

**GAUHATI UNIVERSITY**  
**Centre for Distance and Online Education**

**M.A. Second Semester**  
**(Under CBCS)**

**MASS COMMUNICATION**

**Paper: MMC 2025**  
**Advertising**



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## **LEARNING OUTCOMES:**

By means of this particular **Paper-MMC-2025(C)(Advertising)**, the Learners will be able to acquire a great deal of pertinent knowledge and perspicaciously fathomable ideas about the diverse aspects of the Broad Theme on Advertising. After reading the contents of this particular paper, the Learners will be able to discuss the trends of advertising. In addition, a thorough reading of the contents of this particular **Paper-MMC-2025(Advertising)**, will introduce the learners to the creative elements of ad-making and also will enable them to analyse the different concepts of branding in modern times.

More so, after having a thorough reading of the contents of this particular **Paper-MMC-2025(C)(Advertising)**, the Learners will get acquainted with the different aspects of advertising. More so, by means of skimming through the contents of this particular paper, the learners will be familiarized with the tools and terms associated with ad making. Apart from that, a thorough reading of the contents of this particular paper, will enhance the skills of the learners required in effective promotion of products.

More specifically, after skimming through the contents of this **Paper-MMC-2025(C)(Advertising)**, the Learners will be deeply benefitted in terms of gathering a wide spectrum of knowledge about the diverse aspects under the Broad Study Area of Advertising. In a nutshell, the Learners, after having a thorough study of the contents of this **Paper-MMC-2025(C)(Advertising)** will be able to—

- Discuss the various theoretical aspects related to the Broad Concept of Advertising. They will be able to know specifically about the characteristics, needs, functions and

classification of advertising. Also they will be able to know about the elements of advertising, advertising spots and jingles, difference between advertising and publicity, marketing communication and propaganda, relevance of advertising in the marketing mix etc. More so, by means of skimming through the contents of this particular paper, the learners will be able to gain some useful knowledge about the various theories of advertising.

- Grasp a perspicaciously fathomable idea about the various relevant aspects related to the concepts of Creative Strategy and Media Planning. More specifically, they will be able to acquire some precious knowledge about the USP, appeals in advertising, ad strategy, idea generation etc. More so, a thorough reading of the contents of this particular paper, will give the learners some pertinent ideas about copywriting, layout and design principles etc. Also, they will acquire some knowledge about the difference of advertising for various media, media planning and related aspects.
- Know about the diverse relevant aspects of the broad concept of the Advertising Agency and Advertising Media. Also they will be enlightened about the key concepts such as advertising agency, its organizational structure, types and the functions of the various departments of ad agencies. Also, a thorough reading of the contents of this particular paper, will enlighten the learners about the current status of the ad agencies globally and in the Indian perspective and also they will come to know about some of the significant organizations related to the domain of advertising.
- They will be able to gather some knowledge about the Broad Concept of Brand Building and Advertising

Management. More specifically, by means of skimming through the contents of this particular paper, the learners will be able to grasp a perspicaciously fathomable idea about the concept of brands, brand image, brand management and the other pertinent aspects related to brand building and advertising management.

- Be aware about the diverse aspects related to the Legal and Ethical aspects in Advertising. More specifically, they will come to know about the laws and acts concerning advertising, ASCI & advertising ethics, codes and guidelines of advertising and some other relevant aspects in this context.

**Paper : MMC 2025 : Advertising**  
**Block-1 (Introduction to Advertising)**

**Unit: 1**

**Understanding Advertising, Characteristics, Needs,  
Functions and Classification of Advertising**

**Unit Structure**

**1.0 Introduction**

**1.1 Objectives**

**1.2 Concepts of Advertising**

**1.3 Definition of Advertising**

**1.4 Functions of Advertisings**

**1.5 Characteristics of Advertising**

**1.6 Classification of Advertising**

**1.7 Need for Advertising**

**1.8 Let Us Sum up**

**1.9 References and Suggested Readings**

**1.10 Model Questions**

**1.11 Answers to the Check Your Progress**

**1.0 Introduction**

Advertising has become a vital part of modern society which influences our choices and opinions in one way or another. In earlier times, advertisements were not given much emphasis as it is being given today. We see various forms of advertising every day from the radio, television, internet, and social media and so on. While individuals would have to comprehend marketing agencies'

persuasive techniques as affect consumer behaviour regarding product or service choice. This generates awareness about advertising and what it entails is critical. The aim of this self-study module is to provide comprehensive overview of advertising as a concept; looking at its nature, functions as well as types.

### **1.1 Objectives**

This unit is an attempt to provide an overview of the concept of advertising. After going through this unit you will be able to:

- *Explain* the concept and significance of advertising in contemporary society
- *Examine* the various functions of advertising in the marketing process
- *Explore* the different needs that advertising fulfils for businesses and consumers.
- *Classify* advertising based on different criteria and understand the implications of each type.

### **1.2 Concepts of Advertising**

Advertising is the practice and technique employed by businesses, institutions, and organizations to bring attention to a product, service, or idea among the intended audience. The word ‘advertising’ is derived from the Latin word *advertere*, which means “to turn attention of people to a specific thing.” According to the Oxford Dictionary, the word *advertise* means “to make generally or publicly known, or to describe publicly with a view to increasing sales.” In simple terms, it is the act of transmitting information to an intended audience that might influence their understanding, actions, or thinking about a product, service, idea, or brand.

It is a marketing communication tool used to build consumer awareness, generate interest, stimulate demand, and ultimately

facilitate the sale of goods or services. Advertising is thus a mass communication tool, which is essentially in a paid form by a firm or an individual, and the ultimate goal is to provide relevant information, develop attitudes, and induce actions that are beneficial to the advertiser in terms of increasing sales or promoting brands. All types of advertisements use different media channels to draw the attention of the audience toward the product, service, or idea being offered by businesses, institutions, or organizations.

### **1.3 Definition of Advertising**

There are different definitions of advertising provided by various experts and agencies:

- **Philip Kotler**, a prominent figure in marketing, defines advertising as “any paid form of non-personal presentation of ideas, goods or services by an identified sponsor.”
- **David Ogilvy**, an advertising legend, stated, “Advertising is not an art form, it’s a medium for information, a message for a single purpose: to sell.”
- **The Institute of Practitioners in Advertising (IPA)** defines advertising as “the presentation of the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.”
- **The American Marketing Association (AMA)** defines advertising as “the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, non-profit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience about their products, services, organizations, or ideas.”



### STOP TO CONSIDER-1

- The word ‘Advertising’ is derived from a Latin word ‘*advertere*’ which means ‘turn attention of people to a specific thing.’ It is an act of transmitting information to an intended audience that might have a bearing on their understanding, actions or thinking about a product, service, idea and brand. .
- Consequently, advertising serves the purpose of educating the customer in addition to persuading them where necessary hence it is very crucial in influencing consumer behaviour towards making buying choices and preferences.

### Check Your Progress-1

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

**Question 1.** What is the meaning of Advertising?

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**Question 2.** Define Advertising.

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**Question 3.** What is the meaning of the term ‘*advertere*’?

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## 1.4 Functions of Advertising

Advertising serves multiple purposes, and its functions reflect the key objectives that businesses aim to achieve through their promotional efforts. Some important functions of advertising include:

- **Introduce a Product:** Advertising is a primary method for introducing a new product to the market. It informs potential customers about the product's existence, features, and availability.
- **Awareness Generation:** Advertising plays a crucial role in creating widespread awareness about a product, service, or idea. It captures attention, communicates key messages, shapes perceptions, and drives audience engagement by showcasing value and encouraging action.
- **Introduce a Brand:** Advertising is essential in establishing and promoting a brand's identity. It helps build a consistent image, communicates brand values, distinguishes the brand from competitors, and fosters emotional connections with the target audience.
- **Generate Demand:** Advertising creates consumer interest and demand by emphasizing the product's benefits, generating desire, demonstrating value, and persuading customers to prefer it over competing options.
- **Encourage Product Usage:** Advertising motivates customers to use a product by highlighting its features, advantages, and relevance to their needs. It effectively influences purchasing behavior and usage patterns.
- **Increase Sales:** Advertising helps increase a business's market share by attracting new customers, enhancing product visibility, and ultimately driving higher sales and revenue.
- **Brand Endorsement:** Advertising reinforces brand endorsement by emphasizing the unique selling points of a

product, helping it stand out from competitors, and strengthening its position in the market.

#### **STOP TO CONSIDER-2**

Advertising provides consumers with critical information about goods, services or even concepts such as their characteristics, benefits and availability. In addition, advertising alters how consumers behave by influencing their beliefs and perceptions by using persuasive language as well as appealing graphics. It enhances brand recall which means that brand is kept at the top of customer minds while making purchases. It also aids in differentiating products and services from others by adding value to them hence making consumers find them attractive compared to those of competitors. All these roles of advertisements are essential for successful marketing strategies.

### **1.5 Characteristics of Advertising**

Advertising encompasses various traits crucial for its effectiveness and success. The characteristics of advertising include several key aspects that define effective advertising campaigns. The following are some of the essential characteristics of advertising which collectively shape advertising campaigns:

- **Communication:** Advertising effectively conveys a distinct message to the intended audience regarding a product, service or an idea.
- **Relevance:** It aligns with intended audience's needs, desires, choices and interests.
- **Ingenuity:** It distinguishes itself from other ads while captivating the target audience's attention, desire and interests.

- **Consistency:** It reinforces the brand identity and value over time.
- **Measurable:** Advertising requires specific goals and methods for determining the success of the advertising campaign.
- **Appeals to Emotion:** It creates an emotional connection between the product and the consumer
- **Collaborative:** It necessitates coordination with various marketing channels such as television, radio, social media, email marketing, and website
- **Legal and Ethical:** All advertisers need to comply with advertising laws and ethical principles, avoiding false or misleading claims, and respecting customer privacy.

### STOP TO CONSIDER-3

There are a number of key factors that determine the success of advertising campaigns such as a distinct message to the intended audience, creativity in message delivery, consumer behaviour, communication channels, adherence to legal and ethical standards, maintaining trust and credibility. These characteristics collectively define the success of advertising endeavours of any business.

### Check Your Progress-2

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What role does advertising play in introducing a product to the market?

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2. How does advertising help in differentiating products and services from competitors?

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3. Name any three characteristics of advertising that contribute to effective campaigns.

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4. Why is it essential for advertisers to comply with legal and ethical principles?

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### 1.6 Classification of Advertising

Advertising takes various forms. Each advertisement is usually tailored for different purposes, needs, intended audience and communication platforms. The following are some of the important types of advertising.

- **Print Advertising:** Print advertising refers to the use of physically printed media such as daily newspapers, magazines, brochures, flyers, posters, booklets etc., to convey the messages to the target audience.
- **Broadcast Advertising:** It encompasses the use of broadcast media such as radio and television to reach a wide audience with advertising messages. Broadcast advertising involves creating

creative commercials that are aired on television and radio, targeting specific time slots to maximize its reach and impact.

- **Digital Advertising:** Digital advertising encompasses online advertising formats such as display ads, social media ads, Search Engine Marketing (SEM), as well as promotional email marketing. Digital advertising leverages the vast reach of the Internet and offers accurate targeting of the audience based on users' behaviour and demographics.
- **Mobile Advertising:** Mobile advertising targets individuals through different gadgets that have internet connection. This could be a tablet or a Smartphone. Such adverts can be in form of pop-ups when one is using social media, be embedded within apps or appear in websites. For instance, someone playing a game on their phone can get adverts of related games during breaks. The good thing is that these ads are capable of reaching the target audience wherever they are located. Additionally, brands may localize their messaging should people opt in location services.
- **Outdoor Advertising:** Also known as 'Out-of-Home (OOM)', these types of advertising include billboards, digital signage, posters, transit ads usually displayed in place spaces, providing exposure to a wide group of audience. It is effective in promoting products or services in specific geographical to reach out the potential customers.
- **Product Placement Advertising:** Product Placement Advertising a strategic and systematic advertising technique where brands integrate their advertisements within movies, TV shows, video games, podcast, and other media contents. This technique allows seamless integration of the product and message into the media contents to give more natural exposure to the intended audience.

- **Native Advertising:** Native advertising, also known as sponsored content, is a type of advertising in which the promoted content match the appearance, feel and function of the media format where they appear. They fit natively and seamlessly on the web page. Unlike banner or display ads, these ads do not really appear like ads, so they do not disrupt the user's interaction with the page.
- **Influencer Marketing:** This form of advertising involves strategic collaboration with brands and individuals, who have dedicated followers on social media platforms, to promote products or services. It simply leverages the influencer's credibility, influence and reach to reach out to the intended audience.
- **Guerrilla Advertising:** Guerrilla advertising refers to methods of advertising that are unconventional and cost less and make use of creative techniques in attracting attention. Ambient advertising is a common strategy in this field where ads are placed in public places in a manner that does not conform to the norm. A good example is where instead of advertising on a bus stop, a company might opt to use painting such as a mural on the sidewalk to advertise their products.

#### **STOP TO CONSIDER-4**

Print advertising makes use of physically printed media such as brochures, papers, and magazines in conveying messages, whereas the broadcast advert uses radio and television to air creative ads during particular time slots. Digital advert comprises of online forms like display advertisements, social media as well as email promotions which use internet to reach out to audience directly. Outdoor adverts involve billboards and transit ads placed at specific

public places. Product Placement Advertising that integrates them gently within the media content in its appearance, native advertising closely resembles the content surrounding it. Influencer advertising entails partnering with social media influencers in order to market products.

### **Check Your Progress-3**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Question 1. What are the important functions of Advertising?

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Question 2. What are the important characteristics of Advertising?

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Question 3. Which are the major types of advertising?

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### **1.7 Need for Advertising**

Advertising is essential not only for businesses but also for customers. The need for advertising is multifaceted and plays a crucial role across industries. It arises from various factors that compel businesses, institutions, and organizations to actively promote their products, services, or ideas to their intended audiences. In today's dynamic marketplace, advertising has become indispensable for the following reasons:



- **Increasing Competition:** In the highly competitive market environment of today, businesses face numerous rivals offering similar products and services. Advertising helps companies stand out by effectively communicating their unique value propositions to the target audience. Without advertising, it is difficult for businesses to capture the attention of potential customers and maintain market presence amidst intense competition.
- **Creating Brand Awareness:** Advertising is pivotal in creating and enhancing brand awareness. It makes a brand recognizable and familiar to consumers, which increases its acceptance and credibility. Through consistent and strategic advertising, brands can attract new customers, strengthen their market position, and foster loyalty among existing customers, thereby driving sales growth.
- **Customer Acquisition:** One of the primary functions of advertising is to bring new customers to a business. By generating widespread awareness about a product or service, advertising sparks interest among potential buyers and persuades them to consider and eventually purchase the offerings. Effective advertising campaigns are designed to attract and convert prospects into loyal customers.
- **Differentiation and Competitive Edge:** In a saturated market with many alternatives, advertising helps businesses differentiate their products or services from those of competitors. It highlights unique features, benefits, or qualities that give a company a competitive advantage. This differentiation aids consumers in making informed choices and selecting products that best meet their needs and preferences.
- **Market Expansion:** Advertising enables businesses to expand their reach by targeting new demographic segments and geographic areas. It allows companies to introduce their

products and services to previously untapped markets, thereby increasing their customer base. By addressing the diverse needs, desires, and preferences of different consumer groups, advertising facilitates business growth and diversification.

- **Sales and Revenue Growth:** Successful advertising strategies directly influence consumer behavior by creating demand and stimulating purchases. By effectively communicating product benefits and value, advertising drives sales volume, market share, and ultimately revenue growth. It plays a crucial role in the marketing mix to maximize profitability and business sustainability.
- **Building Trust and Credibility:** Authentic and transparent advertising fosters trust and credibility among consumers. When advertisements provide reliable information and deliver on promises, they build a strong relationship between the brand and its customers. Over time, this trust translates into enhanced brand reputation, customer retention, and long-term business success.
- **Customer Engagement:** Advertising is not just about one-way communication; it also promotes interaction and engagement with customers through various channels. It encourages customer feedback, loyalty programs, and meaningful interactions that strengthen the bond between the business and its audience. Engaged customers are more likely to become brand advocates, contributing to sustained business growth.

#### **STOP TO CONSIDER-5**

In today's competitive market, businesses, institutions, and organizations must advertise their products effectively. This is because they must be able to attract new customers as well as increase their sales by creating awareness of their brands. By being

different, advertising help businesses to be ahead of competitors. Businesses can even get into new markets through advertising because they will be able to reach new geographical areas and consumer segments. Advertising strategies that are effective are those that cause consumers to buy more and demand as well. Creation of trust and credibility is another way through which advertising builds long-term relationships with customers. Through different communication media, advertising involves customers hence making them more attached to the businesses.

#### **Check Your Progress-4**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Question 1. Why advertising is necessary?

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Question 2. How does advertising help in increasing brand awareness?

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Question 3. In what ways does advertising aid in the expansion of the market for products or services?

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#### **Self-Asking Questions (SAQ)**

**Question 1.** What are the fundamental concepts underlying

advertising? Discuss

- Question 2.** How do various experts and institutions define advertising, and what are the key components of these definitions?
- Question 3.** What are the essential characteristics that distinguish effective advertising campaigns from ineffective ones?
- Question 4.** How does advertising effectively communicate messages to target audiences, and what role does relevance play in this process?
- Question 5.** What are the primary functions of advertising, and how do they contribute to the overall marketing strategy of a business?
- Question 6.** How does advertising introduce new products to the market, and what strategies are commonly employed for this purpose?
- Question 7.** In what ways does advertising create awareness about products, services, or ideas, and why is this crucial for businesses?
- Question 8.** How does advertising contribute to the establishment and promotion of brand identities, and why is brand recognition important in marketing?
- Question 9.** What methods does advertising use to generate demand for products or services, and how does this impact consumer behaviour?
- Question 10.** Why is advertising necessary in today's competitive market environment, and what specific factors drive businesses to invest in advertising?

### **1.8 Let Us Sum up**

Advertising plays an indispensable role in today's world, profoundly shaping individuals' decisions, attitudes, and viewpoints in multiple

ways. Every day, people are exposed to a wide variety of advertisements through numerous channels such as radio, television, the Internet, and social media platforms. These diverse forms of advertising use creative and strategic techniques to capture attention, influence preferences, and ultimately guide consumer behavior regarding product and service choices.

While consumers may often find themselves influenced by these persuasive marketing efforts, it is equally important for individuals to develop a critical understanding of advertising as a whole. Being aware of how advertising functions, the methods it employs, and its impact on consumer decision-making helps people make more informed choices rather than passive responses to marketing messages.

