



UNIT -1 TYPES OF MEDIA ADVERTISEMENTS

Unit Structure

- 1.1 Learning Objective
- 1.2 Introduction
- 1.3 Types of Media Advertising
- 1.4 Advertisement Strategy
 - 1.4.1 Media Selection
 - 1.4.2 Media Planning
 - 1.4.3 Scheduling
- 1.5 Check Your Progress

1.1 LEARNING OBJECTIVES

The learner will be able to understand various types of advertising. The strategy used for advertising is also discussed. After the end of this unit you will be able to understand:

- Various Types of Media Advertising
- About advertising strategies

1.2 INTRODUCTION

We may treat the advertisement from two perspectives: as advertisement specialists and consumers. Advertisement specialists make decisions incident to planning, creation and conveying of the advertisement. Consumers, on the contrary, react to the advert which advertisement specialists have created and presented them. After incorporating these two perspectives we can state that constant interaction of advert and consumer is observed in the advertisement process. As marketing specialists transfer particular message to the consumers while advertise something, the advertisement may be called communication process.

It should be noticed that transferring message in the advertisement various elements – such as words, views, colours, music and so on - are used. While creating the advert, advertisement specialists must measure how every of these elements will influence the consumer because consumers' reaction to the advert will depend namely on the common operation of these elements. Knowing how communication process operates during the advertisement we may notice how the advert influences the consumer and, taking it into consideration, to carry out properly advertising researches seeking to increase the effectiveness of the advertisement.

Mostly, television, newspaper, billboards, and other forms of advertisement are group efforts representing the work of our distinct players in advertising process: Advertisers, advertising agencies, the media, and supply. Advertisers are the people or the organization

those look for selling products or persuade people through advertising.

Advertisers generally hire advertising agencies, the independent organization that focuses in developing and executing advertising on behalf of the advertisers. The advertising agencies in turn choose the media, through which advertisers' information is carried to their intended audiences. Some advertisers use only one medium, a single channel. The two largest categories of media are print and electronic, but wide ranges of other media also carry advertising information, including local yellow pages, directories and direct mail. In the process of creating and executing persuasive messages, advertisers and advertising agencies also use the services of various dealers, individuals or companies that provide particular services such as photography, printing, and production.

Ads differ depending on who the message is intended for, where the ad is shown, which media are used and what the advertiser wants to accomplish. So it is helpful to classify advertising according to different areas and angles.

1.3 TYPES OF MEDIA ADVERTISEMENT

Advertising is the paid, non-personal communication of information about products or ideas by an identified sponsor through the mass media in an effort to manipulate customer behavior. Advertising is non-personal because it's a fantasy created by a computer that selects one part of the target audience. It communicates information about products or ideas.

Advertising can be categorized in various ways. The two broad categories are consumer advertising. Consumer advertising is a direct and influential for the public. Consumer advertising can be further divided into national advertising and local advertising. National advertising is aimed at throughout the entire country. Local advertising is aimed at informing people in a particular area where they can purchase a product or services.

We can identify different types of advertisement covered by media:

1. **Product advertisement.** It is the most common type of advertising. The item which is advertised are mostly consumer products. The advertisement tells the story about the advantages and use of it. It creates one interest among the consumer as a dream product.
2. **Concept advertisement.** Here the advertisement is not just providing information about the product and services, but gives the idea of acceptance of such product or services. (e.g. Insurance advertisement)
3. **Informative advertisement.** In some case where immediate sale is not expected by some companies who produces durable product like two wheeler, car, television,



mobile phone, fridge, washing machine, air conditioner and micro oven. These products are not brought immediately after watching the advertisement. Therefore a consumer purchase after a great deal with the consideration of brand image and trust.

4. **Financial advertisement.** This is one of the specialized are where the banks, companies, industries publish their advertisements in form of shares, debentures, deposits, annual balance sheet in renowned print publication.
5. **Institutional / Corporate advertisement.** Some advertisement comes in a form of public relations for the brand image and prestige of institution or organization.
6. **Government advertising.** This varies from classified advertisements, tender notices, employment notifications and industrial products produced in the public sector and such services.
7. **Classified advertising.** It provides valuable information, examplas are employment market, birth, deaths, engagements and marriages, change of names, accommodations and housing availability and various services.

1.4 ADVERTISEMENT STRATEGY

An advertising strategy should support the marketing plan along with the company budget plan. Advertising strategies could include any variety of methods but should incorporate a web presence, social media and networking. Traditional modes for advertising like radio, television or the print media may also be used. The amalgamation of these methods to be used by a company depends greatly on the company's budget, their target audience or market, and the products or services being offered. Companies may choose between different types of **advertising strategies** by choosing parts of these methods or by using an extensive range of marketing collateral.

Effective **advertising** strategies have a long term effect and can surely increase the client by adding new customers. The basic elements of an effective strategy are:

1.4.1 MEDIA SELECTION

Selection of media upholds the interest of when they recommend certain media units. Certain products are to be advertised on TV whereas certain others have to be on radio or in the magazine and newspaper. Some products are also to be advertised on wayside hoardings and banners. Children products are to be advertised in TV when children programme appears or in children channel. Women product will have better attention from women programme or prime time. Mostly when the TV serials are telecast such advertisements like beauty product, species, home need products which relate to the women product. TV serials are watched by young women as well as house makers.

Men's products are mostly advertised during the sports and games telecast by different channels.

1.4.2 MEDIA PLANNING

In India, we are experiencing an economic slowdown. Consumer buying is on the decline. Ads spend by different companies are unfinished for facing decline in sales. Though they are cutting ad budgets, they want more effectiveness. Among the several types of media the media planner of the advertising department thinks fit to give the advertising in a specific media, where they will get respond from a particular media. Media planning is a process of action that shows how advertising time and space will be used so as to contribute to achievement of marketing objectives. Media planning is the end product of media planning process.

Broadcast Media: An effective mean to reach large audience is via television and radio.

The reach of both radio and television media is immense as it may be accessed at home, office



or while travelling as well. The broadcast media offers different advertisements lots and their rates depend on the advertisement duration and the airing time. A prime time slot that draws the maximum viewers or listeners is charged more than an on primes lot.

