written by the staff reporter and published by the newspaper voluntarily for the **information** of its readers.

- D4 i) False ii) True iii) False iv) False
v) **True** vi) False

8.1 TERMINAL QUESTIONS

- 1 What is the main purpose of advertising? What are the various objectives **served** by advertisements?
- 2 Explain the usefulness of advertising from the consumers' point of view.
- 3 In what respects can advertisements be **harmful** to society?
- 4 What are the characteristics of a good **advertisement**? Suggest guidelines for designing an **effective** advertisement.
- 5 'Advertisement is a waste'. Do you agree with this view? Give reasons for your argument.

Note : These questions will help you to understand the unit better. Try to write answers for them. But do not submit your answers to the university. These are for your practice only.

UNIT 9 ADVERTISING MEDIA

Structure

- 9.0 Objectives
- 9.1 Introduction
- 9.2 Meaning and Importance of Media
- 9.3 Types of Media and Their characteristics
 - 9.3.1 Press Media
 - 9.3.2 Radio
 - 9.3.3 Television
 - 9.3.4 Outdoor Media
 - 9.3.5 Direct Mail
 - 9.3.6 Miscellaneous
- 9.4 Requisites of an Ideal Medium
- 9.5 Evaluation of Media
- 9.6 Choice of Media
- 9.7 Role of Advertising Agencies
- 9.8 Let Us Sum Up
- 9.9 Key Words
- 9.10 Some Useful Books
- 9.11 Answers to Check Your Progress
- 9.12 Terminal Questions

9.0 OBJECTIVES

After studying this unit, you should be able to:

- analyse the importance of media in advertising
- outline the characteristics of each medium of advertising
- state the features of an ideal medium
- describe the factors influencing choice of media
- explain the role of advertising agencies

9.1 INTRODUCTION

In Unit 8 you have learnt what is advertising, how it is different from publicity, the objectives of advertising, the role of advertising in the society and the features of an effective advertisement. As you know, for business firms advertising is a very important means of communicating with the consumers about products or services, their usefulness, quality, place where they are available, etc. The basic objective of all this is to promote sales. This objective is fulfilled only when the advertisement message reaches the intended customers. In this regard the media used i.e., the means which carry the message, is very important. In this unit we shall discuss the importance of media in advertising, characteristics of various advertising media, features of an ideal medium, and the factors influencing the choice of media.

9.2 MEANING AND IMPORTANCE OF MEDIA

The method or means adopted to communicate the message of an advertisement is known, as the medium of advertising. In other words, medium is the vehicle or carrier of advertising message to the target customers or prospects. Thus, newspaper is a **medium** of advertising because it carries messages in print about products and services. Similarly, radio is another medium of advertising to broadcast and communicate advertisements to the listeners. Advertisements through television carry the message about products and services to viewers. Posters, handbills, cinema slides, outdoor display of goods, etc., are **also** used for advertising purposes. These are all media of advertising. The basic purpose of using the media is to bring products and services to the notice of potential customers.