This module offers a comprehensive introduction to the key concepts of advertising. It explores the definition, functions, and characteristics of advertising, while also discussing the different types of advertising prevalent in the modern media landscape. Additionally, it highlights the underlying needs for advertising in a competitive market, emphasizing its role in brand building, market expansion, customer engagement, and revenue growth. By gaining this foundational knowledge, learners can better appreciate the strategic importance of advertising and its influence on society and business.

### **1.9 References and Suggested Readings**

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2. Gupta, R. (2012). *Advertising principles and practice*. S. Chand & Company.
3. Hopkins, C. C. (2022). *Scientific advertising*. Sanage Publishing House.
4. Kumar, J. K. (2013). *Mass communication in India*. JAICO.

5. Ogilvy, D. (1985). *Ogilvy on advertising* (1st Vintage Books ed.). RHUS.
6. Schafer, I., & Solomon, R. (2016). *The art of client service: The classic guide*. Wiley.
7. Smith, M. (2014). *Targeted: How technology is revolutionizing advertising and the way companies reach consumers*. AMACOM.

### **1.10 Model Questions**

1. Define advertising and explain its significance in modern society.
2. Discuss the various definitions of advertising provided by experts such as Philip Kotler and David Ogilvy.
3. What are the key characteristics of effective advertising campaigns, and why are they important?
4. How does advertising effectively communicate messages to target audiences?
5. Explain the primary functions of advertising and provide examples of each.
6. How does advertising contribute to brand awareness, and why is it essential for businesses?
7. Discuss the role of advertising in introducing new products to the market.
8. What strategies does advertising use to generate demand for products or services?
9. How does advertising stimulate consumer interest and encourage product usage?
10. Describe the ethical considerations that advertisers must adhere to in their campaigns.
11. Discuss the importance of advertising in differentiating a brand from its competitors.

12. How does advertising contribute to market expansion and reaching new demographic groups?
13. Explain the significance of customer engagement in advertising campaigns.
14. Discuss the role of advertising in influencing consumer behaviour and purchasing decisions.
15. How does advertising leverage emotional appeal to connect with audiences?
16. Explain the concept of native advertising and its benefits for brands.
17. Discuss the role of influencers in modern advertising and their impact on consumer behaviour.
18. Why is advertising necessary in today's competitive market environment, and what are the key drivers behind businesses' investment in advertising?

### 1.11 Answers to the Check Your Progress

#### Check Your Progress-1

1. Advertising is the practice and technique used by businesses, institutions, and organizations to bring attention to the intended audience about a product, service, or idea. It is a marketing communication tool used to transmit information to the audience, create consumer awareness, stimulate demand, and ultimately facilitate the sale of goods or services. Advertising aims to provide relevant information, develop attitudes, and induce action beneficial for increasing sales or promoting brands.
2. **American Marketing Association (AMA):** “The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, non-

profit organizations, government agencies, and individuals to inform and/or persuade members of a particular target market or audience about their products, services, organizations, or ideas.”

- **Philip Kotler:** “Any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor.”

- **David Ogilvy:** “Advertising is not an art form; it’s a medium for information, a message for a single purpose: to sell.”

- **Institute of Practitioners in Advertising (IPA):** “The presentation of the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.”

3. The term ‘*advertere*’ is derived from Latin, meaning "to turn the attention of people to a specific thing."

### **Check Your Progress-2**

1. Advertising introduces a new product to the market by informing customers about its features, benefits, and availability. It generates mass awareness, ensuring that the product reaches its intended audience and stimulates interest and demand among potential consumers.
2. Advertising aids in differentiating products and services by adding value and highlighting unique features. Through persuasive language, appealing graphics, and consistent messaging, advertising enhances brand recall, making products more attractive and distinct from competitors' offerings.
3.
  - **Communication:** Effectively conveys a distinct message to the target audience.
  - **Ingenuity:** Captures attention and creates interest with



creativity and innovation.

- **Relevance:** Aligns with the audience's needs, desires, and interests.
4. Compliance with legal and ethical principles ensures that advertising maintains trust and credibility by avoiding false or misleading claims and respecting customer privacy. Adhering to these principles fosters a positive reputation for the brand and builds consumer confidence.

### **Check Your Progress-3**

- ☐ **Introduce a Product:** Inform customers about new products in the market.
- ☐ **Awareness Generation:** Create mass awareness about products, services, or ideas.
- ☐ **Introduce a Brand:** Establish and promote a brand's identity
- ☐ **Generate Demand:** Stimulate consumer interest and demand for products or services.
- ☐ **Encourage Product Usage:** Motivate consumers to try and continue using products.
- ☐ **Increase Sales:** Expand market share and generate revenue.
- ☐ **Brand Endorsement:** Differentiate products from competitors and enhance brand recall.

1.

- **Communication:** Delivers a distinct and clear message to the target audience.
- **Relevance:** Aligns with the audience's needs and preferences.
- **Ingenuity:** Uses creativity to capture attention and interest.
- **Consistency:** Maintains a cohesive brand identity over time.
- **Measurable:** Defines specific goals to assess campaign success.
- **Emotional Appeal:** Creates an emotional bond between the

consumer and the product.

- **Collaborative:** Utilizes multiple marketing channels for broader reach.
- **Legal and Ethical Compliance:** Ensures adherence to advertising laws and ethical principles.

2.

- **Print Advertising:** Includes newspapers, magazines, brochures, and flyers.
- **Broadcast Advertising:** Utilizes radio and television to air commercials.
- **Digital Advertising:** Covers online ads, social media promotions, and SEM.
- **Mobile Advertising:** Targets users via smartphones and tablets through pop-ups, app ads, and location-based messages.
- **Outdoor Advertising:** Involves billboards, posters, transit ads, and digital signage in public spaces.
- **Product Placement Advertising:** Integrates advertisements into media content like movies, TV shows, or podcasts.
- **Native Advertising:** Blends seamlessly into the format of the media where it appears.
- **Influencer Marketing:** Leverages social media influencers to promote products or services.
- **Guerrilla Advertising:** Employs unconventional, creative methods like murals or ambient ads in public spaces.

#### **Check Your Progress-4**

1. Advertising is necessary to help businesses compete in today's market by promoting their products, services, or ideas to the target audience. It attracts new customers, increases sales, creates brand awareness, and builds trust and credibility. Effective advertising also differentiates businesses

from competitors and drives revenue growth.

2. Advertising plays a vital role in brand awareness by making the brand recognizable and accepted by customers. It informs potential buyers about the brand, attracts new customers, and reinforces the brand's identity, leading to increased sales and customer loyalty.
3. Advertising facilitates market expansion by:
  - **Reaching new demographic groups:** Introducing products to new audiences.
  - **Exploring new geographical regions:** Targeting customers in untapped areas.
  - **Meeting consumer needs:** Addressing previously unmet desires and preferences. These strategies allow businesses to grow their market share and attract a wider range of customers.

## **Paper : MMC 2025 : Advertising**

### **Block-1(Introduction to Advertising)**

#### **Unit: 2 (Elements of Advertising—Headline, Picture, Logo, Slogan, Body, Tagline etc.; Advertising Spots and Jingles)**

##### **Unit Structure**

##### **2.1 Objectives**

##### **2.2 Introduction**

##### **2.3 Elements of Advertising—Headline**

##### **2.4 Elements of Advertising—Picture**

##### **2.5 Elements of Advertising—Logo/Trademark**

##### **2.6 Elements of Advertising—Slogan**

##### **2.7 Elements of Advertising—Body**

##### **2.8 Elements of Advertising—Tagline**

##### **2.9 Advertising Spots and Jingles**

##### **2.10 Let Us Sum Up**

##### **2.11 References and Suggested Readings**

##### **2.12 Model Questions**

##### **2.13 Answers to Check Your Progress**

##### **2.1 Objectives**

After going through this unit, you should be able to---

- understand the concept of the various parts or elements of advertising,
- grasp a idea about the significance of the various parts or elements of advertising,
- comprehend the functions of the various parts or elements of advertising,

- Acquire some key and pertinent ideas about the advertising spots and jingles.

## **2.2 Introduction**

In this Unit, we will begin by trying to acquaint you with the concept of the various parts or elements of advertising. Every product, corporation, or non-profit institution eventually takes on a personality by means of which people visualize it, remember it, and describe it to either people. Creative people must, therefore, understand the process of putting the different elements in an infinite number of ways. When they start putting their creative strategy in action, they must know, which part or element of the advertising should come first, whether the Headline, Slogan, Picture, Brand Name and so on. By skimming through this particular unit, you will be able to acquire some pertinent ideas about the diverse elements or parts of advertising such as Headline, Picture, Logo/Trademark, Slogan, Body, Tagline etc. These elements play a very crucial and significant role in the entire process of advertising. Every element or part can make an advertisement attractive and catchy which can veritably allure the consumers or the target audiences of the products or services being advertised. This knowledge on the various elements or parts of advertising, which you will be able to accumulate by means of going through this particular unit, will be of immense benefit for you in the future course of your professional career, especially, if you choose the broad area of advertising, as your professional domain in the future.

## **2.3 Elements of Advertising—Headline**

An advertising headline can be one sentence telling the entire story of the product to give the product information in brief, which is not possible sometimes in slogan. A group of words used to attract the

attention of the customers is called headline. In other words, headline is a collection of words set at the head of an advertising copy to introduce or categorize the product or service. John Caples describes that headline is the most important element in most advertisements which plays a significant role. It introduces product to consumer. It is that introductory line which builds the identity of a new product. Headline, if not changed according to the festival, seasons and even moods of human beings, then it may become a boring and static headline. It must be changed frequently comprising of catchy sentences. Headline can be placed anywhere in the advertisement. But it must be easily identified.

The following are some of the important functions of advertising headlines---

- **Attention:** The primary function of headline is to gain immediate attention. Sometimes the headline is expected to do this job alone; more often it works hand in hand with the illustration or other visual elements. A headline with illustration is productive of meaningful results for the advertisers. The promise of reward is inherent in the headline. It attracts the target audience to the text of the advertisement. It invites the reader to stay with the text. It tells the whole story in a few words developed by the text.. Headline attracts suitable persons willing to purchase the advertised products. It spells out useful guidelines for creative people. The presentation devices and rewards are the two important attention-getting methods.
- Another important function of most headlines is to lure the readers into the text. Not only does the headline attract and select but also it invites the readers to step in and stay a while. Instead of telling the whole story, it tells just enough to arouse interest.

- Communication with an attractive headline is very effective for advertising purposes. Individual attitude, interest, beliefs affect the information-seeking experience. Advertisers evaluate the impact of headlines on the audiences. The headlines should be modified from time to time.

### **Characteristics of Headlines-----**

- Headings should have an immediate impact on the readers.
- It should include some promise of reward either direct or indirect.
- Headlines should be specific and to the point. It should not be general and applicable to any product.
- It should be coordinated with other elements of the advertisement.
- It should attract attention.
- It should have a selecting capacity.
- It should contain words and cues that help in the selection of prospects from the total audience.
- It should contain effective words and have symbolic values.
- It should be understood at a glance.
- It should be coordinated with other components of advertising.

There is no rule saying that you have to include a headline in every advertisement. If some other elements can fulfill its functions more effectively, by all means omit the head. However, mostly headlines are used in the print media as well as broadcasting media advertisements. Television uses selective headlines to convey ideas, repeat a sales point, establish slogans and recapitulate ideas. A headline is used to reinforce the spoken words. The print media must use headlines.

### **Classification of Headlines---**

**Direct Headlines---**Direct headlines are straight forward and informative. The news value of the product is effectively put across in it. It arouses interest, stimulates sales response and motivates people to purchase the product. It is more important to get readers to remember the product than merely to get them to read the copy. The target audience is primarily influenced by the headline, which plays a crucial role in their decision-making process. Illustrations complement direct headlines by enhancing their appeal, encouraging people to read the message and motivating them to purchase the product. It tells people whether the message is in line with their predispositions. If the features of the product are strong and can arouse the interest, stimulate sales response, direct headline is better. It can state the fact but it could not explain the method. For example—10% off on *Vishal Products...Hurry..Stock is limited.*

- **Indirect Headlines**—If the appeal of the product is not very strong, then the indirect headline should be used. It is useful for the audiences which read headlines by way of curiosity and lack of predisposition. People are attracted by indirect headlines, which draw their attention unintentionally. They read the headline when their attention is captured by a word or picture in a headline. They read the text of the advertisements if they find the headline attractive. For example---‘*Scratch & get the gift*’.
- **Combination Headlines**—Combination headlines seek to combine the virtues of direct and indirect headlines. In other words, headlines prepared to convey direct as well as indirect information are more attractive to curious as well as to the ‘predisposed’ readers. For example—*10% off +scratch & get the prize*’.



- **News Headlines**— These types of headlines have some news for the consumers. For example—‘*Cigarette smoking is injurious to health*’. In other words, these types of headlines can be the most effective of all where the product or service has something new to provide for the consumers. Also the news headlines are more effective when the product brands are new..
- **Method Headlines**----Headlines show the method of approaching people. ‘How to approach’ is the promise that interests people. For example—‘*How to use coffee*’, ‘*How to Accept the Product*’, ‘*How to Tell Your Friend*’.
- **‘How to Headlines’**---It can be either direct or indirect. In this type of headline, the words ‘how to’ can be implied as well as spelled out.
- **Question Headlines**---When a writer frames a headline as a question, he expects to make his audiences seek the answer in the text. A question headline will be more provocative if it carries some interesting informations or a stimulating idea. ‘*What is your best choice?*’ In other words, these are interesting because they stimulate people to answer various problems. These are provocative if they carry some interesting information or stimulating idea. For example—‘*Why wait for the next summer ? Purchase the cooler immediately.*’ Curiosity and inquisitiveness are used to frame the headline.
- **Command Headline**---A command headline politely ‘orders’ the reader to do something. For example—‘*Click here-- & send this card*’(internet advertisement). Another example---‘*Give Your Child Colgate to Fight Tooth Decay*’, ‘*Eat Fresh Mango With The Bottle*’, ‘*Avoid Chances of Loss With a Life Policy*’ are used to instruct the people to work in a specific way.
- **Sub Headline/Subheads**----- Very often, advertisements have only one headline. Some have several, of these, one is usually

the main headline, and the others are subordinates. Subheads serve several purposes. For example, a writer who expresses a provocative thought in his main headline may want to expand on that thought in a subhead directly following..

- **Headline Length**----As long headlines are not read by the audiences, they should have the minimum possible length. Single-word or single-line headlines are used very effectively. Not more than 10 words should be used to make up a headline. Sub-heads may be used effectively, if the message is very long and the main headlines can't serve the purpose. For example— '*Enjoy Top Tree*'—*Juice From Fresh Mangoes*, '*Watch out---a Wonderful Opportunity*'. However, it is also believed that there is no ideal length for a headline. It should use the words necessary to accomplish its job-no more, no less.
- **Combining Headline and Visualization**----The Headline and Visualization are combined to convey the message effectively. The headline in the print media is visualized on television to demonstrate the attributes of the product. When used simultaneously, headlines and visualization are very effective.

#### **Stop to Consider-1**

- An advertising headline can be one sentence telling the entire story of the product to give the product information in brief, which is not possible sometimes in slogan. A group of words used to attract the attention of the customers is called headline. In other words, headline is a collection of words set at the head of an advertising copy to introduce or categorize the product or service.
- The primary function of headline is to gain immediate attention. Sometimes the headline is expected to this job alone; more often it works hand in hand with the illustration or other

visual elements.

- Another important function of most headlines is to lure the readers into the text. Not only does the headline attract and select but also it invites the readers to step in and stay a while. Instead of telling the whole story, it tells just enough to arouse interest.

### **Check Your Progress-1**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Enumerate the characteristics of Advertising Headlines.

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2) Write briefly about Direct Headlines in advertising.

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3) Enumerate some of the important functions of advertising headlines.

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## 2.4 Elements of Advertising

- **Picture----** It is usually the most important visual element in an advertisement. We know that one visual is equal to thousands of words. So, picture selection can make the ad very effective or very dull. It is a blatant fact now-a-days that our society has become picture oriented. Watching television has made it expect to see and watch news event, and to see products in use. It is appropriate that a new product be announced by a photograph, we associate realism and authenticity with photographs. Photographs are used extensively in industrial and trade publications so that the technicians who read them will lead what the products look like and how they will perform. Many a times, visual symbols are used to identify a product; visual symbols include rains, mountains, rivers, jungles, green areas etc. These denote the inherent quality of the product. Diamonds, circles, squares, ovals, animals and people are generally used in India with the advertising message in case of the product associated with fashion, nature and luxury. Advertisers should ensure that the images and symbols adopted by the producers will not be imitated. These should be registered with the industry

directorate. Their registration protects their use against imitations. Sometimes in advertisement, diagrams are also used as another important form artwork, especially for illustrating complicated products.

## **2.5 Elements of Advertising—Logo/Trademark**

The term Trademark/Logo includes any word, name, symbol, or device or any combination thereof adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others. Identifying marks which illustrate brand names, corporate or store name are symbols for brands or companies. Trademarks/logos are generally affixed to the products. A trademark/logo may be a product mark, a service mark, a certification mark, or a collective mark. Identifying marks are more important. Purchasers rely on identifying mark or trademark or logo of a reliable firm that makes the merchandise qualitative. Identifying marks are capitalized through mass communication. Under this concept we have three main types identification marks : (i) Brand Names, (ii) Corporate or Store Names, and (iii) Identifying Symbols for Brands or Companies.

- **Brand Names:** A brand name may come from almost any source. It may come from company name such as Nestley company use ‘Nescafe’ or from personal name as ‘Vimal’ sarees or Jindal Strips Ltd., etc. Sometimes, a word that has no relevance to the product advertised may be used effectively as a brand name. For example “Arrow” for shirts is a familiar example. In other words, a brand name is the trademark/logo used for identification purposes. It includes the product’s trademark/logo, the company’s name, personal name and common name.

- Corporate or Store Name: Some companies use the firm name throughout the product line. For example, 'Lakme' lipstick and cream manufactured by Lakme company. Corporate Name/Store Name is utilized for specification. The corporate name identifies the product and its utility. Many organizations have succeeded in their mission through their own names.
- Visual Symbols: Visual symbols have long been used to identify goods and services. The visual symbols are used to identify a product. Visual symbols include rains, mountains, rivers, jungles, green areas etc. These denote the inherent quality of the product. Diamonds, circles, squares, ovals, animals and people are generally used in India with the advertising message in case of the product associated with fashion, nature and luxury.