Internet Advertising: The internet is one of the most effectual media in recent times as its popularity and reach is immense. An effective promo of the websites and advertisements is a sure shot method to increase the clientele.



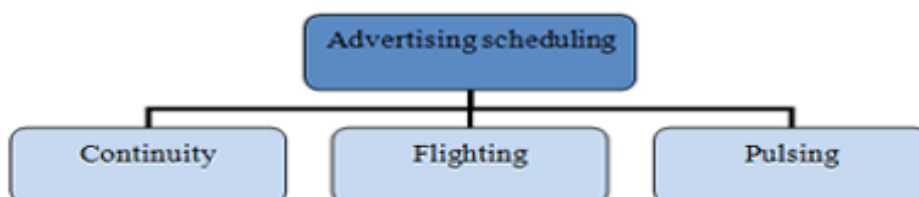
Print Media: It is a cost effective method of reaching out to

The target **audience**. Newspapers, magazines, flyers and Brochures are some of the traditional advertising means that have been successfully used over the years.



1.4.3 SCHEDULING

Scheduling directly refers to the patterns of time in which the advertisement is going to run. It helps fixing up the time slots according to the advertiser so that the message to be delivered will reach target audience in a proper way with proper timings. Scheduling is utmost importance in order to maintain and increase the consumer base and secure the brand name. There are basically three models of advertising scheduling as follows:



Continuity: This model is very good option for the products or services which don't depend on season for advertisements. They run ads whole year round. The advertisements under this type run at regular and fixed intervals. The main advantage here is reminding about your products to the customers continuously. This model helps maintain a continuous and complete purchase cycle. This is a best model for the products having continuous demand all the year round. There can be a Rising Continuity in which some specific products are been advertised in the peak seasons for e.g. floaters are advertised more in rainy season while some products fall under a Falling Continuity in which either ads for new products are run or if there is any other change in the existing product. E.g. packaging of Pediasure, a kid's health drink is recently changed.

Flighting: This model is also called bursting. As the name suggests, this an absolute season based products model. The ads here run at very irregular intervals. Advertisements are for very shorter periods and sometimes no ads at all. The ads are in concentrated forms. So, the biggest advantage here is there is very less waste of funds as the ads run only at the peak time when the product demand is on high. Television and radio are the most used media types in this method. So the advertisers who cannot afford the year long ads, this is a best option. E.g. ads for warm clothes in Indian Market.

Pulsing: This model is the combination of both continuity and flighting scheduling. Here, ads run whole year round but at a lower side that means less ads, and heavy advertisements are preferred at the peak time. So this model has advantages of both the other models. Generally scheduling is fixed for a month.

There are six types of scheduling method here.

- Steady pulse has fixed schedule for 12 months.
- Seasonal pulse has bunches of ads season wise.
- Period pulse regular basis ads.
- Erratic pulse refers to irregular ads normally used for changing old patterns.
- Start up pulse is used for new product with heavy advertisements.
- Promotional pulse refers to short period single use ads used basically for promoting products or events.

Using this interface, you can set the time periods in which you want to run your campaign.

Few points to remember while scheduling an advertisement are:

- Selecting a proper media type for running ads
- Selecting a correct time for running ads so that the purpose is solved.
- Advertisements should be sufficient enough (in number) to deliver the message to the target.

The target consumer is a complex combination of persons. First of all, it includes the person who ultimately buys the product. Next it includes those who, in certain circumstances, decide what product will be bought (but do not physically buy it). Finally, it includes those who influence product purchases (children, spouse, and friends). In practice the small business owner, being close to his or her customers, probably knows exactly how to advise the advertising agency on the target consumer.

Communication Media

Once the product and its environment are understood and the target consumer has been specified, the routes of reaching the consumer must be assessed—the media of communication. Five major channels are available to the business owner:

Print—Primarily newspapers (both weekly and daily) and magazines.

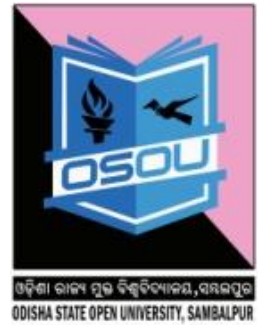
Audio—FM and AM radio.

Video—Promotional videos for television.

Social Media- Mobile App

Outdoor Advertising—Billboards, advertisements on public transportation (cabs, buses).

Each of the channels available has its advantages, disadvantages, and cost patterns. A critical stage is developing the advertising strategy, therefore, is the fourth point made at the outset: how to choose the optimum means, given budgetary constraints, to reach the largest number of target consumers with the appropriate formulated message.



Display advertising

Display advertising (banner advertising) is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target user with particular traits to increase the ads' effect.

Digital display advertising is graphic advertising on Internet websites, apps or social media through banners or other advertising formats made of text, images, flash, video, and audio. The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors.

1.5 CHECK YOUR PROGRESS

1. Define different types of Media Advertisements?

2. What are the strategies taken for media Advertisements?

3. What is scheduling?



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ODISHA STATE OPEN UNIVERSITY, SAMBALPUR

UNIT -2 ADVERTISING OBJECTIVES; SEGMENTATION, POSITIONING AND TARGETING

Unit Structure

- 2.1 Learning Objectives
- 2.2 Introduction
- 2.3 Objectives of Advertising
 - 2.3.1 Types of Advertising Objectives
 - 2.3.2 Advertising Appeals
- 2.4 Segmentation
- 2.5 Positioning
- 2.6 Targeting
- 2.7 Check Your Progress

2.1 LEARNING OBJECTIVES

In this unit you will be able to learn about objectives of advertising and after completion of this unit be able to understand;

- Objectives of Advertising
- Segmentation
- Positioning
- Targeting

2.2 INTRODUCTION

Advertisements are designed to influence and attract public opinion. It has become a vast business throughout the world. Huge money is spent towards managing advertisement in the way of marketing. Basically there are two types of objectives of advertisements, one to increase sales and second to increase brand awareness which indirectly reflects on sales. So every advertisement needs to be planned properly to reach near the right population at right time.