It is to be quoted in this context that the brand names, corporate names and identifying names are used as marks to identify the product. Familiar names should be avoided to identify the product. Legal requirements prohibit the use of names already in use. Only the imitator uses the close name to get the market for existing trademark/logo. As sound appearance and common meanings are used by imitators, it is essential to select a name and mark other than the existing ones. The most commonly used trademarks/logos are not used for different products. The attributes of the product are not used as a name. A chemical ingredient may be used as a trademark or logo to identify the product. The family name of the product is not to be used as it creates confusion about the other products of the company. The trademark/logo should not represent a geographical place as it limits the market for the product. Repetition

Although brand names, firm names and other identifying trade symbols differ in format, certain principles apply in the creation of

all of them. Some of these stem from certain legal requirements, some from the principles of effective communication. A mark should not be confusingly similar to an existing one in sound, appearance, or generally accepted meaning. It will not do simply to alter the spelling; obviously some people may only hear the name and never see it at all. The name should be pronounced quite differently from an existing one, but the consumer may pronounce it the way it looks, not necessarily the way you propose.

- Importance of Trademarks/Logos —
  - a) It gives the legal protection to the manufacturers.
  - b) It increases the credibility of the firm because the buyer buys the product only after looking at the brand name.
  - c) Registration of trademarks/logos prohibits duplication.

#### **Stop to Consider-2**

- It is usually the most important visual element in an advertisement. We know that one visual is equal to thousands of words. So, picture selection can make the ad very effective or very dull.
- Sometimes in advertisement, diagrams are also used as another important form artwork, especially for illustrating complicated products.
- The term Trademark/Logo includes any word, name, symbol, or device or any combination thereof adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others. Identifying marks which illustrate brand names, corporate or store name are symbols for brands or companies. Trademarks/logos are generally affixed to the products.

### Check Your Progress-2

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Visual symbols in advertising include what?

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2) Which are the three main types identification marks in a trademark/logo in advertising ?

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3) Enumerate the importance of Trademarks/Logos.

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### 2.6 Elements of Advertising—Slogan

Slogan is a phrase or a sentence that describes either the benefit derived from the product or one of the product's most important attributes. It is the soul of advertising. It is very easy to remember and slogan is also called the heart of advertisement. It consists of a single phrase by which an advertiser conveys an important idea which will presumably lead readers to remember and think favourably of his company. It may play either a principal or a subsidiary role. In short, slogan is a brief attention getting phrase used in advertising or promotion. For example—*Yeh Dil Mange More*.



Slogan has two most common purposes: One, to provide continuity for a campaign, perhaps for a year or for many years. Two, to crystallize in a few memorable words the key idea or theme one wants to associate with a product.

An advertiser is most likely to use a slogan when he has some basic idea or theme he wants to establish and continue for a long time. For example, *“Toothpaste that promises glowing skin”*. There may be political slogans, like — *“The leader you can trust In war, In peace”*. Similarly, there can be social as well as religious slogans also.

**Types of Slogans----**To be effective, a slogan should be consistent with the purpose of the advertisement. Therefore, if there is a drastic change in a campaign’s purpose, it is usually wise to change the slogan also. Mainly there are two types of slogans, one that emphasizes a product, two that emphasizes action to be taken.

- *Slogan that emphasizes product or reward---*Every product has some rewards to offer to the consumers. It may have some hidden quality that differentiates a product from the competitors. The trick, then, is to find some way of dramatizing in effective words a particular product’s advantage. For example, *‘Toothpaste that promises glowing skin’*. *‘Thanda Matlab Coca-Cola.’*
- *Slogans that emphasize action to be taken---*The slogan might urge directly that you use the product or service for example. For example---*Bright spare for your bright ideas.*

**Characteristics of Slogan----**

- Slogan should be brief, well balanced and easy to say.
- It should be built on one idea.
- Easy to remember.
- Make it help differentiate the product.

- Make it provoke curiosity, if possible.
- Make sure it highlights either a product, reward or an action.
- Use rhythm and rhyme.
- Make sure the slogan is not likely to confuse the consumer.

In a nutshell, slogans are repeated forms of advertising. A slogan is like a headline. Its purpose is continuity of a campaign and crystallizing a few memorable words. To remind and persuade consumers to purchase the product the basic ideas or themes are put together in slogans. Slogans should be consistent with the purposes of the advertisement. They should be changed to meet the purposes of advertising. They should emphasize upon the qualities of the product to stimulate action and purchase. They should mention specific qualities to differentiate a product from other products. They should dramatically place product's advantages before the consumer and demonstrate them directly or indirectly. The product advertiser should emphasize the quality of the product. The slogans referring to advantages or rewards, should be advertised subtly and directly. The slogans should be framed cautiously as they might be misunderstood. Advantages and actions are combined together to make effective slogans at a particular time. For example--An airline's slogan may be effective in summer because large number of persons move from one country to another on tour and for enjoyment purposes during summer. Males are more aware of the slogans than females. Higher income people prefer slogans presented after careful research. Children and less educated persons are responsive to emotional slogans. Because of slogan advertising consumption products achieve higher sales. Easy to remember slogans should differentiate the product, provoke curiosity and be reward-oriented and artistic. Rhyme and alliteration and other pleasant sounds are employed for the purpose.

### Stop to Consider-3

- Slogan is a phrase or a sentence that describes either the benefit derived from the product or one of the product's most important attributes. It is the soul of advertising. It is very easy to remember and slogan is also called the heart of advertisement. It consists of a single phrase by which an advertiser conveys an important idea which will presumably lead readers to remember and think favorably of his company. It may play either a principal or a subsidiary role.
- In a nutshell, slogans are repeated forms of advertising. A slogan is like a headline. Its purpose is continuity of a campaign and crystallizing a few memorable words. To remind and persuade consumers to purchase the product the basic ideas or themes are put together in slogans.

### Check Your Progress-3

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit

1) Slogan has two most common purposes. What are they ?

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2) Which are the two important types of Slogans ?

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3) Enumerate a few characteristics of Slogan.

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## **2.7 Elements of Advertising—Body/Copy/Body Copy**

Copy/Body/Body Copy is the written portion of an advertisement. The basic idea of an advertisement is to motivate people. It is the main body of words or the textual matter of an advertisement. The copy/body/body copy, regardless of medium, is basically an amplification of the headline theme. If you have a headline, body text should explain it. Before writing any actual copy/body copy, a copy writer can wisely draw up a copy policy. “A copy policy/body copy policy is a diagram or blueprint of a number of pieces of copy that are to be written”. It should explain the following-----

- To whom the copy/body copy is addressed any why?
- What media are being used?
- The exact purpose of this piece of copy/body copy.
- The points that are to be made and the sequence in which they are to be made.

### **Functions----**

- The copy/body copy must arouse interest.
- It must provide believable information that is easy to understand and likely to what desire to own the product.
- It must compel the readers to see the product and to try it out or at least accept the image the writer has presented.

### **Rules for Copy/Body Copy Writing----**

- Gain a thorough understanding of the consumers to whom the message is to be addressed.
- State what consumers want to hear.
- Know the language of the reader and talk to him in his own language.

- Stress on one appeal preferably.
- Do not talk too many things.
- Employ the present tense.
- Be specific.
- Avoid fine writing, write simply.
- Make sure that the copy/body copy is readily understandable to consumers at the first instance.
- Break the copy/body copy into paragraphs, not only for the purpose of conveying the message properly but for easy reading also.
- Make no untrue statements or statements which are likely to be doubted by readers.
- Brevity is the best gift of copy/body copy.
- Say maximum in the minimum space.
- Thoughts should be conveyed properly.
- Make the copy interesting which will lead the readers to read rest of the body text.
- Use short rather than long words wherever possible, but do not discard the long word if it reflects your meaning more exactly.
- Copy/body copy should be timely, relevant, crispy and juicy.

### **Classifications of Copy/Body Copy----**

- **Reason Why Copy---** Any copy/body copy that features a reward in the headline or illustration and explains why it is true is called reason why copy. Advertising should always give consumers a reason to buy the product. This copy explains why the product should be purchased or preferred to other similar products. It gives the consumers the reasons—why they should buy the product. The problems of people and how they are avoided are given in it. The audience is educated and told how to

overcome a problem, prevent its emergence and how to get more satisfaction by purchasing the product which offers an economical method of cleaning clothes. For example—people buy instant coffee as they have no time to wait. They are examples of reason why copy. Salesmen use the reason-why copy to explain the advantages of the products. The reason why approach is more common in print than in broadcast advertising. In print, readers can proceed at their own speed from headline to copy/body copy. In the broadcast media, the speed is controlled by the sender, and a less-than-attentive listener or viewer is likely to miss the reasons why an opening lead is true.

- **Humorous Copy---** Advertisement can be made more appealing by a touch of humor. It makes the audience happy and persuades them to purchase the product. With a touch of humor advertisements become more appealing. The happy mood, a joke, fun add a new dimension to advertising. According to television consultant Harry Wayne McMohan, the number of television commercials that use humor in communicating their message is increasing. Humorous copy may have the following generalizations ----: (a) Humorous messages attract attention. (b) Humorous messages may detrimentally affect comprehension. (c) Humor may distract the audience, yielding a reduction in counter-argumentation. - (d) Humor tends to enhance source credibility. (e) Humor should be related to the target audience. (f) A humorous context may increase liking for the source and create a positive mood.
- **Descriptive Copy---** When copy/body copy includes description of the product or service and the description becomes the major focus of the advertisement, the copy is called descriptive. Confusion and ambiguity are avoided in a descriptive copy. The description is made pleasant to attract attention.

- **Testimonial Copy**---- It has been in use for a long time. Used in music, motion pictures, sports and other visible fields, it features celebrities. Important persons selected to present the copy, demonstrate the virtues of the product. A testimonial copy is frequently used. Advertisers tend to prefer celebrities who are widely known, easily recognized, well liked, and who have not endorsed a wide variety of products. The principal advantage of using celebrities is their ability to attract immediate attention.
- **Straight Copy**----Straight copy has a very straight message. It identifies the needs of the people you call it in simple words, *“Warm in Dhaliwal Shawl”*.
- **Dialogue Copy**---- A copy should be well written in interesting, convincing and persuasive dialogue. Poor and unnatural dialogue cannot be effective. Dull dialogue vitiates the very purposes of advertising. The question-answer series has no impact on the market. Well balanced dialogue and an interesting theme are effective in influencing the audience’s attitude and purchase decision. When two or more persons are shown communicating with one another and solving their problems is called a dialogue copy. Poor dialogue is dull and unnatural dialogue is unconvincing.
- **Narrative Copy**---It tells some interesting story. The story is the main in the narrative copy. Almost everyone likes to hear an interesting story. The story is one of the oldest forms of literature and is a reliable approach to communicating an advertising point. Among the common forms of narrative copy are the short story, the picture and caption, and the comic strip. That is words, pictures and captions are suitably used. The story is pictured in an attractive manner to attract the audience to the picture and read what is written about the picture. The solution

of the problem is linked with the advertised product which is made interesting and shown to be useful for the common people.

- **Body Copy**-----Presented after headlines and subheads, body copy generates a liking and preference for the advertised product. It explains the product features and preference for the advertised product. It explains the product features and values. It supports claims logically and convincingly. It uses emotional appeals and rational arguments to make the product appear useful and want-satisfying. It makes certain claims about how a product works or is made, its performance, the test results, the testimonials it has received and sales it has achieved. It challenges the competitors and even the audience to try the product and feel the differences. It uses the type of product and the buying motives to make rational and emotional appeals. While consumption products are presented with rational appeals. Unless carefully used, emotional appeals would destroy the credibility of the entire message.

#### **Stop to Consider-4**

- Copy/Body/Body Copy is the written portion of an advertisement. The basic idea of an advertisement is to motivate people. It is the main body of words or the textual matter of an advertisement. The copy/body/body copy, regardless of medium, is basically an amplification of the headline theme.
- If you have a headline, body text should explain it. Before writing any actual copy/body copy, a copy writer can wisely draw up a copy policy. “A copy policy/body copy policy is a diagram or blueprint of a number of pieces of copy that are to be written”.



#### **Check Your Progress-4**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Quote a few functions of advertising body copy.

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2) Enumerate a few rules for Copy/Body Copy Writing.

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3) Quote a few of the classifications of Copy/Body Copy.

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#### **2.8 Elements of Advertising—Tagline**

A tagline is a quick and memorable statement associated with your business, brand, or product. A tagline is used for advertising and

marketing as part of your overall branding strategy, helping you stand out among competitors and stick in a current or potential client's mind. In other words, a tagline is a short, easily remembered phrase that a company uses in its advertisements, especially on television or the internet, so that people will recognize it or its products. Writing a tagline is a good way to add character to your brand. Let's illustrate this with a famous example: Nike. "Just Do It" is arguably the most recognizable tagline in modern advertising history: Just saying it immediately creates an association with Nike. While "Just Do It" is ever-present for Nike, they have introduced other campaign-specific slogans throughout the years. Take the slogan "Believe in something. Even if it means sacrificing everything," for example. This slogan is immediately recognizable just like the tagline, but is associated specifically with a 2018 advertising campaign featuring Colin Kaepernick.

Another great example is Allstate's use of "You're In Good Hands." This tagline is a prominent feature in many instances of Allstate's logo. However, when the question "Are You In Good Hands?" is posed in a commercial, this is a variant on the tagline that is specific to the advertising campaign — in other words, a slogan — that immediately evokes the Allstate brand and mission.

The idea behind the concept is to create a memorable dramatic phrase that will sum up the tone and premise of an audio/visual product, or to reinforce and strengthen the audience's memory of a literary product. Some taglines are successful enough to warrant inclusion in popular culture. Consulting companies which specialize in creating taglines may be hired to create a tagline for a brand or product.

The tagline is sometimes confused with a headline because information is only presented with the one or the other. Essentially the headline is linked to the information; once the information

changes, the headline are abandoned in favor of a new one. The tagline is related to the entertainment piece and can, therefore, appear on all the information of that product or manufacturer. It is linked to the piece and not to the concept of a specific event. If the sentence is presented next to a logo, as an integral part, it is likely to be a tagline.

A tagline is sometimes used as a supplementary expression in promoting a motion picture or television program. It is an explanatory subtitle, in addition to the actual title, on posters or the CD/DVD packaging of videos and music. Taglines can have an enticing effect and are therefore an important aspect in the marketing of films and television programs. Increasingly also found in the advertising world, taglines are a form of advertising slogan.

In the context of branding, a tagline is a memorable motto or phrase that's designed to serve as a permanent expression of your company's greater purpose and mission.

### **Types of Taglines**

While there are many types of taglines with as many end goals and purposes, branding experts often categorize taglines into one of five types: imperative, descriptive, specific, provocative, and superlative. Here's a bit about each tagline type, the "why" behind each, and some examples to help you see these theories in action---

- **Imperative:** An imperative tagline utilizes a verb to communicate a command. These types of taglines encourage customers to take action. Nike's "*Just Do It*" in the above example is an illustration of an imperative tagline. YouTube's "*Broadcast Yourself*," Hint's "*Drink Water, Not Sugar*," and We Work's "*Do What You Love*" are also great examples of imperative taglines.

- **Descriptive:** A descriptive tagline is a succinct statement about the business, product, or service. It is designed to summarize the business's mission or vision in a way that's memorable to customers. Target's "*Expect More. Pay Less.*" does this quite nicely, effectively explaining to the consumer that the store has many items and options at accessible prices. Similarly, Ally Bank's "*The Better Way To Bank — From Wherever You Are*" describes the online bank's accessibility and ease of use.
- **Specific:** A specific tagline underscores the business's product or service and strengthens the brand's connection to that particular item of importance. Volkswagen's "*Drivers Wanted*" tagline exemplifies that: The car company is speaking directly to drivers that may want to purchase its vehicles. Similarly, Bounty's famous "*The Quicker Picker Upper*" speaks directly about its absorbent paper towels.
- **Provocative:** A provocative tagline aims to trigger a thought or association between a brand and a desired outcome. These taglines are often posed as questions, but they don't have to be. One of the most famous provocative taglines is "*Got Milk?*" for the California Milk Processing Board.
- **Superlative:** A superlative tagline awards a place of honor to a brand's product or service. This intends to automatically create a positive association between the product and being the best in its class. Coors's "*The King Of Beers*" is an excellent example of a superlative tagline, and so is Disneyland's "*The Happiest Place On Earth.*"

### Steps to create a good tagline

- Build your team
- Identify your key values

- Identify what you want others to know about you
- Lead with your heart — consider plays to emotion
- Begin brainstorming
- Narrow down your options
- Get feedback and revise
- Polish and present

### **Tips for creating a good Tagline**

- Keep it short and sweet
- Be crystal-clear
- Think bigger picture
- Avoid empty statements
- Be catchy
- Be definitive

### **Stop to Consider-5**

- A tagline is a quick and memorable statement associated with your business, brand, or product. A tagline is used for advertising and marketing as part of your overall branding strategy, helping you stand out among competitors and stick in a current or potential client's mind. In other words, a tagline is a short, easily remembered phrase that a company uses in its advertisements, especially on television or the internet, so that people will recognize it or its products: Writing a tagline is a good way to add character to your brand. A tagline is a catchy phrase or short sentence that summarizes the value a company brings to its customers.

### **Check Your Progress-5**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this

unit

1) Enumerate a few types of taglines in advertising.

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2) Enumerate a few steps to create a good tagline.

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3) Enumerate a few tips for creating a good Tagline.

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## 2.9 Advertising Spots and Jingles

The spots and jingles are also two pretty important components in the process of advertising. The jingles are short, catchy tunes that promote a company's brand, often accompanied by a memorable slogan. Jingles aim to create an indelible connection between the consumer and the product, making them a powerful tool in the world of advertising. Advertising spots first became popular on televisions, where 30- and 60-second ads ran during commercial breaks. An advertising spot is a traditional marketing method that has evolved with changing technology. Because today's customers consume media on multiple platforms, advertising spots can now reach many more people than they could in the past. Knowing the

different types of advertising spots can help you choose the method that works best for your business. Now, businesses run advertising spots on several different platforms in order to broaden their reach to potential consumers. The purpose of advertising spots is to promote something at a specific time and place. Businesses use advertising spots as a part of their marketing strategy with the goal of promoting their products or increasing their brand recognition. However, rather than running these advertisements just anywhere, businesses run them at times and in locations that are best for reaching their desired audience.

### **Types of Advertising Spots----**

Advertising spots now appear on multiple platforms, including:

#### **Live television**

Live television remains one of the more popular choices for advertising spots. Businesses can also decide whether they want to advertise to a local or national audience. With television ads, the business has control over the exact time of day the advertisement airs or whether it occurs during, before or after a specific program. Essentially, businesses can choose where to advertise based on the types of television shows their audience watches.

#### **Streaming content networks**

Similar to live television ads are ads that appear on streaming content networks. Streaming channels are increasingly popular, providing their own unique programming along with live TV channels and collections of existing television programs. While not every streaming platform runs advertisements, some offer the users an option to run a version of their app with advertisements for a reduced monthly cost. However, because much of the content is on-demand, this limits the ability to run advertisements at a specific time of day.