2.3 OBJECTIVES OF ADVERTISING

Advertising is ultimately known as a marketing approach from the end of companies or institution who wants to promote their product and services. Advertising is also a business communication in the form of information, creating awareness of the product launches to the target audience or population. It is a direct approach to increase sales. Advertising is the need for the customer who else does not satisfy with a consumable product and search of any alternative. Advertising basically have three primary purpose such are to inform, to persuade and to remind.

- **Information** creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products.
- **Persuade** tries to convince customers that a company's services or products are the best, and it works to alter perceptions and enhance the image of a company or product. Its goal is to influence consumers to take action and switch brands, try a new product, or remain loyal to a current brand.
- **Reminder works** to reminds people about the need for a product or service, or the features and benefits it will provide when they purchase promptly.

2.3.1 Types of Advertising Objectives

1) Introduce a product

Common reason Advertising is used is to introduce a new product in the market. This can be done by existing brands as well as new brands. Have a look at the latest mobile phone in the market or a four wheeler and you will find a lot of advertisement for these new products. The objective of advertising here is to tell customers – “Here is the new product we have launched”

2) Introduce a brand

There are many startups in the market today and many of them are services. Services are generally marketed as a brand rather than marketing their individual service product. Thus, Samsung will market its own brand and introduce that flipkart has started servicing customers in a new market. Same goes for flipkart or Relience fresh – Companies which market their brand and their presence in the market rather than producing a single product.

3) Awareness creation

According to the AIDA model, the most important job of advertising is to get attention which is nothing but Awareness creation. Advertising needs to capture the attention of people and make them aware of the products or their features in the market.

Example – Most of the Bank ads that you see are awareness campaigns. The ads that advertise the benefits of savings / mutual funds or benefits on credit and debit cards are all awareness creation ads.

4) Acquiring customers or Brand switching

One of the major objectives of advertising and the first objective of many advertising campaigns is to acquire more customers. This is also known as making the customers switch brands. This can happen by passing on a strong message so that the potential customer leaves the brand which he is tied up with and comes to your brand.

Example – Most shops companies launch product and strategies just to acquire

customers and then advertise these strategies in the market so that the customer switches brands. There is hardly any differentiation in this market – thus advertising is a major way to acquire customers. The LUX selects to advertise its soap by top most actresses from film industry of bollywood to campaign was just that – Influence the customers and create passion in such a way that they do brand switching.

5) Differentiation and value creation

A most important aspect of Advertising is to differentiate the product or the service from those of the competitor. A customer can only differentiate between services based on the value the firms provide over that of competitors.

If a competitor is just advertising the features, whereas your firm advertises the promises and commitments that it will keep, naturally more customers will “trust” your brand over others. This is the reason that advertising is used commonly to create value and to differentiate one brand from another. Coca cola, Toyota, Amazon are some of the most trusted brands in the market. It is no doubt that these brands are also amongst the top advertisers in their respective segments. These brands target value creation as well as differentiation via their advertising campaigns.

6) Brand building

When a brand regularly advertises and delivers quality products and fulfills the promises it makes, automatically the value of the brand is built. However, there are many other aspects of brand building. One of the first ones is to advertise via ATL and BTL campaigns etc.

Brands have different objectives of Advertising. Brands like P&G, ITC and Hindustan Unilever regularly invest funds in building a good brand value for the parent brand. By doing so, even if one brand is affected, the parent brand is untouchable.

Recently we observed the problems of Maggi in India, where Maggi was banned completely due to high lead content. However, this did not affect the parent brand Nestle much and neither affected its other brands like Nescafe which had done their own brand building and were independent of the parent brand. This brand was built by good products and constant advertising towards building brand equity and making a connect with the audience.

7) Positioning the product – Product and brand recall

One of the key factors in the actual purchase of a product is the products recall and the brand recall at the time of purchase. Amongst the objectives of advertising, one objective is to correctly position the brand in the minds of the customer.

Examples include premium brands like Ralph Lauren, Gucci, Hermes or others which are clearly positioned premium. This position is achieved by first having a very premium product line which is high priced but it is also achieved by buying premium advertising and placing the ads in media vehicles which are very premium.

Besides premium marketing, we can also look at niche marketing. Kent is a company



which has focused all its advertising on its purification capability. They claim they are the masters of water purifiers. Their repeated advertising creates a high product and brand recall in the minds of the customers thereby positioning them as the top purchased brand in the water purifier segment.

8) Increase sales

Naturally, with so many steps being taken to advertise the product, it is no doubt that one of the objectives of advertising is to increase sales. Many a times this objective is achieved via advertising. However, if the campaign is improper or the audience is not targeted properly, then advertising can fail in its objective.

Nonetheless, there are many seasonal products wherein an immediate increase in sale is observed due to advertising. The best example is Ice cream brands which advertise heavily during the summer months because they know that advertising will immediately influence the sales figures. They do not waste money in advertising during the winter season at all.

Similarly, you will see many ads of raincoats during rainy season and ads of winter wear during winter seasons. All these ads are placed to increase the sale of the product immediately.

9) Increase profits

With the value being communicated and the brand being differentiated as well as sales being increased, there is no doubt that advertising can contribute a lot to increasing profits. Advertising should never be looked at as an expense or a liability. In fact, it is an investment for a firm just like a brand is an investment.

10) Create Desire

Again, referring to the AIDA model, one of the key factors in advertising is to create a desire for the product so that the customer wants the product. Brands which are known to do this are BMW, Audi, Harley Davidson, Adidas and others. These brands are master of advertising where they create so much desire for the product that the customer absolutely wants a product even if he doesn't need it.

There are many stories of Harley Davidson as a brand wherein customers have saved money for years to buy a particular bike of Harley Davidson. Same stories can be heard about an Audi or a BMW.

11) Call to action

One of the most common objectives of digital advertising and digital marketing is to get a call to action. Brands invest in banner ads, link ads as well as social ads to get their potential customers to take an action. This action can be filling up an Email form, clicking on a link, watching a video, giving a survey or what not.

The above are the different types of Objectives of Advertising. Naturally, a firm can have 2-3 objectives for advertising their products or services.

Some of these objectives might be short term like advertising to increase seasonal



sales whereas other objectives might be long term like Brand building and increasing profits. Depending on the current standing of the firm in their market, they can choose their advertising objective and come up with an advertising campaign.