## **Radio**

Radio advertisements were perhaps the original source of advertisement spots. As with television ads, businesses can select programs or times of day to run their ads on specific radio channels. Radio ads are often cheaper to produce than video ads and cost less compared to other advertising spot platforms, making them an attractive option for businesses looking for a cost-efficient advertising strategy.

## **Online video**

Most video hosting websites display advertisements either before or during the video. Unlike television and radio ads, users sometimes have the option to skip past the advertisement after a few seconds. However, online video platforms have an advanced ability to target a specific audience. Businesses can run advertisements to specific groups of people based on their profile or previous viewing history.

## **Mobile apps**

Many mobile apps also include advertising spots during the use of the app. For example, a mobile game may display an advertising spot each time the user completes a level. Similar to online video platforms, mobile app advertising allows businesses to market to specific audiences based on consumer data. While many mobile app advertising spots are in video format, some are static images.

How long should advertising spots be?

The length of an advertising spot depends on several factors, such as the medium you are advertising on and your audience. For example, a 60-second commercial may work on television or the radio but might be unwelcome on a mobile app. Generally speaking, television, streaming and radio spots are either 30 or 60 seconds. Online advertisements have a wider range, with some as short as a few seconds and others lasting a few minutes.



Tips for using advertising spots----

If you plan to use advertising spots for your business, here are a few tips to make them successful:

### **Catch Attention Quickly**

Regardless of the platform, you are advertising on, it's important to catch your audience's attention quickly. You only have a brief opportunity to gain the viewer's attention and introduce them to your marketing message. Some ways to catch your audience's attention are through the use of humor, exciting narration or eye-catching visuals. Whenever possible, create a positive emotional feeling from the very beginning, as the viewer is then less likely to turn away. You don't need to convince the viewer to become a customer in those first few seconds: the goal is to gain their attention so that they stay for the rest of the advertising spot.

### **Research Your Audience**

Advertising spots are most effective when they go to the right audience. Before running any advertising spots, research your audience. Find out things such as the type of television programs they like to watch, where they live, which websites they visit, which mobile apps they use or their disposable income level. To discover this information, you can conduct focus groups, send out surveys, note where your competitors run their advertising spots or use your existing research from other marketing efforts. In some cases, you may need to make educated guesses. For example, if your business sells hockey equipment, it's reasonable to assume your audience is watching the local sports network that airs hockey games or watching online video channels related to hockey.

### **Track Your Results**

Whenever your business runs an advertising spot, it's a good idea to evaluate the outcome. Tracking online advertisements is typically easy, as the platform provides businesses with statistics related to

their spots. To track television and radio ads, you could look at your website traffic immediately following the airing of the advertisement. Perhaps the most popular medium for spot advertising is television. Television ads run at specific times and programs. The cost depends on the size of the audience watching it. For example, an ad that runs in prime time, usually from 6 p.m. to 10 p.m., is more expensive than at other times. Basically, an advertising spot is a brief advertisement broadcast in a programme break. In other words, an advertising spot is a term that is used in terms of space and time. It is a non-personal network broadcasting paid for by a general advertiser. Whether live, filmed or taped, it originates in the studio of the station from which it is telecast. It may be a short time programme or a long time programme. It is paid for by either a general or a local advertiser. It is flexible because it can be bought market-wise and time-wise. It is the placement of advertising for seasonal sales. It takes into account the appeal of local conditions and requirements.

On the other hand, a jingle is a short song or tune used in advertising and for other commercial uses. Jingles are a form of sound branding. A jingle contains one or more hooks and meanings that explicitly promote the product or service being advertised, usually through the use of one or more advertising slogans. Overall, jingles in used in marketing can offer several advantages in terms of brand recall, emotional connection, differentiation, engagement, versatility, and consistency, helping brands enhance their marketing efforts and connect with consumers in a memorable and impactful way. A jingle is a metallic sound — a cowboy's spurs and a set of keys being shaken both jingle. If you drop a bunch of change on the ground, it will jingle. A jingle is also a bit of comic poetry, like a little song. Jingles are often made as advertisements because they tend to be catchy. A jingle is a short, simple tune, often with words,

that is easy to remember and is used to advertise a product on radio or television. In marketing, a jingle is a short and catchy musical tune or audio slogan that is used as an advertising tool to promote a product, brand, or service. They are often used in commercials, radio or TV advertisements, and other marketing campaigns to create brand recognition, reinforce brand messaging, and enhance brand recall. Jingles can be an effective marketing technique to create emotional connections with consumers, increase brand awareness, and differentiate a brand from competitors. Jingles have been used in advertising since the early days of radio and television. The first jingle was created in the 1920s for a radio advertisement promoting Wheaties cereal. Since then, jingles have become a staple of advertising and are used in a wide range of media, including television commercials, radio spots, and online ads. Jingles are short, catchy musical tunes used in advertising to promote products or brands. They create emotional connections, enhance brand recall, and differentiate brands, but overuse, cultural differences, and changing preferences can pose challenges. Marketers should always think beyond the tune.

#### **Elements of a Jingle in Advertising----**

A successful advertising jingle typically includes a catchy melody, a simple and memorable lyric, and a strong hook or tagline that ties the jingle to the product or brand being promoted. The melody should be upbeat and energetic, and the lyrics should be easy to sing along to and emphasize the key selling points of the product or brand. The key elements of a jingle in advertising typically include--

1. **Melody:** A memorable and catchy melody that is easy to recall and can create an emotional connection with the audience.
2. **Lyrics or Slogan:** Lyrics or a slogan that conveys the intended message or brand positioning, often with a repetitive and memorable phrase that reinforces the brand or product.

3. **Tone and Style:** The tone and style of the jingle should align with the brand's image and target audience. It can be upbeat, fun, emotional, or even humorous, depending on the intended effect.
4. **Brand Integration:** The jingle should effectively integrate the brand name, logo, or other brand elements, ensuring that the brand is prominently featured in the jingle to reinforce brand recognition.
5. **Length:** Jingles are typically short, usually ranging from a few seconds to a minute, to ensure that they are concise and memorable.
6. **Instrumentation and Production:** The instrumentation and production of the jingle, including the choice of instruments, vocal arrangement, and overall sound quality, can greatly impact its effectiveness.
7. **Call to Action (CTA):** A clear and compelling CTA that prompts the audience to take action, such as making a purchase, visiting a website, or contacting the brand.
8. **Adaptability:** The jingle should be adaptable to different marketing channels, such as radio, TV, online, and social media, and should be able to resonate with the target audience across various platforms.

These are some of the key elements of a jingle in marketing. When they are skillfully crafted together, they can create a memorable and impactful musical advertising tool that can enhance brand recognition, promote brand messaging, and drive consumer engagement.

#### **Stop to Consider-6**

- The spots and jingles are also two pretty important components in the process of advertising.
- The jingles are short, catchy tunes that promote a company's

brand, often accompanied by a memorable slogan. Jingles aim to create an indelible connection between the consumer and the product, making them a powerful tool in the world of advertising.

- Advertising spots are powerful marketing tools, capable of capturing the attention and persuading the audiences. An advertising spot is a multimedia advertisement that is aired at a specific time.

### **Check Your Progress-6**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Enumerate a few types of advertising spots.

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2) Enumerate a few tips for using advertising spots.

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3) Enumerate a few elements of a Jingle in Advertising.

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## 2.10 Let Us Sum Up

In this Unit-2 of Block-1 under Paper-2025, you have been acquainted with the concepts of Elements of Advertising such as Headline, Picture, Logo/Trademark, Slogan, Body, Tagline & Advertising Spots and Jingles. Now, let us summarize the key points which you can learn by going through this particular unit---

- An advertising headline can be one sentence telling the entire story of the product to give the product information in brief, which is not possible sometimes in slogan. A group of words used to attract the attention of the customers is called headline. In other words, headline is a collection of words set at the head of an advertising copy to introduce or categorize the product or service.
- Picture is usually the most important visual element in an advertisement. We know that one visual is equal to thousands of words. So, picture selection can make the ad very effective or very dull.
- The term Trademark/Logo includes any word, name, symbol, or device or any combination thereof adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others. Identifying marks which illustrate brand names, corporate or store name are symbols for brands or companies. Trademarks/logos are generally affixed to the products.
- Slogan is a phrase or a sentence that describes either the benefit derived from the product or one of the product's most important attributes. It is the soul of advertising. It is very easy to remember and slogan is also called the heart of advertisement. It consists of a single phrase by which an advertiser conveys an

important idea which will presumably lead readers to remember and think favourably of his company. It may play either a principal or a subsidiary role.

- Copy/Body/Body Copy is the written portion of an advertisement. The basic idea of an advertisement is to motivate people. It is the main body of words or the textual matter of an advertisement. The copy/body/body copy, regardless of medium, is basically an amplification of the headline theme.
- A tagline is a quick and memorable statement associated with your business, brand, or product. A tagline is used for advertising and marketing as part of your overall branding strategy, helping you stand out among competitors and stick in a current or potential client's mind. In other words, a tagline is a short, easily remembered phrase that a company uses in its advertisements, especially on television or the internet, so that people will recognize it or its products: Writing a tagline is a good way to add character to your brand. A tagline is a catchy phrase or short sentence that summarizes the value a company brings to its customers.

## **2.11 References and Suggested Readings**

1. Aggarwal, V. B., & Gupta, V. S. (2002). *Handbook of Journalism and Mass Communication*. Concept Publishing Company.
2. Kumar, A & Tyagi, C.L. (2004). *Advertising Management*. Atlantic Publishers & Distributors.
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under the KK Handique State Open University(KKHSOU),  
Guwahati

### **2.12 Model Questions**

- 1) Elaborate in your own words, about the various elements in advertising and also highlight their functions and significance. Cite suitable examples for your answer.
- 2) Explain in your own words about the concepts of Advertising Spots and Jingles with suitable examples. Also write in your own words, about whether they are similar or different from each other and also elucidate upon their significance as tools of advertising.
- 3) 'Slogan is the Soul or Heart of an Advertisement.' How far do you believe this statement to be true? Throw some light on this statement in your own words and cite suitable examples for your answer.

### **2.13 Answers to Check Your Progress**

#### **Check Your Progress-1**

- 1)
  - Headings should have an immediate impact on the readers.
  - It should include some promise of reward either direct or indirect.
  - It should be understandable at a glance because people will not spend time trying to figure out what you are saying.



- Headlines should be specific and to the point. It should not be general and applicable to any product.
- It should be coordinated with other elements of the advertisement.
- It should attract attention.
- It should have a selecting capacity.
- It should promise a reward.
- It should contain words and cues that help in the selection of prospects from the total audience.
- It should contain effective words and have symbolic values.
- It should be understood at a glance.
- It should be coordinated with other components of advertising.

2) Direct headlines are straight forward and informative. The news value of the product is effectively put across in it. It arouses interest, stimulates sales response and motivates people to purchase the product. It is more important to get readers to remember the product than merely to get them to read the copy. The target audience is influenced by the headline and takes decisions on that basis. Illustrations add attraction to direct headlines and motivate people to read the message as well as to purchase the product. It tells people whether the message is in line with their predispositions. If the features of the product are strong and can arouse the interest, stimulate sales response, direct headline is better. It can state the fact, but it could not explain the method. For example—10% off on *Vishal Products...Hurry..Stock is limited.*

3)

- To gain immediate attention.
- To tell the whole story of the advertisement.
- To lure the readers into the text.

### **Check Your Progress-2**

- 1) Rains, mountains, rivers, jungles, green areas etc.
- 2) Brand Names, Corporate or Store Names and Identifying Symbols for Brands or Companies.
- 3)
  - It gives the legal protection to the manufacturers.
  - It increases the credibility of the firm because the buyer buys the product only after looking at the brand name.
  - Registration of trademarks/logos prohibits duplication.

### **Check Your Progress-3**

- 1)
  - To provide continuity for a campaign, perhaps for a year or for many years.
  - To crystallize in a few memorable words the key idea or theme one wants to associate with a product.
- 2)
  - Slogan that emphasizes product or reward.
  - Slogans that emphasize action to be taken.
- 3)
  - Slogan should be brief, well balanced and easy to say.
  - It should be built on one idea.
  - Easy to remember.
  - Make it help differentiate the product.
  - Make it provoke curiosity, if possible.
  - Make sure it highlights either a product, reward or an action.
  - Use rhythm and rhyme.
  - Make sure the slogan is not likely to confuse the consumer.

#### **Check Your Progress-4**

1)

- The copy/body copy must arouse interest.
- It must provide believable information that is easy to understand and likely to what desire to own the product.
- It must compel the readers to see the product and to try it out or at least accept the image the writer has presented.

2)

- Gain a thorough understanding of the consumers to whom the message is to be addressed.
- State what consumers want to hear.
- Know the language of the reader and talk to him in his own language.
- Stress on one appeal preferably.
- Do not talk too many things.
- Employ the present tense.
- Be specific.
- Avoid fine writing, write simply.
- Make sure that the copy/body copy is readily understandable to consumers at the first instance.
- Break the copy/body copy into paragraphs, not only for the purpose of conveying the message properly but for easy reading also.
- Make no untrue statements or statements which are likely to be doubted by readers.
- Brevity is the best gift of copy/body copy.
- Say maximum in the minimum space.
- Thoughts should be conveyed properly.
- Make the copy interesting which will lead the readers to read rest of the body text.

- Use short rather than long words wherever possible, but do not discard the long word if it reflects your meaning more exactly.
- Copy/body copy should be timely, relevant, crispy and juicy.

3)

- Reason Why Copy
- Humorous Copy
- Descriptive Copy
- Testimonial Copy
- Straight Copy
- Dialogue Copy
- Narrative Copy
- Body Copy

### **Check Your Progress-5**

1)

- Imperative
- Descriptive
- Specific
- Provocative
- Superlative

2)

- Build your team
- Identify your key values
- Identify what you want others to know about you
- Lead with your heart — consider plays to emotion
- Begin brainstorming
- Narrow down your options
- Get feedback and revise
- Polish and present

3)

- Keep it short and sweet

- Be crystal-clear
- Think bigger picture
- Avoid empty statements
- Be catchy
- Be definitive

### **Check Your Progress-6**

1)

- Live television
- Streaming content networks
- Radio
- Online video
- Mobile apps

2)

- \* Catch attention quickly
- \* Research your audience

### **Track your results**

3) Melody

Lyrics or Slogan

Tone and Style

Brand Integration

Length

Instrumentation and Production

Call to Action (CTA)

Adaptability

## **Paper : MMC 2025 : Advertising**

### **Block 1: Introduction to Advertising**

#### **Unit: 3 (Difference between Advertising and Publicity; Marketing Communication and Propaganda)**

##### **Unit Structure**

##### **3.1 Objectives**

##### **3.2 Introduction**

##### **3.3 Difference between Advertising and Publicity**

##### **3.4 Difference between Marketing Communication and Propaganda**

##### **3.5 Let Us Sum Up**

##### **3.6 References and Suggested Readings**

##### **3.7 Model Questions**

##### **3.8 Answers to Check Your Progress**

##### **3.1 Objectives**

After going through this unit, you should be able to---

- Understand the difference between advertising and publicity,
- Comprehend the difference between marketing communication and propaganda.

##### **3.2 Introduction**

In this Unit, we will begin by trying to acquaint you with the differences exist between Advertising and Publicity. The word advertising has its origins in Latin and it means “to turn attention of people to a specific thing.” Advertising is a tool of mass communication. It is essentially paid for by a firm or an individual with the ultimate purpose being to present information, develop

attitudes & induce action, which are useful to the advertiser. Advertisement, in other words, is a paid publicity. It has become a major part of today's marketing scenario. On the other hand, publicity is to reflect the performance and get public acknowledgement and appreciation. Many organizations of the new era use publicity to promote their ideas, concepts or products. Publicity has become an essential function of PR. PR executives to the media provide the contents of news. The media decision makers may or may not use these sets of information. PR expert Cutlip defined publicity as "the information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement". After skimming through this particular unit, you will be able gain a thorough understanding about the concepts of advertising and publicity and also you will become well acquainted with the differences existing between advertising and publicity. Also in this particular unit, we will try to throw some light upon the concepts of Marketing Communication and Propaganda and also will try to enlighten you with some key ideas upon the differences existing between the terms Marketing Communication and Propaganda. And this knowledge on Marketing Communication and Propaganda, which you will be acquiring by means of skimming through this particular unit, will be of great value for you in your future professional ventures as students of Mass Communication and Journalism. Marketing Communications refer to the use of different marketing channels and tools in combination. Marketing communication channels focus on how businesses communicate a message to its desired market, or the market in general. It is also in charge of the internal communications of the organization. Marketing communication tools include advertising, personal selling, direct marketing,

sponsorship, communication, public relations, social media, customer journey and promotion. Marketing Communications are made up of the marketing mix which is made up of the 4 Ps: Price, Promotion, Place and Product, for a business selling goods, and made up of 7 Ps: Price, Promotion, Place, Product, People, Physical evidence and Process, for a service-based business. On the other hand, Propaganda is a deliberately evolved and guided campaign to influence people to accept a given view, sentiment or value. In the propaganda process, opposing views are dumped in a dustbin. It is thrust upon the masses to create positive attitudes towards it without caring for its rational or moral insinuations.

Hence, it can be stated that after having a thorough reading of this particular unit, you will get immensely benefitted in terms of accumulating some key ideas upon the concepts of Advertising, Publicity, Marketing Communication and Propaganda. Now, let us focus upon the sub-sections to be covered under this Unit-3(Block-1) of the Paper-2025 as quoted underneath-----

### **3.3 Difference between Advertising and Publicity**

The word advertising has its origins in Latin and it means “to turn the attention of people to a specific thing.” Advertising is a tool of mass communication. It is essentially paid for by a firm or an individual with the ultimate purpose being, to present information, develop attitudes & induce action, which are useful to the advertiser. Advertisement, in other words, is a paid publicity. It has become a major part of today’s marketing scenario. The London School of Practitioner and Advertising definition says: “Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.” Here we have a combination of creativity, marketing research & buying media



space at a cost as less as possible. Advertising may cost a lot of money but that cost is justified if it works effectively and economically. According to Concise Oxford Dictionary, the word 'to advertise' means to make generally or publicly known, describe publicly with a view to increase sales.. It presents a mass persuasion apart from disseminating the information to the prospective buyers about the product and the producer. While creating awareness and popularity, it seeks to persuade. It is a more effective, extensive and less expensive way of creating contacts.

In advertising, there are different types of communications to deal with. Some of them are as follows –

- Awareness creation (product, event, etc.)
- Building up Interest
- Announcing the Unique Selling Proposition (USP) of the product \*Reminding / Reinforcing the message
- Answering apprehensions of the audience/filling information gaps \*\*Putting together the emotional empathy with the product, subject matter, etc.