2.3.2 ADVERTISING APPEALS

Advertising appeals is an unavoidable part of advertisement. It is the central idea that elicits the much desired response. Advertising appeals can be classified into two categories, Informal or rational appeals and emotional appeals. Informal or rational appeals focus on the consumers practical or functional needs for the product and services. Emotional appeals use an emotional message and a designed around an image intended to touch the heart and create a response based on feelings and attitudes. Product success stories are advertised to reinforce customer commitment of purchasing the product.

2.4 SEGMENTATION

Advertisement segmentation involves dividing a market into different part according to customer's needs and wants. Where the market is large place, advertisement has to share or inform among all the population. It is what to divide the advertisements into small parts or small groups. This segmentation of advertisements is done looking after the following aspects;

Demographic segmentation

Geographic segmentation

Income segmentation

Behavioral segmentation

Advertisement segmentation focuses on recourses part of market where the business can be succeed. It also allows a business to grow share in market or to “ride the wave” of first growing segments. Helps with the new product development focused on needs of customers in the segments. It helps to make the marketing mix more effective for customers and market demand. This process helps us to understand and identify to reach near the customer who needs advertisement. Where the market is changing in a dynamic and fast way, segmentation of advertisement will bring more sales for the companies.

2.5 POSITIONING

When you think of positioning of advertisements, it has to decide the segments to grow the business and services. It needs to decide how to complete in that segment. Advertisement has to be planned for those populations or market where the customers mind relating to competing product.

Positioning on a market illustrate the range of position that a product can take in the market based on two dimension that are based on customer. These dimensions are Low price-High price, basic quality-high quality, necessity-luxury, light-heavy, simple-complex, healthy-unhealthy etc.



Customer chooses products based on value propositions, providing superior value than the competition. There are various possible value differences which can deliver competitive advantage.

Possible positioning;

- Offer more or less
E.g. Good quality at low price
- Offer more for more
E.g. High price luxury products with prestige value
- Offer more for same
E.g. Introduce new features and better performance for the same price
- Offer less for much less
E.g. low cost flying and hotels, good quality at low price

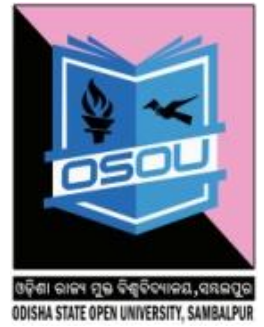
Advertising is chosen on those channels looking after the class of viewers interest, then only low price product or high price product is chosen according to the channels.

2.6 TARGETING

Targeting of advertisements in a market is a set of customers sharing common needs and wants that a business decides to target.

In a mass advertising, business targets to a whole population, ignoring segment product and services. Targeting is more focused on what a customer need and wants in common, not how they differ. In a particular region, advertisements targets several market product or services within the same market. Product are designed and targeted to each segment requires separate advertising plan and often different business units and product portfolios.

In a small place or a specific place advertisements focused on narrow or smaller segmentation. It has to achieve a strong market position within the particular place.



2.7 CHECK YOUR PROGRESS

1. Define advertising objectives?

2. What do you mean by advertising appeals?

3. What is positioning in advertising?



UNIT – 3 CAMPAIGN PLANNING - CREATION AND PRODUCTION OF ADS

Unit Structure

- 3.1 Learning Objectives
- 3.2 Introduction
- 3.3 Advertising Campaigns
- 3.4 Creation of Advertisement
 - 3.4.1 Creation of a good advertisement
- 3.5 Production of Advertisement
- 3.6 Check Your Progress

3.1 LEARNING OBJECTIVES

In this unit we will learn about advertisement campaign, after completion of this unit you will be able to understand;

- Advertising Campaigns
- Creation of Advertisements
- Production of Advertisements

3.2 INTRODUCTION

Advertisement campaign is a process of division and sub-division of advertising function united. Campaign is ultimately known as proper planning or can be said as well planned. Several campaigning and functioning with the same goal to capturing the market and establishing the superiority of the product and services. Or in simple way we can tell a repetition of ads in several media to fulfil the target or goal of the organisation or institution. Every social advertisement is mainly more focused on media campaign. Before any advertising goes for campaign it is properly designed or created with an objective to last for a long period. Creation and production of advertisement is more necessary part before any campaign take place. So there are lot of research is done to test the advertisement before it is selected for campaign.

3.3 ADVERTISING CAMPAIGNS

Advertising campaigns are the groups of advertising messages which are similar in nature. They share same messages and themes placed in different types of medias at some fixed times. The time frames of advertising campaigns are fixed and specifically defined.

Campaigns are organised by the agency in consultation with the sales and marketing executives of the manufacturing organisation or service provider. The agency sustained attention on the product or services in the various media which has created



public interest over a period of time.

Marketing executives and ad agency executives discuss the strategies of the campaign and draw up a schedule which the media buyers of the agency implement. Certain product are targeted to men, certain to women and third are to the children in boys and girls based on different sociological phenomena. *Marriages* are usually taking place in certain months. Consumer items connected to wedding ceremonies will be advertised during those months. Similarly cultural festival such as Deepawali, Dussehera, Christmas, Eid and Onam are such period when companies give different offer to the customers. Goods are sold more on this period compared to other season.

The very prime thing before making an ad campaign is to know-

Why you are advertising and what are you advertising?

Why refers to the objective of advertising campaign. The objective of an advertising campaign is to;

- Inform people about your product
- Convince them to buy the product
- Make your product available to the customers

The **process of making an advertising campaign is as follows:**

1. **Research:** first step is to do a market research for the product to be advertised. One needs to find out the product demand, competitors, etc.
2. **Know the target audience:** one need to know who are going to buy the product and who should be targeted.
3. **Setting the budget:** the next step is to set the budget keeping in mind all the factors like media, presentations, paper works, etc which have a role in the process of advertising and the places where there is a need of funds.
4. **Deciding a proper theme:** the theme for the campaign has to be decided as in the colors to be used, the graphics should be similar or almost similar in all ads, the music and the voices to be used, the designing of the ads, the way the message will be delivered, the language to be used, jingles, etc.
5. **Selection of media:** the media or number of Medias selected should be the one which will reach the target customers.
6. **Media scheduling:** the scheduling has to be done accurately so that the ad will be visible or be read or be audible to the targeted customers at the right time.
7. **Executing the campaign:** finally the campaign has to be executed and then the feedback has to be noted.

Mostly used media tools are print media and electronic media. Print media includes



newspaper, magazines, pamphlets, banners, and hoardings. Electronic media includes radio, television, e-mails, sending message on mobiles, and telephonic advertising. The only point to remember is getting a proper frequency for the ad campaign so that the ad is visible and grasping time for customers is good enough.

All campaigns do not have fix duration. Some campaigns are seasonal and some run all year round. All campaigns differ in timings. Some advertising campaigns are media based, some are area based, some are product based, and some are objective based. It is seen that generally advertising campaigns run successfully, but in case if the purpose is not solved in any case, then the theory is redone, required changes are made using the experience, and the remaining campaign is carried forward.

3.4 CREATION OF ADVERTISEMENT

Creation of advertising is ultimately a team effort which puts the client's ideas in tentative drawings, layout, pictures, catchy phrases, slogan and other forms of expression. After a initial exercise the creative group, the chief copywriter, or art director discussed the ideas of creation of ads. Account executive has to execute the process of developing the ad to for different media. Weather the advertisement will be for print media, electronic media (television or radio) or social media. The copy (including written copy and visual, slogan, scripts, model action, sequence, etc) will be for different media. Size of advertising has to decided (calculated in square cm for print media and timing for electronic media). The calculation of advertising cost for hoardings and banners are in square feet in sizes.

Under the Art Director or Chief Copywriter in a large agency, there will be many talented artists and writers, layout experts, designers, photographers, cameraman, computer graphics experts, sound engineers and other especially talented people working. Each of them have some specific part of job to perform on the background of creating a single piece of advertisement.

3.4.1 Creation of a good advertisement

Now that we've defined the advertisement and learn the basics about the available file formats, let's get back to our main subject and discuss the process of creation.

There are, however, a few things to keep in mind before you can actually design and create an advertisement.

Here are the most important steps you need to undertake:

1. The SWOT analysis of the product and the company

Before analyzing how to create an advertisement that converts into great results, you should start by performing a thorough analysis of the strengths, weaknesses, opportunities, and threats for both, the company and the product that is to be advertised.

In short, advertisers call this activity a SWOT analysis.

You obviously start by analyzing the strengths of the company and the product.

What makes them unique? What are the core values upon which the entire advertising campaign can be based on?

Here you can also include the relationship with the customers, your financial capabilities and resources, the level of commitment of the employees and so on. You need to know the basis from which you start your campaign and this step may give you exactly what you need in order to set it up correctly.

Then, you can continue with a thorough analysis of the weaknesses presented by the company and the advertised products and the opportunities for future development and growth. When you analyze opportunities, you can also set goals for the campaign.

Finally, you can also analyze the threats presented by the competition and/or other external factors.

2. Set up your main objectives

What is the purpose of your advertising campaign? What are your main objectives? Are your goals feasible or not? You should also perform an analysis of these questions and answer them with the utmost sincerity.

Based on what you set up here, you can go further to the next step and start your research.

3. Research the market, the competition, your audience

You cannot consider yourself ready to make an advertisement without conducting a proper research on some important factors your campaign depends on.

For instance, it's important to know the market and its behavior. Study how things have changed over the past few months and what professionals are predicting for the near future as well.

Know your position on the market, the competitors' role and positions as well. Find out how they advertise their products and try not to copy their campaigns. Instead, you will need to come up with something new, something out of the box, something that will make your audience convert into clients.

Know to whom you are addressing your advertisements too. What devices are they using? What is their social status? What are their online behaviors and how do they shop?

4. Identify your target audience

Who is more likely to buy your products or services? Responding to this question is yet another important step in setting up your advertising campaign. Should you want to be successful at designing an appealing advertisement, you need to know to whom you are addressing it.

For example, if you are selling clothing for babies, it's quite obvious that your target audience is parents and maybe grandparents. You don't have to do anything with



teenagers, kids or single people. The design and copy text will, therefore, be appealing to the selected demographic groups. If you also consider influencing in advertising it will definitely help you choose your influencer.

Of course, based on your industry and your niche, there may be other important questions to answer here such as:

- To what demographics group am I addressing my messages?
- What is my clients' social status?
- Are they young and unemployed?
- Are they professionals from a specific niche?
- Are they old or not?
- What's the level of their education?
- Where do they live?
- What is their relationship with the competition?

5. Select your channels

Banner snack allows you to create a full set of banners if you want to create advertisements online.

Therefore, it will be easy to design them for different channels in less time than if you would have done it individually.

However, it's one thing to design your ads and an entirely new thing to select where to place them.

Based on your demographic research, however, you will be able to narrow your search to some specific channels of media distribution suitable for your campaign. For instance, if you are targeting people who are known to spend a lot of time on social media, you should channel your efforts in designing suitable ads for social media and of course, select the most appropriate channels of these sorts. Focus on them. For instance, if you want to advertise on Instagram or Facebook, there's no need to study the ad placements requirements and methods on Twitter.

At the same time, you can advertise on websites and blogs as well. In this case, you need to analyze at least a few advertising platforms and select the one that manages to meet all your needs in terms of placements, costs, and network.

6. Brainstorm for fresh ideas

Take all the information you manage to gather up to this step regarding your products and your targeting audience.

Think also about the delivery channel you have chosen for your advertisements. Based on your findings, you can now start brainstorming for fresh and creative new ideas for your campaign.

Write down some words, phrases, ideas. Combine them and do not stop until you



come up with at least a dozen of possible calls to action, copy texts and visual representations of your banner, flyers or videos should look like.

7. The design process

Obviously, this is the hardest part of the entire advertisement creation process. Everything you did until now, each other previous steps, prepared you for this one. Now, it's time to put your creativity to work and actually design your banners, flyers or brochures.

Take the top three or five ideas from your previous sketches and use them to create raw advertisements. If you are using Banner snack as your main advertisement maker, all your projects will be automatically saved online. You can get back to them to make modifications or, you can share them with your peers for valuable inputs.