Frank Jefkin defined advertising as 'the dissemination of information concerning an idea, service or product to compel action in accordance with the interests of the advertiser'. Actually, advertisement is a promotional message and advertising is a selling idea. In the year 1948, the American Marketing Association developed a definition which is widely quoted---'Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.' There are three key words in this definition. First, advertising is non-personal; which means that advertising is directed towards a large group of anonymous people. Second, advertising is typically a paid publicity

or it is paid for. This very fact differentiates advertising from publicity, which is not usually purchased. Sponsors pay for the time and space they use to get their message across (But the organizations such as the Red Cross, Public Relations Department, etc. advertise but do not pay for because they give the social advertisements for the welfare of the people which is called publicity). Broadcast stations, newspapers and magazines run these advertisements free as a public service. Third, for obvious reasons, the sponsor of the advertisement is identified. In fact, in most instances, identifying the sponsor is the prime purpose behind the advertisement otherwise, who advertise? Perhaps the only situation in which the identity of the advertiser may not be self-evident is political advertising. On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source. The publicity is to reflect the performance and get public acknowledgement and appreciation. Many organizations of the new era use publicity to promote their ideas, concepts or products. Publicity has become an essential function of PR. PR executives to the media provide the contents of news. The media decision makers may or may not use these sets of information.

PR expert Cutlip defined publicity as "the information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement". Good public relations start with good performance as viewed by the public. The function of publicity is to reflect the performance and get public acknowledgement and appreciation for it. It is a communication tool, which is concerned with dissemination of information about an organization to attract attention, to gain

recognition, to build image and to win the approval of the target public.

The firms and NGOs of the new era use publicity to promote their ideas, concepts or products. News takes birth from PR and surface in the media; through various media vehicles, this news travel to the masses. Hence, publicity has become an essential function of PR by which professionals of the trade provide the contents of news to the media. The decision makers in the media organizations may or may not use these sets of information. However, PR executives keep on feeding the information free of cost to the media. The latter may not change the contents of information received but they can distort such contents according to their needs. The readers, viewers or listeners consider that the media are the real information sources.

Good PR starts with good performance as viewed by the public. The function of publicity is to reflect the performance and get public acknowledgement and appreciation for it. Publicity that does not reflect good performance is likely to merely destroy credibility. It is a communication tool, which is concerned with dissemination of information about an organization to attract attention or to gain recognition, to build image and to go ahead with the approval of the target public.

Securing publicity is perhaps the most well-known aspect of PR work and so clearly it is the function most associated with public relations. In most people's minds, publicity is public relations. Publicity through news releases and other methods is designed to broaden knowledge and to generate a positive recognition about an organization, its personnel and its activities. Publicity is most often gained by directly interacting with the media, either in reacting to enquiries or in initiating the communication.

Cutlip and Center defined publicity as, the dissemination of information making matters public from the point of view of one who wishes to inform others and also systematic distribution of information about an institution or an individual.

Securing publicity is perhaps the most well known aspect of public relations work. Clearly, it is the function most associated with public relations. In most people's minds, publicity is public relations. Publicity through news releases and other methods is designed to broaden knowledge and to generate positive recognition about an organization, its personnel and its activities. Publicity is most often gained by dealing directly with the media, either in reacting to enquiries or in initiating the communication.

Newspapers, magazines, radio and television are the media used for publicity. The important types of publicity are news releases, business feature articles, service feature articles, financial publicity, product publicity, pictorial publicity and emergency publicity.

Though the terms *Advertising* and *Publicity* have different connotations in marketing, but are often used interchangeably. Publicity is an effort to make available certain information to the public. It is the sum total of all those activities that are directed to the flow of information to the knowledge of public. Perhaps, the best definition of publicity is the one given by the Association of Teachers of Marketing and Advertising of America. According to its Terminology, 'publicity is any form of non-personal presentation of goods, services or ideas to a group ; such presentation may be or may not be sponsored only by the one responsible for it and it may or may not be paid for.' In this sense, advertising is only a type of paid publicity with a known or identified sponsor. It implies that the term 'publicity' is more comprehensive than the word 'advertising' itself. Therefore, it can be stated that all advertising is publicity, but all publicity is not advertising. However, there are the following

distinctions or differences existing between the terms *Advertising* and *Publicity*-----

- Advertising is a paid form and hence is commercial in nature. On the other hand, publicity is not paid for by the sponsor. Advertising is a paid form of publicity. Thus, any sponsored communication designed to influence buyer behaviour is advertising.
- Advertising is non-personal .Whatever the form of advertisement (visual, spoken or written), it is directed at a mass audience, and not directly at the individual, as in personal selling.
- Advertisements are identifiable with their sponsoring authority, which is not always the case with publicity.
- Advertising is a paid form of publicity with a known or identified sponsor. Or it can be stated that advertising is the dissemination of persuasive possible selling message to the would be buyers or consumers, with a known or identified sponsor and by means of using media space or time. On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.
- Advertising is essentially a commercial communication of information to the public, while publicity may or may not be related with the communication of commercial information. In other words, the sponsor is very much particular about the correct absorption of the advertising message by the intended audience.
- The media owners and the advertising agencies bill the advertisers for the message passed on by the advertiser to the audience, while publicity may or may not be paid for by the

sponsor for the use of space and time. In case of publicity, the sponsor may or may not foot the bill of publicity.

- In case of publicity, the message of the sponsor is controlled by the media-owners in respect of space and timing with other dimensions such as style, the format, couching and the like. On the other hand, in case of advertising, it is the sponsor who decides on these facts as he is paying for the services of the media-owners and agencies.
- Publicity commands respect, prestige and esteem and is able to gain public acceptance as it comes from the desk of an editor, a responsible and dependable person. On the other hand, the audience will take the advertising messages at high rate of discount as they come from the office of the sponsor—a person known for blowing his own trumpet.
- In case of publicity, the idea of promotion, the identity and the purposes of the sender of the message are less clear and self-illustrative. That is, the sponsor is not known in most of the cases. Someone may carry on the activities of publicity for the sponsor and therefore, the sponsor may be kept in dark. On the other hand, in case of advertising, the promotion, the identity and the purposes of the sponsor are clearly known. That is why; the sponsor is responsible for what he states.
- In case the message of the person giving publicity is ignored by the public, it is the public, which is going to suffer rather than the media-owners and the agencies and sponsor. While in case of advertising, if a given advertising is ignored by the audience, it is the sponsor who suffers the most rather than the media-owners and the agencies. It is so because, it is the sponsor who foots the bill.
- Last, but not the least, publicity is a comprehensive word and means and includes advertising in its fold. Advertising is only a

form of paid publicity. Therefore, it can be said that all advertising is publicity but all publicity is not advertising. That is, the publicity is a generic while, advertising is specific in connotation and coverage.

#### **STOP TO CONSIDER-1**

- The word advertising has its origins in Latin and it means “to turn attention of people to a specific thing.” Advertising is a tool of mass communication. It is essentially paid for by a firm or an individual with the ultimate purpose being to present information, develop attitudes & induce action, which are useful to the advertiser.
- On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.

#### **Check Your Progress-1**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) The word advertising has its origins in the.....language.

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2) In advertising, there are different types of communications to deal with. Enumerate them.

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3) Frank Jefkin defined advertising as

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4) PR expert Cutlip defined publicity as

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5) Write any two differences existing between the terms *Advertising* and *Publicity*.

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### **3.4 Difference between Marketing Communication and Propaganda**

Marketing Communications refer to the use of different marketing channels and tools in combination. Marketing communication channels focus on how businesses communicate a message to its desired market, or the market in general. It is also in charge of the



internal communications of the organization. Marketing communication tools include advertising, personal selling, direct marketing, sponsorship, communication, public relations, social media, customer journey and promotion. Marketing Communications are made up of the marketing mix which is made up of the 4 Ps: Price, Promotion, Place and Product, for a business selling goods, and made up of 7 Ps: Price, Promotion, Place, Product, People, Physical evidence and Process, for a service-based business. The marketing concept provides useful ways of deciding how to choose among many alternatives. Marketing is a broad concept directed primarily at the long range goals of sales. The emphasis in marketing is given on sales and that's why, it can be stated that in case of marketing communication, the emphasis is predominantly put on communicating for the sake of enhancing the sales of various products or services. Actually, the very term 'marketing' encompasses all business activities involved in the flow of goods and services from physical production to consumption. According to Philip Kotler, "Marketing management is the analysis, planning, implementation and control of programmes designed to bring about desired exchanges with target audiences for the purpose of personal or mutual gain. It relies heavily on the adaptation and coordination of product, price, promotion and place for achieving effective response.

Now, let us give you a glimpse of the concept of 'marketing mix'. An efficient business adjusts its internal capabilities to its changing environment by developing and administering a marketing mix that meets the needs and wants of particular markets at a particular period of time. While the mix can contain numerous elements, the basic ingredients have been designed as the four Ps---What **PRODUCT** to be sold at what **PRICE** in what **PLACE** (Channels of distribution), and its method of **PROMOTION**. The product mix

includes name, packages and design, the price mix covers discounts and terms of sale, the place (or distribution mix) decides about channels of distribution outlets and the promotion mix encompasses advertising, personal selling, publicity and sales promotion. In short, marketing mix is a very integral part of the entire process of marketing communication and it is a combination of procedures used by a firm to achieve its marketing objectives. Advertising is only one ingredient in this mix, but its performance is closely related to the other elements of the product decisions, pricing decisions, the channels of distribution selected by the firm, and all forms of promotion.

As already stated, advertising is an important part of marketing communication. Now, in this context, it can be quoted that once it has been decided to advertise a product in the market, we will have to answer five 'W's and one 'H'. These are who, what, where, when, why and how. With five Ws, we will have to answer measurement and budget. These five W's, are arranged depending upon their priority in the market.

First of all, the answer to 'Why' has to be found out. This means that setting our objectives and making sure that everything in the marketing plan is related to those objectives.

Secondly, who are the target audience consumers of the product to be marketed or advertised? This means the careful analysis of the target group.

Thirdly, where will I communicate my advertisement message? This means selecting the media for our use.

Fourthly, what do I want to say? This determines the communication messages.

Fifthly, how will I say it? This becomes our strategy supported by a series of action oriented programmes.

Sixthly, when will I communicate? This becomes the time table. Timing can mean success or failure of a programme. This time table disciplines the entire plan.

Budget is the most important ingredient in the entire process of marketing communication and marketing mix. The crucial question is how much a company should spend on advertising and how to allocate these expenditures. In a nutshell, marketing communication is a business function and as such it requires efficient management. In preparation for this marketing communication effort, the firm must design appropriate managerial framework. In this context, reference of the integrated marketing communication can be put forward.. The promotion mix consists of four basic elements---

- a) **Advertising**----It is the dissemination of information by non-personal means through paid media where the source is clearly identified as the sponsoring organization.
- b) **Personal Selling**----It is the dissemination of information by non-personal, usually face-to-face, contacts between audience members and one or more employees of the sponsoring organization. The source of information is identified as the sponsoring organization.
- c) **Sales Promotion**--- Sales Promotion includes those marketing activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness. It is the dissemination of information in a very broad sense through a wide variety of activities, including free samples, gifts, coupons, point-of-purchase signs and displays, stamp programmes, reduction sales, contests, shows and exhibitions, demonstrations and various non-recurrent efforts not made in the ordinary course.

d) **Publicity**---- It is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.

In a nutshell, it can be stated that the Integrated Marketing Communication (IMC) is, therefore, 'a concept of marketing communication planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines—for example—general advertising, direct response, sales promotion and public relations and combines these disciplines to provide clarity, consistency and maximum communication impact.

Now, let us have a discussion upon the other part of this sub theme, i.e. Propaganda. An important influence on public opinion is propaganda. It is a deliberately evolved and guided campaign to influence people to accept a given view, sentiment or value (W. Schramm, Process and Effect of Mass Communication'). In the propaganda process, opposing views are dumped in a dustbin. It is thrust upon the masses to create positive attitudes towards it without caring for its rational or moral insinuations.

Generally it can be said that propaganda is a communication process intended for audience through enlightenment, persuasion, or dedicated religions, charitable, political and social service institutions to influence the thoughts and actions of others for their best interests. Propaganda alters or modifies the uses of people by influencing their emotional attitudes and feelings. Its objective is to implant an attitude in the minds of people that is deemed natural and logical. Propaganda leads to collective actions. It is different from advertising in the sense that advertising tries to influence the actions and thought process of individuals. Propaganda influences the thought process of groups. Hence, Wilbur Schramm opines that

propaganda operates to put an end to discussion and reflection. During the elections, the political parties resort to propaganda campaigns to malign the images of their opponents/rivals.

Encarta Encyclopedia describes Propaganda as the tool of dissemination of ideas and information for the purpose of inducing or intensifying specific attitudes and actions.

Propaganda may be disseminated by or for individuals, businesses, ethnic associations, religious organizations, political organizations, and governments at every level. No matter what its objective is, propaganda attempts to persuade through rational or emotional appeal, or through the organization of personal opinion. Efficient use of the communication media is central to these efforts.

Frederick E. Lumby wrote 'Propaganda, of every kind, awakens passion by confusing the issues. It makes the insignificant seem weighty, the important seem trifling and it also keeps the channels of communication full of emitting stuff keeping people batting in a fog'.

Jacques Ellul said that contemporary man has a need for propaganda that almost instigates it. He suggests further that propaganda can fulfill its functions only with the propaganda's unconscious complicity'. Today propaganda is a major instrument of international conflict. It is employed in television and radio broadcasts, newspapers, magazines and motion pictures to influence public opinion throughout the world. Growing illiteracy has made it possible for unscrupulous governments and social propagandists to influence the opinions of people of underdeveloped countries through periodicals and pamphlets in many languages. Public Relations is sometimes referred to as propaganda. Most of Tenets of propaganda - in order to implant a desired view or attitude, the attention of people must be gained. The object in which people's interest is to be aroused must be given in an appealing framework;

the images to be used to influence the people should be simple and straightforward. The slogans, images and audio messages ought to be repeated. It is required on the part of the propagandist to assert and re-accept so that the messages are solidly implanted in the minds of receivers.

Wilbur Schramm outlined some methods of propaganda, like —

- (1) Define the facts: misrepresenting facts and supplying wrong sets of information to the public can do propaganda.
- (2) Use in-group out-group attitudes - two opponent groups create the feeling of dissent and even venom. The groups also teach their own members to despise other groups. This is called in-group out-group attitude. The propagandist creates positive feelings in the minds of the groups.
- (3) Use emotional attitudes — the propagandist can identify the emotional attitudes and prejudices that are already present in people. He creates an association between these attitudes and prejudices and his basic thought that he wants to perpetuate through his propaganda. If he is able to associate his views with some favourable attitudes or prejudices of people, if opposing views are associated with unfavourable attitudes, they are likely to be eschewed. Hence, the propagandist tries his best to create favourable recourses for his thoughts and smartly uses the pre-existing opinions and attitudes of people.

Kumar opined that the grapevine is a process of communication in the organizational content. However, propaganda is an activity that affects people in a large city, geographic area, state and nation or even the world. Grapevine may or may not be harmful, but propaganda is almost always designed to hurt the interests, image or career of a person or a group.

It may be disseminated by or for individuals, businesses, ethnic associations, religious organizations, political organizations and

governments at every level. Thousands of special-interest groups disseminate propaganda. Among such groups are patriotic and temperance societies, fire prevention and traffic-safety committees, leagues promoting environmental conservation or the prevention of cruelty to animals, trade unions and chambers of commerce. No matter what its objectives are, propaganda attempts to persuade through rational or emotional appeal, or through the organization of personal opinion. Efficient use of the communication media is central to these efforts. The extent to which propaganda succeeds is directly related to the degree of access those at whom the propaganda is aimed have to alternative interpretation.

It can be employed in a variety of contexts - religious propaganda is widespread and has been throughout history, as when notable propagandist St Paul established the first Christian churches in Asia Minor, Greece and Italy. The novel has also been a useful vehicle for propaganda and famous pieces of literary propaganda include *Gulliver's Travels* (1752) by the Anglo-Irish satirist and political pamphleteer, Jonathan Swift, in which he launches a savage attack on the vanity and hypocrisy of contemporary politics, and *Uncle Tom's Cabin* (1852) by Harriet Beecher Stowe, which depicts black slavery in the American South and contributed to the growth of the abolitionist movement.

A common form of political propaganda is the so-called "white" propaganda, which is designed to create a favourable view of a particular organization, group or government, such as those disseminated to the German nation during the 1930s by the Nazis that stressed German "supremacy" and prosperity.

Similarly, the unfortunately-named "black" political propaganda aims to cause unrest with regard to the actions or intentions of another entity. One example of this kind of propaganda is the one disséminated during the Cold War (1946-1990) when Voice of

America, Radio Free Europe and Radio Moscow were all stressing the strengths of their own societies and undermining those of their enemies. The technological advances of the mass media - especially those of the electronic media - are expanding the outlets available to propagandists and are likely to have a significant impact on propaganda efforts in the future.

Now, let us throw some light upon the distinctions/differences between the two terms 'Marketing Communication' and 'Propaganda'. Though a layman may not be able to distinguish between the two terms, still it is possible to draw the line of demarcation between the two terms on the following grounds-----

- Firstly, propaganda is related with the spread of doctrine, a dogma, a principle or a promise to form a definite opinion or a belief or a bias on the message—may be political, social, religious or cultural. It is not definitely related with a product or a service or an idea of a firm. On the other hand, marketing communication is a deliberate attempt to spread commercial information to the prospects to influence their mind favourably towards the product or a service or an idea to get desired action.
- Secondly, propaganda aims at poisoning the mind of people to get a favourable acceptance to their message so spread. It speaks ill of others or the competitors. It is a sinister design in approach. It is not frank, open and avowed. On the other hand, marketing communication message never speaks ill of others. It is frank, open and avowed.
- Thirdly, as propagandists work behind the curtain, their identity may or may not be known. It is so because, propaganda evades its responsibility for it conveys and is known for the foul game it plays to win the hearts of people. Contrary to this, marketing communication is done by a sponsor whose whereabouts can be known and held responsible for what he says.