Also, it will help you if you can show your rough designs to people who are in your target audience. Their inputs and advice may help you adjust your advertisements in order to meet the targeted demographic needs and values.

8. Deliver your advertisements

Once the designs are ready to be delivered online, based on your selected delivery channels, you can start your campaign.

At this point, you need to define your budget and select the criteria on which you are going to publish your banners on each channel in particular.

Each advertising platform (or social media platform that includes paid advertising) will let you select your own parameters of delivery, based on demographics, age groups, types of websites, industries, countries, and regions etc.

You have already identified your target audience at the fourth step of this guide. Now, you just need to apply that specific information according to the specifications of each selected channel.

9. Quantifying and analyzing the results

This is also an important step in your campaign, maybe the most important of all.

After your campaign has finished, you need to start analyzing how your audience reacted to your banners and whether or not the entire process was a successful one.

This data is also important for your future campaigns. You will start your future design processes based on your initial results and try to improve them.



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3.5 PRODUCTION OF ADVERTISEMENT

Production of advertisement goes with different stages with the creation department and a small strategy is being followed;

Planning

Selling your razors to men might be a strategy, but it alone is not an advertising production plan. Some men might shave daily, others weekly. Some beards rather than moustaches. Some might replace razor cartridges after each shave, others after several. Research buying habits of those that would most benefit from your razor. If they are cost conscious, emphasize your competitive price in your ads. If it's quality they prefer, stress that your blades last longer. Identifying their motivation will help you produce an advertisement that gets their attention.

Pre-production

Summarize your goals for the advertisement in a creative brief for your advertising agency, or the staff members who will produce it for you. Define the target market, clarify your message and state the specific action you would like its members to take, such as to visit your website or call a toll-free number. Include your budget, timeline and any specifications on where and when you want the advertisement to run. Specify the particular television station, publication or radio show. Suggest images or phrases that might help achieve your goals.

Production

The creative process begins in serious once you hand over the brief. The advertising professionals will work up proofs, or in the case of commercials, storyboards, that bring your ideas to fruition. Review the preliminary concepts for consistency with your ideas and their ability to achieve your goals. Avoid cost overruns by confirming in advance how many revisions you are entitled to before incurring additional charges. Ensure that the final advertisement includes the necessary contact information, as well as any needed mention of pricing or a special offer.

Post-production

Check the publication you have contracted with to confirm that your advertisement has run according to the agreed upon terms. If you ordered color, it should not be in black and white. Similarly, watch or listen to your broadcast advertisement. Television and radio stations specify when your commercials will run. Make sure that they do. Track any corresponding increase in phone calls or web traffic. Consider running the advertisement again if the response was strong.

Conclusion

However, if you want your job to be not only professional but also thorough, you need to do everything by the book. This means that you need to understand the entire process behind an advertising campaign. It starts with an in-depth analysis of your company and products to be advertised, followed by extensive research on the market and the targeted population.



When you get to actually design the banners, you already know exactly what to expect from your campaign. You know what types of individuals make the audience you are addressing your messages to and how to properly quantify the results. It's now easier than ever to design a professional banner thanks to the available online tools such as Bannersnack. However, you can make things even easier by going through each of these steps and base your design on actual data. It's quite possible that when you'll get to the sixth step, you will already have a few ideas in mind, at least a starting point from which to go on with your design. Advertising campaign follows all such steps to reach near their target audience. Then only it could be treated as a successful campaign.

3.6 CHECK YOUR PROGRESS

1. What do you mean by campaign?

2. What is the procedure followed to create a good advertisement?

3. Prepare a campaign strategy on behalf of OSOU?



UNIT - 4 ADVERTISING DEPARTMENT AND AGENCY STRUCTURE; ADVERTISING BUDGET

Unit Structure

- 4.1 Learning Objectives
- 4.2 Introduction
- 4.3 Key Players in Advertising
- 4.4 Advertisement Department
- 4.5 Advertising Agency
- 4.6 Advertising Budget
- 4.7 Account Service
- 4.8 Check Your Progress
- 4.9 Further Readings

4.1 LEARNING OBJECTIVES

In this unit you will learn about advertising agency, after completion of this unit you will be able to understand;

- About Advertising Department
- Function of an Advertising Agency
- Advertising budget
- Idea of Account Service

4.2 INTRODUCTION

There are three components in an organization associated with advertising—the advertiser, the advertising agency and the mass media. The advertiser spends money, the agency creates the message and provides other services and the media publish the message. By Publish is meant the bringing of the message with proper format to the target audience through different media of communication. Advertising is often placed by an advertising agency on behalf of an organization.

The demand of the advertisement in the marketing process is increasing day by day. To fulfill the demand, the concept of advertising agency came into existence in the early part of nineteenth century. An advertising agency is an organization that creates, plans and handles advertising, marketing strategies and sale promotions for its clients. It is independent in nature. Different types

B Dattaram and Co. claims to be the oldest existing Indian agency in Mumbai which was started in 1902.

of business houses, corporations, non-profit organizations and government departments are the clients of an advertising agency. In the process of advertising, there are specific players who deliver different functions, the entire combination of which constitutes the entire intricate mechanism of advertising. These five players are: Advertiser, The

advertising agency, The media, The vendor and The target audience



4.3 KEY PLAYERS IN ADVERTISING

The **advertiser** is basically the company whose product or service is going to be promoted through the incorporation of advertising. In the eventual realm of affairs, the impact of the final advertisement is going to leverage him the most as its his brand

Account in advertising parlance means a client. Thus Hindustan Leveris an account for Lintas, or ITC is an account for Lintas.

whose future depends upon the nature of the advertising. In the industry language it is called 'Account'.

While the advertiser will get affected the most (positively or negatively), it's the **advertising agency**, which plays the greatest role in generating the impact of the advertisement. In other words, the advertising agency is verily responsible for the magnitude of effectiveness of the advertisement, the outcome of which will make or break the brand.

As for the **media** or the medium that will be chosen to deliver the advertisement, these different media that include electronic, print and interactive media, which constitute the channels of communication that will be employed to enhance the reach factor for the brand. The better and more compatible the media (channel of communication) is, the greater the outcomes of advertising.