- Fourthly, in a broad sense, marketing communication is a form of propaganda as it is connected with the communication of information to the public. That is, propaganda includes marketing communication as the former makes use of one or other media of marketing communication. However, it would be wrong to say that all propaganda is marketing communication though all marketing communication can be propaganda.
- Fifthly, because the commercial marketing communicators are less inclined than the politicians to believe that their wares are likely to appeal equally to all sorts and conditions of men and women, their marketing communication is much more directed at a particular audience, with special interests or tastes. The propaganda, on the other hand, does not make such distinction and is applied to entire society and not to a particular sector or segment. Only distinction is that of age that brings vote.
- Lastly, but not the least, the claims of the marketing communicators are more easily tested by the customers than the promises of the politicians. Experience can be more easily, surely and cheaply acquired in the daily market place than in the election booth at five yearly intervals. The commercial marketing communication is plainly seen as the enthusiastic and item-oriented pleading of special interests, but the politician and his undeclared supporters in newspapers, radio and television programmes etc. invariably claim to be concerned only with the national interests and take refuge in lofty appeals to fair-play, social justice, equality, patriotism, internationalism and so on.

#### **STOP TO CONSIDER-2**

- Marketing Communications refer to the use of different marketing channels and tools in combination. Marketing

communication channels focus on how businesses communicate a message to its desired market, or the market in general. It is also in charge of the internal communications of the organization. Marketing communication tools include advertising, personal selling, direct marketing, sponsorship, communication, public relations, social media, customer journey and promotion. Marketing Communications are made up of the marketing mix which is made up of the 4 Ps: Price, Promotion, Place and Product, for a business selling goods, and made up of 7 Ps: Price, Promotion, Place, Product, People, Physical evidence and Process, for a service-based business. The marketing concept provides useful ways of deciding how to choose among many alternatives. Marketing is a broad concept directed primarily at the long range goals of sales. The emphasis in marketing is given on sales and that's why, it can be stated that in case of marketing communication, the emphasis is predominantly put on communicating for the sake of enhancing the sales of various products or services.

### **Check Your Progress-2**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Which are the 4 Ps of Marketing Communications?

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2) Philip Kotler defined “Marketing Management” as

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- 3) The promotion mix consists of four basic elements. Which are they?
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- 4) What did Frederick E. Lumby write about Propaganda?
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- 5) Wilbur Schramm outlined some methods of propaganda. Enumerate them.
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### 3.5 Let Us Sum Up

In this Unit-3 of Block-1 under Paper-2025, you have been acquainted with the Difference between Advertising and Publicity

and the Difference Between Marketing Communication and Propaganda. Now, let us summarize the key points which you can learn by going through this particular unit---

- The word advertising has its origins in Latin and it means “to turn attention of people to a specific thing.” Advertising is a tool of mass communication. It is essentially paid for by a firm or an individual with the ultimate purpose being to present information, develop attitudes & induce action, which are useful to the advertiser.
- On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.
- Advertising is a paid form of publicity with a known or identified sponsor. Or it can be stated that advertising is the dissemination of persuasive possible selling message to the would be buyers or consumers, with a known or identified sponsor and by means of using media space or time. On the other hand, publicity is the dissemination of information by personal or non-personal means not directly paid by the organization and for which the organization is not clearly identified as the source.
- Marketing Communications refer to the use of different marketing channels and tools in combination. Marketing communication channels focus on how businesses communicate a message to its desired market, or the market in general. It is also in charge of the internal communications of the organization. Marketing communication tools include advertising, personal selling, direct marketing, sponsorship, communication, public relations, social media, customer journey and promotion. Marketing Communications are made up of the

marketing mix which is made up of the 4 Ps: Price, Promotion, Place and Product, for a business selling goods, and made up of 7 Ps: Price, Promotion, Place, Product, People, Physical evidence and Process, for a service-based business. The marketing concept provides useful ways of deciding how to choose among many alternatives. Marketing is a broad concept directed primarily at the long range goals of sales. The emphasis in marketing is given on sales and that's why, it can be stated that in case of marketing communication, the emphasis is predominantly put on communicating for the sake of enhancing the sales of various products or services.

- An important influence on public opinion is propaganda. It is a deliberately evolved and guided campaign to influence people to accept a given view, sentiment or value (W. Schramm, Process and Effect of Mass Communication'). In the propaganda process, opposing views are dumped in a dustbin. It is thrust upon the masses to create positive attitudes towards it without caring for its rational or moral insinuations.
- Generally it can be said that propaganda is a communication process intended for audience through enlightenment, persuasion, or dedicated religions, charitable, political and social service institutions to influence the thoughts and actions of others for their best interests. Propaganda alters or modifies the uses of people by influencing their emotional attitudes and feelings. Its objective is to implant an attitude in the minds of people that is deemed natural and logical. Propaganda leads to collective actions.

### 3.6 References and Suggested Readings

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6. Paper-III(*Advertising*); The Self Learning Material(SLM) of Master of Communication and Journalism(MCJ) under GUCDOE(Formerly Known as GUIDOL), Guwahati
7. Paper-IV(*Public Relations*); The Self Learning Material(SLM) of Master of Communication and Journalism(MCJ) under GUCDOE(Formerly Known as GUIDOL), Guwahati

### 3.7 Model Questions

- 1) Elaborate in your own words, the distinctions/differences between Advertising and Publicity. Cite suitable examples for your answer.
- 2) How Marketing Communication and Propaganda are different from each other ? Explain in your own words, with suitable examples.
- 3) Distinguish between the terms ‘Black Propaganda’ and ‘White Propaganda’. Cite suitable examples for your answer.

‘Advertising is a Paid Form of Publicity’. Elucidate the statement in your own words with suitable examples

### 3.8 Answers to Check Your Progress

#### Check Your Progress-1

- 1) Latin.
- 2)
  - Awareness creation (product, event, etc.)
  - Building up Interest
  - Announcing the Unique Selling Proposition (USP) of the product
  - \*Reminding / Reinforcing the message
  - Answering apprehensions of the audience / filling information gaps
  - \*\*Putting together the emotional empathy with the product, subject matter, etc.
- 3) ‘The dissemination of information concerning an idea, service or product to compel action in accordance with the interests of the advertiser’.
- 4) "The information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing messages in the media because the source does not pay the media for placement".
- 5)
  - In case of publicity, the message of the sponsor is controlled by the media-owners in respect of space and timing with other dimensions such as style, the format, couching and the like. On the other hand, in case of advertising, it is the sponsor who decides on these facts as he is paying for the services of the media-owners and agencies.
  - Publicity commands respect, prestige and esteem and is able to gain public acceptance as it comes from the desk of an

editor, a responsible and dependable person. On the other hand, the audience will take the advertising messages at high rate of discount as they come from the office of the sponsor—a person known for blowing his own trumpet.

### **Check Your Progress-2**

- 1) Price, Promotion, Place and Product.
- 2) Marketing management is the analysis, planning, implementation and control of programmes designed to bring about desired exchanges with target audiences for the purpose of personal or mutual gain. It relies heavily on the adaptation and coordination of product, price, promotion and place for achieving effective response”.
- 3)
  - Advertising
  - Personal Selling
  - Sales Promotion
  - Publicity
- 4) ‘Propaganda, of every kind, awakens passion by confusing the issues. It makes the insignificant seem weighty, the important seem trifling and it also keeps the channels of communication full of emitting stuff keeping people batting in a fog’.
- 5)
  - Define the facts: misrepresenting facts and supplying wrong sets of information to the public can do propaganda.
  - Use in-group out-group attitudes - two opponent groups create the feeling of dissent and even venom. The groups also teach their own members to despise other groups. This is called in-group out-group attitude. The propagandist creates positive feelings in the minds of the groups.



- Use emotional attitudes — the propagandist can identify the emotional attitudes and prejudices that are already present in people. He creates an association between these attitudes and prejudices and his basic thought that he wants to perpetuate through his propaganda. If he is able to associate his views with some favourable attitudes or prejudices of people, if opposing views are associated with unfavourable attitudes, they are likely to be eschewed. Hence, the propagandist tries his best to create favourable recourses for his thoughts and smartly uses the pre-existing opinions and attitudes of people.

**Paper : MMC 2025 : Advertising**  
**Block 1: Introduction to Advertising**

**Unit: 4**

**Relevance of advertising in the Marketing Mix,  
theories of advertising-stimulus Response theory,  
Starch Model, AIDA, AIDCA, DAGMAR Approach  
etc.**

**Unit Structure**

- 4.1 Introduction**
- 4.2 Objectives**
- 4.3 Advertising and Marketing Mix**
- 4.4 Advertising-A Tool of Communication**
- 4.5 AIDA**
- 4.6 AIDCA**
- 4.7 Stimulus Response Theory**
- 4.8 Starch Model**
- 4.9 DAGMAR Approach**
- 4.10 Model Questions**
- 4.11 Let Us Sum Up**
- 4.12 References and Suggested Readings**
- 4.13 Answers to Check Your Progress**

**4.1 Introduction**

In the previous units we have discussed different aspects of advertising, its characteristics, functions, classification, its different

elements etc. In this unit we will discuss about marketing mix, role of advertising in marketing mix, advertising as a part of communication. We will also discuss some of the advertising theories that are relevant in today's marketing world.

## **4.2 Objectives**

After going through this unit you will be able to

- Comprehend about marketing mix and 4Ps.
- Identify advertising as a tool of communication.
- Discuss the relevance of advertising in marketing.
- Define the theories of advertising.

## **4.3 Advertising and Marketing Mix**

Advertising plays a significant role in business management. As an important part of marketing, advertising helps business organizations enhance brand awareness, expand market reach, and increase sales. It promotes both new and existing products. Through advertising, marketers inform and educate consumers about a product or service, aiming to persuade them to make a purchase.

Dr. Daniel Starch wrote, *“Advertising, when properly executed, is an efficient and economic tool of business.”* He further noted, *“People are influenced in their purchasing to a far greater extent by advertising than they commonly realize.”* Several marketing studies have found that consumers evaluate a product not only on the basis of its quality but also on the company's advertising strategy. In fact, consumers' attitudes and purchasing behavior are significantly influenced by advertising.

Since the market is driven by consumer demand, companies must attract consumers to sell their products. Advertising not only

generates product awareness and drives sales but also acts as a competitive tool. Through advertising, a company can differentiate its product from competitors and communicate its unique features.

The American Marketing Association defines marketing as *“an activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”*

Marketing management is a complex process involving activities like market research, identifying target markets, setting marketing goals, strategic planning, and decisions related to product, price, promotion, distribution, and sales.

One core concept in marketing is the **Marketing Mix**. According to Philip Kotler, *“Marketing Mix is the set of controllable variables that the firm can use to influence the buyer’s response.”* Aggarwal and Gupta define it as *“the choice of ingredients that a company combines in order to satisfy the needs or wants of a particular group of customers.”*



The **traditional marketing mix** consists of **4 Ps**:

1. **Product** – Goods or services offered by an organization. These can be consumer or industrial products, durable or non-durable.
2. **Price** – The amount the customer pays for the product or service.
3. **Place** – Distribution channels used to make the product available, such as direct selling, wholesalers, or retailers.

4. **Promotion** – Activities designed to inform, persuade, and influence customers. This includes advertising, personal selling, sales promotion, and publicity—together called the **promotion mix**.

Additional variables often added to the mix include **Packaging, Positioning, and Pace**.

**Elements of Promotion Mix:**

- **Advertising** – A paid, non-personal form of communication that informs and educates customers and motivates them to purchase.
- **Personal Selling** – A direct form of selling where the product is presented to the customer. This is especially important for technical or industrial goods.
- **Sales Promotion** – Temporary incentives to encourage purchase (e.g., contests, coupons, trade shows, special price offers).
- **Publicity** – Unpaid media coverage in the form of news items, features, or photographs about the company or its products.

**Objectives of Promotion:**

- To create awareness about products
- To build a strong brand image
- To educate consumers
- To influence consumer buying behavior
- To support other marketing efforts

**4.4 Advertising – A Tool of Communication**

Advertising is a crucial part of the communication process. It is the most effective method to inform consumers about a product or service, and to influence them to make a purchase. According to Chunawalla and Sethia, advertising is defined as *“the paid, non-personal form of communication about products or ideas by an*

*identified sponsor through mass media, intended to inform, persuade, or influence the behavior of the target audience.”*

Communication involves the transmission of a message from a sender to a receiver. The nine key elements of this process are:

1. **Sender** – The originator of the message (e.g., advertiser)
2. **Encoding** – Crafting the message in a communicable form
3. **Message** – The actual content being communicated
4. **Media** – The channel used (e.g., television, internet, newspaper)
5. **Decoding** – How the receiver interprets the message
6. **Receiver** – The target audience or consumer
7. **Response** – The receiver’s reaction to the message
8. **Feedback** – The receiver’s response communicated back to the sender
9. **Noise** – Any interference that distorts the message

In this process, the **advertiser** acts as the sender, encoding the message and choosing an appropriate medium for delivery. The **consumer** is the receiver who decodes the message. The effectiveness of advertising depends on how clearly the message is understood, and how well it motivates a response.

It is essential for advertisers to thoroughly understand their **target audience** before crafting the message and selecting the media. A well-planned message, delivered through the right channel, ensures higher chances of decoding success and consumer engagement. Miscommunication or misunderstanding, often caused by "noise," can lead to message failure.

Advertising, as a form of **marketing communication**, is ultimately designed to persuade the audience and boost product sales.

#### **Famous Definitions of Advertising:**

- *“Advertising is salesmanship in print.” – John E. Kennedy*
- *“Advertising is a substitute for the human salesman.”*
- *“Advertising is the business of creative thinking for commercial advantage.”*

Chunawalla and Sethia also illustrate the marketing communication process with a diagram, which can be included for visual clarity if available.

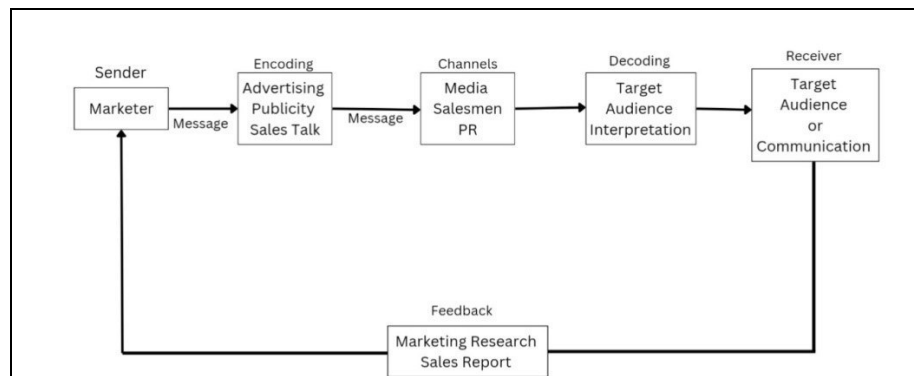


Figure: Marketing Communication Process

Source: Chunawalla&Sethia

According to Chunawlla & Sethia, 'here the sender of the message is the marketer. The message is encoded as advertising copy, publicity material, sales displays or sales talk. The media could be print media such as press/magazine or electronic media such as radio/TV/Films or a salesman making a sales talk. The decoding involves the interpretation of the message by the consumers.'

#### STOP TO CONSIDER-1

- Advertising is an essential part of the marketing mix, promoting brand awareness, educating customers, and driving sales. It serves as a tool for competition by highlighting unique product features.
- The marketing mix includes 4Ps: Product, Price, Place, and Promotion, with additional variables like Packaging, Position, and Pace. Promotion uses advertising, personal

selling, sales promotion, and publicity to achieve marketing goals.

- Advertising acts as a powerful communication tool, delivering non-personal, paid messages to target audiences through various media to influence consumer behaviour.
- Effective communication in advertising relies on nine elements, including sender, message, media, receiver, feedback, and noise. A well-designed message and suitable media choice are crucial for success.

### **Check Your Progress-1**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is Promotion mix?

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2. Write short note on

(a) Marketing communication

(b) Sales promotion

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3. Advertising is salesmanship in print-explain.

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## 4.5 AIDA

Advertising is targeted at a specific group of people who are the intended consumers of a particular product. The success of marketing communication depends on how well the audience understands the message and responds favorably to it. Effective advertising follows a process that involves attracting attention, arousing interest, creating desire for the product, and ultimately motivating the consumer to take action by making a purchase.

AIDA is a model introduced by Elmo Lewis in the late 19th century. It is one of several advertising models that explain how a customer becomes attracted to a product or service and eventually decides to buy it. AIDA is an acronym that stands for:

### **Attention – Interest – Desire – Action**

AIDA is a sequential model that shows how marketing communication should guide potential customers through these four steps leading to a purchase. The advertising message must first catch the customer's attention, then build interest, create a desire for the product, and finally lead to action.

Dr. Ruchi Gupta defines AIDA and its associated promotional tasks as follows:

- **A – Attention:** Establish customer awareness by informing them about the product.
- **I – Interest:** Create buyer interest by stimulating curiosity about the product.
- **D – Desire:** Generate desire by inducing a favorable attitude, especially in comparison to competing products.
- **A – Action:** Encourage purchase by stressing the product's immediate desirability.

#### 4.6 AIDCA

AIDCA is a popular copywriting formula used for creating high-performing sales messages. It outlines five steps that help guide a potential buyer from initial exposure to a product or service through to the point of purchase. These steps are: Attention, Interest, Desire, Conviction, and Action.

The message must first **grab attention**, typically through an eye-catching headline or visual element. Once attention is secured, the message must **build interest** by introducing the product or service and highlighting its features and benefits that are relevant to the audience.

Next, the copy should **stimulate desire**, showing how the product fulfills a need or solves a problem for the reader. The fourth stage is to **build conviction**, ensuring that the potential customer is convinced about the product's quality and value. This stage often includes testimonials, guarantees, or comparisons with competitors.

Finally, the message should prompt the reader to take **action**, which usually means purchasing the product or service. Action is the ultimate goal of the advertisement.

Thus, AIDCA stands for:

**Attention – Interest – Desire – Conviction – Action**

#### 4.7 Stimulus Response Theory

The Stimulus Response Theory is a concept in psychology developed by John B. Watson in the early 20th century. Watson's work was influenced by Russian scientist Ivan Pavlov, who conducted well-known experiments on animal behavior.

Pavlov's experiment demonstrated that dogs could be conditioned to salivate at the sound of a bell, even in the absence of food. Initially, the dogs were given food after the ringing of a bell. Eventually, they became conditioned to associate the sound of the bell with food, and salivation was triggered by the bell alone.

The Stimulus Response Theory suggests that learning occurs through the formation of associations between stimuli and responses. According to Egede, advertising is seen as a learning process in which consumers see or hear a message, engage with it mentally, comprehend it, and act based on what they have learned. The model also emphasizes the role of **repetition and exposure** in advertising. Frequent exposure to branded messages increases familiarity and can shape consumer buying habits over time. Advertisers use this theory to influence purchasing behavior through consistent and strategic messaging.