Vendors are not directly related to any of the above-mentioned stakeholders. They have an indirect yet significant relationship with the advertising procedure. Consisting of players like freelancers, consultants and self-employed professionals, the vendors actually provide a e.g. is to the advertiser in helping him and the advertising agency to achieve the optimum quality of advertising that will not only be substantial but would also exude adequate charm.

Last but definitely not the least, it is the **target audience** that requires the utmost mention. They are the final deciders, the ultimate stakeholders whose consent would be the eventual determinant in shaping the present and future of the advertised brand.

4.4 ADVERTISEMENT DEPARTMENT

News Paper

An advertising department for a newspaper is responsible for generating revenue for the business by selling advertising space to local or national organizations. To sell advertising space, the department carries out a number of functions, including accepting and processing orders from advertisers, creating advertisements, providing media information to advertisers and advertising agencies, helping businesses develop



advertising plans and working with editorial teams to develop features that will attract advertisers. The newspaper advertising department plays an important role in helping small businesses market their products and services.

Many advertisements in a newspaper are small, low in cost and generally consist of text only, although some may include the use of photographs. These are known as classified advertisements and they are published in a special section of the newspaper under different headings or classifications. The advertising department takes orders for classified advertisements via telephone, email or the Internet, and processes the orders for publication on an agreed-upon date.

Advertisements that appear within the editorial sections of a newspaper are known as display advertisements. Generally, they include photographs or illustrations as well as text. The advertising department may offer design services to advertisers who do not have their own facilities or do not use an advertising agency; an in-house graphic designer will create and write an advertisement to suit the space the advertiser has purchased.

Television

A television advertisement is a span of television programming produced and paid for by an organization. It conveys a message promoting, and aiming to market, a product or service. Advertisers and marketers may refer to television commercials as TVCs.

TV advertising is still one of the most effective ways to create awareness about a product or brand, but ad spending is moving to the digital realm and media companies are working to find solutions. For small businesses with a limited ad budget, it's especially important to choose the right time at the right price at which to air their ad. It's not just about how often the ad is shown—it's about getting as many eyeballs on the ad as possible each time it airs. Brands and media companies also work to match the demographics of the viewers of each show to the market of the product being sold. The popularity of the program and the number of times the advertiser agrees to air the ad all have an impact on the total cost of running the ad.

Radio

In radio broadcasting commercial radio stations make most of their revenue by selling airtime to be used for running **radio advertisements**. These advertisements are the result of a business or a service providing a valuable consideration, usually money, in exchange for the station airing their commercial or mentioning them on air. The most common advertisements are "spot commercials", which normally last for no more than one minute.

Advertising rates can vary depending on the length of spot the advertisers selects to run. Although sixty second spots are the most common, stations also sell airtime in thirty, fifteen, ten and two second intervals. Thirty-second ads have always been popular in television advertising, but radio stations just adopted this format recently. Here the advertisement department prepares the advertisement on behalf of the organization need and budget.

4.5 ADVERTISING AGENCY

An advertising agency or Ad agency is a kind of service organization that is committed to planning, creating, designing and executing advertising for its clients. An advertising agency is a separate and independent organization that is free from its clients. It is not owned by advertisers, suppliers, media or client organizations. As a result of its independent status outside the organization, it is not influenced by any of them and is able to provide a number of services to the clients, for example, advice on marketing and branding strategies, handling their sales promotional activities and may also work as an external advisor to the selling of the products or services. The features and tasks of an advertising agency shall be clear from a few definitions of advertising agency.

“An Advertising Agency is an independent organization of creative people and business people who specialize in developing and preparing marketing and advertising plans, advertisements and other promotional tools. Agencies also purchase advertising space and time in various media on behalf of different advertisers (Clients) to find customers for their goods and services”.-American Association of Advertising Agencies (AAAA)

"Advertising justifies its existence when used in the public interest-it is much too powerful a tool to use solely for commercial purposes."-(David Ogilvy)

The above definitions bring forth the following features of advertising agencies:

- It is an independent organization.
- It comprises of creative people.
- Its assists the client organizations in developing marketing plans.
- It prepares advertisements for the clients.
- It designs and executes various promotional tools for the clients.
- It helps in acquiring advertising space and time for the clients in various advertising medias conveniently and economically.
- It helps to create demand for the products and services of the clients.
- It does not have a commercial use alone, but it also helps in developing public relations for the client organizations.

The above features give clear indication to the rationale behind hiring of advertising agencies by so many advertisers. Such agencies focus on seeking and retaining consumer attention, enhance brand visibility and acceptability for products and service advertised and brings business for the advertiser’s organization.

Role of Advertising Agencies

- Creating an advertise on the basis of information gathered about product
- Doing research on the company and the product and reactions of the customers.
- Planning for type of media to be used, when and where to be used,



and for how much time to be used.

- Taking the feed backs from the clients as well as the customers and then deciding the further line of action

All companies can do this work by themselves. They can make ads, print or advertise them on televisions or other media places; they can manage the accounts also. Then why do they need advertising agencies? The reasons behind hiring the advertising agencies by the companies are:

- The agencies are expert in this field. They have a team of different people for different functions like copywriters, art directors, planners, etc.
- The agencies make optimum use of these people, their experience and their knowledge.
- They work with an objective and are very professionals.
- Hiring them leads in saving the costs up to some extent.

Types of Advertising Agency

Based on function and size, following are the most common types of ad agency -

Full Service Agency

It is a bigger firm having whole range of advertising and marketing solutions.

Interactive Agency

It is a smart ad agency using all latest digital technology. It offers pretty creative and interactive ad solutions.

Creative Boutiques

A smaller sized firm specialized in creative ad services.

Media Buying Agency

These sort of agencies buy and manage places for the advertisement and other sort of campaigns. It also manages the time schedule with the media to place the ad and supervises the ad to see if it is broadcasted properly on time or not.

In-House Agency

It is a full services agency, usually in-built and works as per the needs of the organizations.

Specialized Ad Agency

There are some ad agencies, which offers only a particular type of ad service. They are known as specialized agency. They have highly qualified and subject expert professionals.

For example, agency providing financial advertisement, medicinal advertisement, and advertisement related to social and political issues, etc.

4.6 ADVERTISING BUDGET

An advertising budget is an estimate of a institution/company's promotional expenditures over a certain time period. The objective of company which markets its products is to earn profits and increase brand awareness. More importantly, the company wants to do it for its marketing activity. When creating an advertising budget, a company must weigh the value of spending an advertising money to generate profits by increasing overall sales.

Understanding an Advertising Budget

An advertising budget is part of a company's overall sales or marketing budget that can be viewed as an investment in a company's growth. The best advertising budgets—and campaigns—focus on customers' needs and solving their problems, not company problems such as an overstock reduction.

Special Considerations: Advertising Budget and Goals

Before deciding on a specific advertising budget, companies should make certain determinations to ensure that the budget is in line with their promotional and marketing goals:

- **Target consumer:** Knowing the consumer and having their demographic profile can help guide advertising spend.
- **Type of media that is best for the target consumer:** Mobile or internet advertising—via social media—may be the answer, although traditional media, such as print, television, and radio may be best for a given product, market, or target consumer.
- **Right approach for the target consumer:** Depending on the product or service, consider if appealing to the consumer's emotions or intelligence is a suitable strategy.
- **Expected profit from each dollar of advertising spending:** This may be the most important question to answer, as well as the most difficult.

Advertising Budgets: How Much Is Enough?

Companies can determine the level to set their advertising budget in several different ways, each of which has its own positives and negatives:

1. **Spend as much as possible:** This strategy, which sets aside just enough money to fund operations, is popular with startups that see a positive return on investment on their advertising spend. The key is anticipating

when the strategy will start showing diminishing returns and knowing when to switch strategies.

2. **Allocate a percentage of sales:** This is as simple as allocating a specific percentage based on the previous year's total gross sales or average sales. It is common for a business to spend 2% to 5% of annual revenues on advertising. This strategy is simple and safe but is based on past performance and may not be the most flexible choice for a changing marketplace. It also assumes that sales are directly linked to advertising.
3. **Spend what the competition spends:** This is as simple as adhering to the industry average for advertising cost. Of course, no market is exactly the same and such a strategy may not be sufficiently flexible.

Budget based on goals and tasks: This strategy, wherein you determine the objectives and the resources needed to achieve them, has pros and cons. On the upside, this can be the most targeted method of budgeting and the most effective. On the downside, it can be expensive and risky. An ad can be played only once or can be multiple times. Also, it can be daily, weekly, fortnightly, monthly etc. Depending upon the requirement, the advertising budget is altered.

4.7 ACCOUNT SERVICE

One of the largest departments in any advertising agency is account services. Once referred to as the "suits" (because they were always way more formally-dressed than any other department), account services brings together the client and the creative department.

The main job of the account services department is to keep work flowing into the agency, by establishing good relationships with clients, and constantly overseeing the work being done by the creative department.

Account services will meet with clients, take requests for work, and write briefs. They will also act as the go-between, presenting work, and bringing feedback from the client.

When a client relationship begins to go sour, for whatever reason, the members of the account services department will know about it before anyone else. It is their job to be proactive and maintain a good working relationship, because without clients...there is no ad agency.

Key Positions in Account Services

Let's take a look at the major roles of the account services department. These are the key position, many departments will have additional roles within these, including junior and



senior positions. In smaller shops, there may only be a few people to do the work of many.

Account Coordinator

The entry-level job in the account services department, the account coordinator is a learning role for a graduate or someone new to this side of the business.

Although a lot of time will be spent on the administration side of the account, this is a stepping stone to the many duties of an Account Executive.

Account Executive

This Account Executive (AE) plays a major role in any advertising agency. Typically, an AE is assigned to just a few (or sometimes only one) of the many accounts on the agency's client roster.

This is because the AE needs to have an intimate understanding of their client's core business, and also ensures that a strong working relationship is established between the client and the AE. The AE will usually take assignments from the client, working with them to create a creative brief for the department. The AE will also handle budgets, pitches, timing of jobs (in conjunction with traffic) and the day to day running of the account. The AE will report to the Account Manager, or sometimes to the Account Director.

Account Planner

Often integrated with the account services department, the account planner's role is quite different than that of the other members of the team. A good account planner will

be a strategic, critical thinker and researcher who is more in tune with the consumer than the client. In short, the account manager knows what the client wants (or needs) and the account planner knows what the consumer wants. The account planner will often drive the strategic direction of each campaign, and ensure the creative work is both on brand and strategically focused.

The account planner is a key role, but many shops place the burdens of account planning on the account manager or director. Larger agencies will have an entire department dedicated to account planning.

Account Manager

A more senior role, the account manager will be the main point of contact on one or two specific accounts. While they may not oversee the day-to-day running of the account, they are responsible for managing that account and maintaining an excellent client relationship. The account manager will establish budgets with the client, be there for conflict



resolutions, ensure timely deliverables, write creative briefs and approve payments to and from the client.

The account manager will also be in charge of contracts and contract renewals, quality control on the account, and actively pursue new opportunities with the client. The more opportunities, the more work (and money) for the agency. Above all, the account manager will know more about the account(s) he or she is assigned to than anyone else in the agency. They are the go-to person on that brand. The account manager will report directly to either an account director or agency director, providing input on all account activity.

Account Director

The account director steers the account services ship in the same way a creative director steers the creative department. Account directors know their own company's structure and workings inside and out, and also have exceptional business skills and salesmanship. Most agencies will have an account director pitch new work alongside the creative director. One provides insight into the creative work, the other gets the client to understand why it's good for their business. A truly excellent account director will also be a very strategic and disciplined thinker, providing excellent creative briefs when necessary, and assisting in the overall direction and execution of each campaign.

Like the proverbial old married couple you see bickering on the street corner, agency managers and agency creatives have a relationship that's often fraught with friction and discord, yet, at the same time, cohesion and dependence. Finding a balance will yield a successful and productive relationship.

With that notion in mind, here are 10 things agencies can do to help eliminate the seemingly endless chafing that goes on between the two sides.

4.8 CHECK YOUR PROGRESS

1. Define the role of advertising agency.

2. Define different type of Advertising agency.



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3. What do you mean by advertising budget?

4.9 FURTHER READINGS

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