#### **STOP TO CONSIDER-2**

1. Advertising is an essential part of the marketing mix, promoting brand awareness, educating customers, and driving sales. It serves as a tool for competition by highlighting unique product features.
2. The marketing mix includes 4Ps: Product, Price, Place, and Promotion, with additional variables like Packaging, Position, and Pace. Promotion uses advertising, personal selling, sales promotion, and publicity to achieve marketing goals.
3. Advertising acts as a powerful communication tool, delivering non-personal, paid messages to target audiences through various media to influence consumer behaviour.
4. Effective communication in advertising relies on nine elements, including sender, message, media, receiver, feedback, and noise. A well-designed message and suitable media choice are crucial for success.

#### **Check Your Progress-2**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this

unit.

1. Write the full form of AIDA and AIDCA.

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2. Who introduced AIDA?

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3. Who introduced Stimulus Response theory?

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4. How Ivan Pavlov's experiment relate to advertising.

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#### **4.8 Starch Model**

The Starch Model of advertising was put forward by Dr. Daniel Starch, a noted psychologist whose marketing research techniques had a significant influence on the advertising industry. In the early 1920s, he developed a method to measure the sales effectiveness of advertising.

In 1932, Dr. Starch conducted a comprehensive study on print advertising. This involved door-to-door surveys to identify readers of specific newspapers or magazines. These individuals were asked whether they remembered any of the advertisements from those publications and what impressions those ads had made on them.

Dr. Starch stated, “*An effective advertisement has to be seen, read, believed, and acted upon.*” He invented the **Starch Test**, a method designed to measure the effectiveness of advertisements in newspapers and magazines. According to Starch, print ads could have no effect unless they were first noticed by the readers.

#### 4.9 DAGMAR Approach

**DAGMAR** stands for **Defining Advertising Goals for Measured Advertising Results**. It is a marketing model used to set clear objectives for an advertising campaign and to evaluate the campaign’s success based on those objectives.



**Defining | Advertising | Goals | Measured | Advertising | Results**

This approach guides the consumer through four phases: **awareness**, **comprehension**, **conviction**, and **action**. It was first introduced by **Russell Colley** in his 1961 publication *Defining Advertising Goals for Measured Advertising Results*. The model was later revised by **Solomon Dutka** in 1995. DAGMAR helps advertisers to set specific advertising goals, analyze results, and identify target audiences more effectively. Its ultimate purpose is to help build a strong and measurable audience.

#### **The Two Key Components of the DAGMAR Approach:**

##### **1. Defining Advertising Goals:**

Advertising is part of a broader marketing strategy. While the overall goal of any company is to increase sales, a specific advertisement may have a different objective. For example,

some ads aim to build or maintain a brand image rather than drive immediate sales. Therefore, it is important to clearly define the specific objective of each ad campaign, such as brand recall, product awareness, or image enhancement.

## **2. Measured Advertising Results:**

This component involves evaluating the effectiveness of the advertisement. It allows marketers to determine whether the defined goals have been achieved and provides insights into the ad's overall impact.

### **The Four Phases of the DAGMAR Model:**

#### **1. Awareness:**

The first task of the advertiser is to create awareness of the product or brand through compelling ad messages. Awareness builds a positive impression in the consumer's mind. Before making a purchase decision, consumers must be aware of the product's availability, features, brand, recent modifications, new launches, or special offers.

#### **2. Comprehension:**

The advertisement should help the consumer understand the product and its features. It should clearly communicate what the product is and how it can benefit the user.

#### **3. Conviction:**

In this phase, the consumer evaluates whether the product is worthy of purchase. Conviction arises when the consumer is persuaded of the product's value compared to competing alternatives.

#### **4. Action:**

The final phase is the consumer's decision to purchase the product. This is the ultimate goal of the advertising effort.

### **STOP TO CONSIDER-3**

- Dr. Daniel Starch introduced the Starch Model to measure print ad effectiveness.
- His research involved surveying magazine and newspaper readers about ad recall.
- He believed effective ads must be seen, read, believed, and acted upon.
- The Starch Test was designed to evaluate the impact of print ads.
- Ads were considered ineffective if they failed to capture attention.
- DAGMAR stands for Defining Advertising Goals for Measured Advertising Results.
- Introduced by Russell Colley in 1961 and later revised by Solomon Dutka.
- DAGMAR helps advertisers define specific campaign goals and measure results.
- The model includes four phases: awareness, comprehension, conviction, and action.
- Awareness builds product familiarity; comprehension informs about features.
- Conviction forms favorable attitudes, and action leads to purchase decisions.
- It separates advertising goals from general sales goals.
- Evaluation of ad effectiveness is a key focus in DAGMAR.
- The approach is audience-centered and result-driven.
- Both models highlight attention and persuasion in advertising.

### **Check Your Progress-3**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. Explain briefly the Starch model of ad.

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2. What is the full form of DAGMAR?

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#### 4.10 Let Us Sum Up

This unit delves into the pivotal role of advertising within the marketing mix, highlighting its central function in building brand awareness, educating consumers, and stimulating demand and sales. It begins with an overview of the 4Ps of marketing—Product, Price, Place, and Promotion—where promotion is emphasized as a key driver in communicating value propositions to target audiences.

Within the broader promotion mix, advertising is examined alongside other tools such as personal selling, sales promotion, and publicity. Each component plays a strategic role, but advertising stands out for its ability to reach mass audiences, shape public perception, and build long-term brand equity through repeated exposure and creative messaging.

Advertising is also approached as a communication process, guided by well-established models like AIDA (Attention, Interest, Desire, Action) and AIDCA (Attention, Interest, Desire, Conviction, Action). These models underscore the sequential nature of consumer decision-making and the importance of crafting messages that move



audiences from awareness to purchase. Effective copywriting and message structuring based on these models enhance the likelihood of conversion.

The unit further explores theoretical foundations such as the Stimulus-Response Theory, which draws from behavioral psychology to explain how consistent exposure to advertising stimuli can condition consumer responses over time. Influenced by Pavlov's classical conditioning, this theory explains how brand recall and purchase intent can be built through frequency and reinforcement.

Practical models like the Starch Model, developed by Dr. Daniel Starch, introduce empirical methods to measure the effectiveness of print advertisements. It emphasizes that an ad must be seen, read, believed, and acted upon to be considered effective, thus offering a framework for assessing audience engagement with print media.

Similarly, the DAGMAR approach (Defining Advertising Goals for Measured Advertising Results) provides a systematic methodology for setting clear advertising objectives and evaluating performance. It breaks down consumer response into four phases: Awareness, Comprehension, Conviction, and Action. This model is especially useful for developing campaign strategies, benchmarking success, and ensuring that advertising efforts align with broader marketing goals.

Together, these models and theories offer a multi-dimensional perspective on advertising—combining psychological insights, strategic planning, and measurable outcomes. They empower advertisers to design effective campaigns, define actionable objectives, and evaluate results to ensure meaningful consumer engagement and sustained brand success in an increasingly competitive market.

#### 4.11 Model Questions

1. What is marketing mix? State the component of marketing mix.
2. Advertising is nothing but a type of communication-explain.
3. Write the importance of advertising in business world.
4. Write a short note on AIDCA.
5. What is DAGMAR approach? Explain with examples.

#### 4.12 References and Suggested Readings

1. Chunawalla, S. A., & Sethia, K. C. (2008). *Foundations of advertising: Theory & practice*. Himalaya Publishing House.
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#### 4.13 Answers to Check Your Progress

##### Check Your Progress-1

1. Promotion mix refers to a set of activities and tools used by a business to inform, persuade, and influence customers about its products or services. It consists of various elements such as:

- **Advertising:** Paid, non-personal communication to inform and persuade.
- **Personal Selling:** Direct interaction to explain the product to the customer.
- **Sales Promotion:** Short-term incentives like coupons or trade shows.
- **Publicity:** Non-paid communication through media.

2. **(a) Marketing Communication:**

Marketing communication is a process of conveying a message to the target audience about a product or service through various media channels. It aims to:

- Inform and educate customers.
- Persuade them to make a purchase.
- Enhance brand awareness and loyalty.

Advertising, sales promotion, personal selling, and publicity are key components of marketing communication. It is vital to ensure the message is clear and tailored to the audience's needs.

**(b) Sales Promotion:**

Sales promotion involves offering temporary incentives to encourage consumers to purchase a product. Examples include:

- Contests.
- Special price offers.
- Coupons.
- Dealer incentives.

Sales promotion is particularly effective when advertising or personal selling does not achieve the desired impact.

3. Advertising as "salesmanship in print" emphasizes that advertising performs the function of a salesperson by persuading consumers through messages in print or other media. It:

- Communicates product information effectively.
- Influences consumer purchasing behaviour.
- Compensates for the absence of a human salesperson.

This concept highlights advertising as a creative and strategic method to deliver commercial advantages to a business, fostering customer interest and increasing sales.

### **Check Your Progress-2**

1. **AIDA:** Attention, Interest, Desire, Action.

**AIDCA:** Attention, Interest, Desire, Conviction, Action.

2. AIDA was introduced by Elmo Lewis in the late 19th century.
3. Stimulus Response Theory was introduced by John B. Watson, influenced by the experiments of Russian scientist Ivan Pavlov.
4. Ivan Pavlov's experiment with dogs demonstrated that a conditioned stimulus (like the sound of a bell) could trigger a conditioned response (salivation). In advertising, this concept is applied as follows:
  - Advertising messages (stimuli) are repeatedly shown to consumers to create associations.
  - Over time, customers develop a habitual response, such as recognizing a brand or associating it with certain feelings.
  - Constant exposure to branded advertisements reinforces buying habits and brand loyalty, much like Pavlov's conditioning.

### Check Your Progress-3

1. The **Starch model of advertising**, developed by **Dr. Daniel Starch**, is a method to measure the effectiveness of print advertisements.
  - Introduced in the 1920s, it involved **door-to-door canvassing** to identify readers of specific newspapers or magazines.
  - Participants were asked if they remembered ads from those publications and what impressions the ads left on them.
  - Starch emphasized that an effective ad must be **seen, read, believed, and acted upon**.
  - He also developed the **Starch Test**, which evaluates the impact of ads in print media by determining whether readers noticed them.
2. **DAGMAR** stands for **Defining Advertising Goals for Measured Advertising Results**.

This approach, introduced by **Russell Colley** in 1961, helps establish clear advertising objectives and measure campaign success by guiding consumers through four phases: **Awareness, Comprehension, Conviction, and Action**.

**Paper : MMC 2025 : Advertising**  
**Block 2: Creative Strategy and Media Planning**  
**Unit: 1**  
**USP, Appeals in Advertising, Ad Strategy, Idea**  
**Generation**

**Unit Structure**

- 1.1 Introduction**
- 1.2 Objectives**
- 1.3 USP**
- 1.4 Appeals in Advertising**
- 1.5 Ad Strategy**
- 1.6 Idea Generation**
- 1.7 Let us Sum Up**
- 1.8 References and Suggested Readings**
- 1.9 Model Questions**
- 1.10 Answers to Check Your Progress**

**1.1 Introduction:**

Advertising is a non-personal communication by an identified sponsor about a product, service, organization, or idea. It is a type of communication that tries to inform, convince, and influence a targeted audience to do specified actions, such as purchasing a product or supporting a cause. It is a broad field with a long history and several tactics and channels.

## **1.2 Objectives**

After completion of this unit, the student will be able to :

- Understand about the USP in advertising.
- Define the different types of advertising appeals.
- Comprehend how to Develop an Ad Strategy.
- Reflect upon ways of Idea Generation.

## **1.3 USP**

In advertising, "USP" stands for "Unique Selling Proposition" or "Unique Selling Point." It refers to the unique characteristics of a product or brand that make it distinctive from competitors in the marketplace. The term USP was coined by Rosser Reeves, a highly successful American advertising executive in the mid-20th century. He believed that marketing strategies should be consistent over time and that using a single tagline for each product was the most effective advertising approach. Reeves also emphasized that honesty in advertising was essential for gaining repeat customers, and every claim made in an advertisement had to be truthful and verifiable.

USPs must present what competitors can or cannot offer and highlight a distinctive quality not otherwise available in that market. A Unique Selling Proposition provides a compelling and memorable message to potential customers, emphasizing what makes a product or service unique and why they should select it over alternatives.

According to Reeves, the USP is essential for advertisers to create a meaningful way to set their product apart from competitors and to encourage people to make a purchase. Establishing a strong USP is vital for businesses to effectively communicate their value proposition to their target audience. A well-defined USP helps businesses stand out in a crowded marketplace, attract new customers, and retain existing ones.

Moreover, it can also guide the development of marketing strategies and messaging, making it easier to craft compelling and impactful advertising campaigns. With a clear and persuasive USP, businesses can position themselves as the ideal solution for the needs and desires of their target customers (Maulana et al., 2020). A strong USP can address a specific need, solve a problem, or fulfil a particular desire of the target audience, making it a crucial factor in purchasing decisions. It is often a concise and convincing statement that communicates the unique value of the goods or services.

### **Here are Some Key Considerations Regarding USP in Advertising:-**

**Identifying Unique Qualities:** Determine what makes the product or service unique. This might be a specific feature, exceptional quality, manufacturing process, or brand philosophy. It should be something the competitors either lack or do not highlight effectively in their advertising campaigns.

**Relevance to Target Audience:** Understand the needs and preferences of your target audience. The USP should directly speak to what the consumers care about. This ensures the message resonates with their interests, values, or specific problems they want solved.

**Clear Communication:** Express the USP clearly and simply in all advertising efforts. The message should be direct and easy for an average consumer to grasp. Use catchy phrases, taglines, or slogans that effectively convey the unique promise.

**Demonstrating Value:** Emphasize how the USP adds value for the consumer. Show how it solves a problem or satisfies a need. Use examples, testimonials, or case studies to help the audience understand the real-life benefits offered by the product or service.

**Consistency Across Channels:** Ensure the USP is consistently reflected across all forms of advertising—digital platforms, print



ads, TV commercials, and social media. A consistent message strengthens brand identity and improves audience recall.

**Competitive Differentiation:** Make it clear how your brand stands apart from others in the market. This may include direct comparisons or simply highlighting what others do not offer. It should define what sets the product or service apart in a crowded marketplace.

**Authenticity and Credibility:** The USP should reflect the true identity of the brand. Avoid exaggerated or false claims. Ensure credibility by backing up assertions with data, customer reviews, certifications, or other forms of evidence that build trust.

**Emotional Appeal:** Emotional resonance is a powerful tool. Incorporate messages that tap into the audience's feelings, aspirations, or concerns. Emotional appeal can significantly strengthen the connection between the brand and the consumer.

**Testing and Feedback:** Evaluate the effectiveness of the USP using customer feedback, focus groups, or market research. Analyze how the audience responds to the message, and make modifications to improve clarity, relevance, or engagement.

### **1.3.1 Some examples of Unique Selling Propositions (USPs) in Advertising are:**

**Domino's Pizza:** *"You get fresh, hot pizza delivered to your door in 30 minutes or less, or it's free."* this USP helped Domino's stand out by offering a bold delivery guarantee. It focused on speed and reliability, which was a rare promise in food service at the time.

**Apple:** *"Think Different."* This slogan reflected Apple's core identity of innovation and creativity. It appealed to non-conformists and tech-savvy users, positioning Apple as a visionary tech brand.

**BMW:** *"The ultimate driving machine."* BMW emphasized performance, engineering, and driving pleasure. This USP targeted

consumers who prioritize vehicle experience and luxury with performance.

**Amazon:** *"Earth's biggest selection."* This USP highlighted Amazon's vast range of products. It promised convenience and variety, setting Amazon apart in the online retail space as the go-to for everything.

**Volvo:** *"For life."* Volvo used this USP to focus on safety, reliability, and durability. It reflected the company's long-standing reputation for building vehicles that protect and last.

### STOP TO CONSIDER-1

- Businesses use their Unique Selling Propositions to differentiate themselves and appeal to their target audiences. USPs can be based on product features, quality, convenience, pricing, customer service, or any other aspect differentiating the brand from competitors.
- Effectively leveraging the USP in advertising helps create a distinct brand identity, fosters consumer loyalty, and ultimately drives sales by providing a compelling reason for consumers to choose a particular product or service over others.

### Check Your Progress-1

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Question 1. Define USP.

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Question 2. Who coined the term USP.

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Question 3. What is the importance of USP in advertising?

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- Self Asking Questions**

1. How will you choose the right USP?

2. What is the USP of Amazon company

**1.4 Appeals in Advertising**

Advertising appeals are communication techniques employed by marketers and advertisers to capture customers' attention and motivate them to purchase products or services. Appeal is a fundamental element in advertising because it highlights the important features of a product or service to attract consumers. The concept of an "appeal" in communication traces back to Aristotle's rhetorical theory, which identified three primary communication appeals, also known as the rhetorical triangle: ethos, pathos, and logos. In modern terms, these correspond to credibility, emotion, and reasoning. The underlying idea is that something perceived as credible (ethos) can persuade people. Additionally, individuals can be motivated to act if the appeal touches their emotions (pathos) or appeals to their logical thinking (logos). Thus, advertising appeals work because they establish credibility, evoke emotions, or present logical reasons that make sense to consumers.

### **1.4.1 Significance of Advertising Appeals**

Advertising appeals are vital to the success of advertising campaigns because they enable marketers to establish a connection with their target audience, influence their attitudes, and prompt them to take desired actions. Choosing the right appeal is crucial when designing compelling advertisements that resonate deeply with customers. Effective appeals generate interest among potential buyers, encouraging them to consider purchasing or using the product or service. Furthermore, appeals can stimulate desire and motivate consumers to act, such as making a purchase or supporting a cause.

### **1.4.2 Types of Advertising Appeal**

Marketers use various types of appeals in advertising to connect with their target audience and persuade them to take specific actions, whether buying a product, endorsing a cause, or changing their behavior. These appeals can be broadly categorized as emotional, rational, or a combination of both. Below are some commonly used advertising appeals:

#### **Emotional Appeal**

Emotional appeal is a persuasive technique designed to evoke strong feelings such as happiness, sadness, fear, or anger, influencing the audience's beliefs, attitudes, or behaviors. Some common types of emotional appeals include:

- **Fear and Anxiety:** This appeal leverages people's fears to encourage action. For instance, advertisements often highlight the social isolation that results from poor hygiene or body odor, a strategy frequently used in deodorant and toothpaste commercials. Similarly, government campaigns discourage drinking and driving by appealing to people's fear of death.
- **Happiness and Joy:** Associating a product, idea, or message with positive emotions helps create a favorable impression.

Commercials aired during festive seasons often depict joyful family gatherings, gift exchanges, and celebrations, linking the advertised products or services with the happiness and warmth of special occasions.

- **Sadness and Compassion:** By showcasing individuals or situations in distress, advertisers evoke empathy and a willingness to help. For example, Save the Children or UNICEF advertisements often present stories of children in need, emphasizing their struggles and encouraging viewers to contribute to their welfare.
- **Anger and Indignation:** Highlighting injustices or unfair circumstances can provoke anger, motivating people to take action or support a cause. Advertisements addressing racial inequality or discrimination often use powerful images and narratives to stir viewers' anger and prompt them to combat such injustices.
- **Nostalgia:** This appeal taps into longing for the past, evoking warm memories and a sentimental desire for earlier times. For example, Coca-Cola frequently uses vintage logos and imagery from the early 20th century in its campaigns, creating a nostalgic connection with its audience.
- **Pride and Patriotism:** Appeals linked to feelings of pride, loyalty, or love for one's country or community can be highly effective. The promotion of Khadi, a traditional hand-spun and handwoven fabric, as a symbol of Indian heritage is a prime example. Campaigns emphasize the cultural significance of Khadi and encourage consumers to support and take pride in this indigenous textile industry.

### **Rational Appeal**

Rational appeal, also known as logical appeal, aims to persuade the audience through reasoning, facts, and logical arguments.

Advertisers emphasize product attributes, benefits, and pricing to make a convincing case. For example, a car advertisement may highlight its mileage, price, and compare its fuel efficiency with other models in the market. Similarly, health campaigns often cite medical studies and statistical data to support their messages.

### **Sex Appeal**

Sex appeal uses images or suggestions related to sex and attractiveness to draw attention to a product or service. Sex and romance naturally attract people's interest and capture their attention. This appeal is widely employed in advertising fragrances, deodorants, and similar products by depicting sensual and intimate scenarios. Typically, these advertisements portray lovers in romantic settings or provocative poses that evoke passion and desire.

### **Adventure Appeal**

Adventure appeal seeks to attract and engage consumers by emphasizing excitement, thrill, and the spirit of exploration associated with a product, service, or experience. This appeal connects with individuals' desire for novelty, challenge, and discovery. For example, travel and tourism advertisements often highlight destinations and activities that promise adventure and unforgettable experiences.

### **Bandwagon Appeal**

Bandwagon appeal is a persuasive technique that encourages people to adopt a behavior, belief, or purchase decision by suggesting that "everyone else is doing it," so they should too. This appeal leverages social acceptance and conformity, implying that following the majority is the right choice. For example, a cold medicine ad might claim, "Eight out of ten doctors recommend this product," to convey effectiveness. Similarly, automobile dealers and mobile service providers often share sales or user statistics to demonstrate popularity. The underlying message is: "Buy this product because everyone else does."

### **Endorsement Appeal**

Endorsement appeal involves promoting a product, service, or idea through the approval or recommendation of a well-known and respected individual or organization. For example, a famous actor endorsing a clothing brand or a well-known athlete promoting a sports drink or equipment. Such endorsements help build trust and credibility for the product.

### **Masculine/Feminine Appeal**

Masculine and feminine appeals are advertising strategies designed to specifically target male or female audiences by emphasizing qualities, characteristics, or aesthetics traditionally associated with each gender. These appeals rely on societal norms and stereotypes about gender roles to connect the product or message with the perceived preferences of the target group. For instance, masculine appeals often highlight strength, power, and resilience, making them common in advertisements for energy drinks, workout equipment, and similar products targeted at men. Feminine appeals may focus on beauty, elegance, and nurturing qualities, tailoring messages to female consumers.

### **STOP TO CONSIDER-2**

Advertising appeals hold a position of paramount importance in the fields of marketing and advertising. These appeals serve as the core persuasive tools or techniques that marketers and advertisers employ to connect with their target audience on a deeper level. By tapping into either emotional or rational aspects, these appeals aim to influence consumers' thoughts, feelings, and behaviours in a way that encourages them to take specific desired actions. Such actions may include purchasing a product, supporting a social cause, adopting a new lifestyle, or changing existing behaviours. Through carefully crafted appeals, advertisers seek not only to grab attention

but also to build trust, create desire, and ultimately motivate decision-making that aligns with the campaign's goals. The effectiveness of advertising appeals often determines the success of marketing efforts, as they bridge the gap between the brand's message and the consumer's personal values and needs.

### **Check Your Progress-2**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Question 1: Write about the importance of appeal in advertising.

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Question 2: What is fear appeal? Give an example.

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### **Self Asking Question(SAQ)**

Q1. Do you think advertising influences what people buy? Give reasons.

## **1.5 Advertising Strategy**

An advertising strategy is a detailed and comprehensive plan comprising various tactics that a business or organization employs to promote its products, services, or brand to a clearly defined target audience. A well-crafted advertising strategy is essential for achieving key marketing and business objectives, such as boosting sales, increasing brand awareness, or influencing consumer behavior. In today's highly competitive market environment, it is



crucial for businesses not only to promote their offerings effectively but also to build a strong and memorable brand identity in the minds of their target consumers (Blair et al., 1987).

### **1.5.1 Key Elements and Steps Involved in Developing an Advertising Strategy**

Developing a successful advertising strategy involves several critical elements and systematic steps. Each step plays a vital role in ensuring that the campaign is targeted, effective, and aligned with overall business goals. The major components and processes include:

#### **1. Define Your Objectives**

Start by clearly defining what you intend to accomplish through your advertising campaign. Are you aiming to increase product sales, enhance brand recognition, or perhaps change consumer attitudes or behaviors? It is important that your objectives are **SMART** — specific, measurable, achievable, relevant, and time-bound. This clarity helps guide the entire campaign and provides criteria for evaluating success.

#### **2. Know Your Target Audience**

A deep understanding of your ideal customers is fundamental to any advertising strategy. This involves researching and analyzing the demographics (age, gender, income, location), psychographics (values, interests, lifestyle), behaviors, and preferences of your target market. Defining detailed buyer personas — fictional yet data-driven profiles of your typical customers — can help tailor your messaging and media choices more effectively to meet their needs and motivations.

#### **3. Budget Allocation**

Determine the financial resources available for your advertising campaign. Your budget will directly influence the choice of advertising channels, the scale and frequency of your ads, and the

overall reach of the campaign. A well-planned budget allocation ensures optimal utilization of funds to maximize impact without overspending.

#### **4. Message and Value Proposition**

Craft a compelling, clear, and unique value proposition that sets your product or service apart from competitors. This proposition should highlight the key benefits and features that matter most to your target audience. The advertising message derived from this proposition needs to be concise, memorable, and relevant, resonating with your audience's desires, needs, or problems.

#### **5. Select Advertising Channels**

Choose the most appropriate advertising channels to effectively reach your target customers. These channels can be broadly categorized into:

- **Digital Advertising:** Including online platforms, social media networks, email marketing, search engine marketing, and mobile ads.
- **Traditional Advertising:** Such as television, radio, newspapers, and magazines.
- **Outdoor Advertising:** Including billboards, transit ads, and posters.

Selecting the right mix depends on your audience's media habits, budget, and campaign objectives.

#### **6. Creative Elements**

Develop creative assets aligned with your message and chosen channels. These can include ad copywriting, visuals (images, graphics), videos, jingles, and other multimedia content. Creativity should capture attention, evoke emotions, and reinforce the value proposition, all while maintaining consistency across various media formats.

## **7. Media Planning and Buying**

Plan the timing, frequency, and placement of your advertisements across selected media channels to maximize reach and effectiveness. This step involves negotiating and purchasing ad space or time slots to ensure optimal exposure within your budget. Media planning focuses on balancing reach (how many people see the ad), frequency (how often they see it), and cost-effectiveness.

## **8. Campaign Execution**

Implement your advertising campaign according to the pre-established schedule. Ensure that all creative elements and messaging are consistent across all selected platforms and channels. Smooth coordination during execution is vital to maintain brand integrity and deliver a unified consumer experience.

## **9. Monitor and Adjust**

Continuously track the performance of your campaign using relevant metrics such as impressions, clicks, conversions, sales, and customer feedback. Based on this data, make necessary adjustments to improve results. This may involve refining ad copy, reallocating budget to better-performing channels, or modifying targeting criteria to reach the right audience more effectively.

## **10. Adherence to Regulations**

Ensure that your advertising activities comply fully with applicable legal requirements and industry standards. This includes following advertising regulations, truth-in-advertising laws, data privacy rules, and ethical guidelines to avoid penalties and maintain consumer trust.

## **11. Evaluate and Report**

After the campaign concludes, conduct a thorough evaluation to measure outcomes against your initial objectives. Analyze the return on investment (ROI) by comparing the costs incurred with the benefits gained, such as increased sales or enhanced brand equity.

Prepare a comprehensive report detailing what worked well, what did not, and lessons learned to inform future campaigns.

### **STOP TO CONSIDER-3**

Effective advertising strategies are typically dynamic and adaptable, designed to evolve continuously in response to shifting market conditions, changing consumer behaviour, and intensifying competitive forces. In today's fast-paced and ever-changing business environment, it is crucial for marketers to remain flexible and open to innovation. This means regularly assessing the effectiveness of their strategies through data-driven insights, analytics, and consumer feedback. By doing so, they can identify emerging trends, new opportunities, and potential challenges, allowing them to fine-tune their approach accordingly. Continuously refining your advertising strategy ensures that it remains relevant, resonates with your target audience, and maximizes the return on investment while meeting the evolving needs and expectations of consumers.

### **Check Your Progress 3**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Question 1. What is advertising strategy?

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Question 2. What is media planning and buying?

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Question 3. Explain the need for an advertising strategy.

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#### **Self Asking Question(SAQ)**

Q1. Does advertising strategy affect your buying decisions? Give reasons

### **1.6 Idea Generation in Advertising**

Idea generation is a crucial and foundational part of the advertising process. It involves brainstorming, conceptualizing, and developing creative ideas that will serve as the backbone for an effective advertising campaign. The quality and originality of these ideas often determine the success of the campaign, as they must capture the attention of the target audience and convey the intended message persuasively.

#### **1.6.1 Techniques and Strategies for Generating Advertising Ideas:**

- **Market Research:** Conduct thorough research on your target audience, current industry trends, and competitors. This process provides valuable insights into consumer preferences, emerging market opportunities, and what strategies are effectively working within your industry. Understanding these factors helps generate relevant and impactful advertising ideas.
- **Brainstorming Sessions:** Organize dynamic brainstorming sessions involving a diverse team of professionals such as copywriters, designers, marketers, and strategists. Encourage an open environment where ideas can flow freely without

immediate criticism. The goal is to spark creativity and uncover unique concepts that might otherwise remain unexplored.

- **Creative Brief:** Develop a comprehensive creative brief that clearly outlines the campaign's objectives, target audience, key messages, and expected outcomes. A well-structured brief serves as a guiding document, focusing the creative process and ensuring that generated ideas align with the overall campaign goals.
- **Mind Mapping:** Use mind maps or visual diagrams to explore a wide range of ideas and perspectives related to the product or service. Starting from a central concept, branch out to associated themes, attributes, or emotions, which can help uncover innovative angles for advertising.
- **Problem-Solving Approach:** Consider the challenges or pain points faced by your target audience and how your product or service provides solutions. Generating ideas that emphasize problem-solving can make the advertising message more relevant and persuasive.
- **Storytelling:** Craft compelling stories around your product, brand, or campaign theme. Storytelling helps create emotional connections with the audience, making the advertisement more memorable and impactful.
- **Emotion and Empathy:** Focus on the feelings and emotional responses you want to evoke in your audience. Ads that successfully tap into emotions such as happiness, nostalgia, compassion, or excitement tend to resonate more deeply with consumers.
- **Unique Selling Proposition (USP):** Highlight what makes your product or service unique compared to competitors. Ideas should emphasize distinctive features, benefits, or values that set your offering apart in the marketplace.

- **Visual and Design Inspiration:** Draw inspiration from various creative fields including art, photography, graphic design, and fashion. Visual elements often play a pivotal role in capturing attention and communicating messages effectively.
- **Trends and Pop Culture:** Stay informed about current social trends, popular culture, and viral phenomena. Integrating these elements can make advertising campaigns feel timely, relatable, and more engaging for the audience.
- **Consumer Feedback:** Pay close attention to customer reviews, testimonials, and feedback. Understanding what consumers appreciate or dislike about your product or brand can generate ideas that address their concerns or highlight appreciated features.
- **Unconventional Thinking:** Encourage thinking beyond traditional norms and be willing to take creative risks. Innovative and unexpected ideas often stand out and can lead to breakthrough advertising.
- **Collaboration:** Work closely with other creative professionals, agencies, or external partners who can offer fresh viewpoints and expertise. Collaborative efforts can enrich the ideation process and expand the pool of creative concepts.
- **Prototyping and Testing:** Develop prototypes, mock-ups, or sample ads to visualize how ideas might look or perform in the real world. Conducting small-scale tests or focus groups provides valuable feedback to refine ideas before full-scale execution.
- **Sustainability and Social Responsibility:** Consider how your brand can align with environmental sustainability or social causes. Advertising ideas that promote social responsibility can resonate strongly with increasingly conscious and values-driven consumers.

- **Customer Stories and Testimonials:** Incorporate authentic stories and endorsements from real customers. Genuine testimonials enhance credibility and can be highly persuasive in influencing potential buyers.
- **Cultural Insights:** Explore cultural values, beliefs, and nuances relevant to your target demographics. Advertising that respects and reflects cultural identities tends to be more relatable and effective across diverse audience groups.

#### **STOP TO CONSIDER-4**

The most effective advertising ideas often emerge from a thoughtful combination of multiple creative techniques and a profound understanding of your target audience's needs, preferences, and behaviours. Successful advertisers do not rely on a single method; instead, they blend research insights, brainstorming, storytelling, emotional appeal, and cultural awareness to craft compelling messages. Additionally, being open to experimentation is crucial—testing different concepts, formats, and channels allows you to see what truly resonates. Continuous refinement based on feedback and data ensures that your advertising ideas evolve and improve over time, ultimately leading to stronger audience engagement and better campaign results.

#### **Check Your Progress-4**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Question 1. What is market research?

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### **Self Asking Question(SAQ)**

Q1. Do you think idea generation in advertising works? Give reasons to support your answer.

## **1.7 Let Us Sum Up**

Advertising surrounds us in almost every aspect of our daily lives. Whether we see billboards on the street, commercials on television, banners on websites, or posts on social media, all these mediums are actively used to promote products, services, or organizations. Fundamentally, advertising is a paid form of non-personal communication aimed at informing or persuading a specific target audience through mass media channels.

In this chapter, we explored the concept of the Unique Selling Proposition (USP), sometimes referred to as the Unique Selling Point, which is a vital marketing principle. The USP highlights the distinct feature or benefit that sets a product or brand apart from its competitors in the marketplace, helping it stand out to consumers.

We also examined the various types of advertising appeals—both emotional and rational—that advertisers employ to connect with consumers and influence their purchasing decisions. Through practical examples, we understood how appeals such as fear, happiness, pride, or logic play a critical role in shaping advertising messages.

Additionally, we studied the key elements and sequential steps involved in developing an effective advertising strategy. This includes defining clear objectives, understanding the target audience, allocating budgets, crafting compelling messages, choosing appropriate media channels, and monitoring campaign performance to optimize results.

Finally, we learned about several techniques and strategies for generating creative advertising ideas, such as market research, brainstorming, storytelling, and leveraging consumer feedback. These methods enable advertisers to develop fresh, impactful concepts that resonate with their audience and fulfill campaign goals.

Together, these components provide a comprehensive overview of the advertising process—from conceptualization to execution—highlighting the importance of strategic planning, creativity, and audience insight in achieving successful advertising outcomes.

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### **1.9. Model Questions**

1. Define Advertising?
2. What is the importance of USP in advertising?
3. What are some of the key considerations regarding USP in advertising
4. Identify five USPs of any products of your choice.
5. Write in brief the various types of advertising appeals.
6. What are the key steps in developing an advertising strategy?
7. What are the techniques and strategies used for generating advertising ideas?

### **1.10 Answers to Check Your Progress**

#### **Check Your Progress-1**

Ans to Q 1. It is a marketing concept that refers to the unique and distinctive characteristics or benefits of a product, service, or brand that sets it apart from competitors in the market place.

Ans to Q 2. The term USP was coined by Rosser Reeves, a highly successful American executive in the mid-20<sup>th</sup> century.

Ans to Q 3. A unique selling proposition (USP) provides a compelling and memorable message to potential customers, emphasizing what makes a product or service unique and why they should select it over alternatives.

#### **Check Your Progress-2**

Ans to Q 1. Appeals spark the interest of prospective buyers in

purchasing and acquiring the goods or services. It can evoke desire and induce action in clients.

Ans to Q 2. Fear appeal plays on people's fears to urge them to act. For example, Ads emphasize social isolation by peers owing to poor hygiene or odour. This strategy is frequently used in deodorant and toothpaste advertisements.

### **Check Your Progress-3**

Ans to Q 1. An advertising strategy is a comprehensive plan or set of tactics a business or organization uses to promote its products, services, or brand to a specific target audience.

Ans to Q 2. Media planning and buying is how and when to run the ads in selected media channels. Negotiate and purchase ad space or time slots.

Ans to Q 3. Advertising strategy helps achieve marketing and business goals, such as increasing sales, building brand awareness, or changing consumer behaviour.

### **Check Your Progress-4**

Ans to Q 1. Market research is a systematic process of collecting, analyzing, and interpreting data and information about a market, including information about potential customers, competitors, and the industry as a whole. Market research researches the target audience, industry trends, and competitors.

**Paper : MMC 2025 : Advertising**  
**Block-2 (Creative Strategy and Media Planning)**  
**Unit: 2**  
**Copywriting, Copywriting for Different Media,**  
**Language**

**Unit Structure**

- 2.1 Introduction**
- 2.2 Objectives**
- 2.3 Concept of Copy**
- 2.4 Rules for Copy Writing**
- 2.5 Types of Advertising Copy**
- 2.6 Steps of Copy Creation**
- 2.7 Qualities of a Copywriter**
- 2.8 Writing Style of Print Advertisement Copy**
  - 2.8.1 Headline**
  - 2.8.2 Slogan**
  - 2.8.3 Rules for Writing Body Copy:**
- 2.9 Rules for Writing TV Commercials:**
- 2.10 Rules for Writing Radio Ad**
- 2.11 Let Us Sum Up**
- 2.12 References and Suggested Readings**
- 2.13 Model Questions**
- 2.14 Answers to Check Your Progress**

**2.1 Introduction**

In the previous units we have discussed what is advertising, it needs, classification, elements of advertising, ad strategy, idea generation

etc. In this unit we will discuss what an ad copy is. Ad copy is nothing but the written portion of an advertisement. Here we will discuss different elements of ad copy, rules of copy writing for different media etc.

## **2.2 Objectives**

After going through this unit you will be able to

- Understand the concept of copy writing
- Comprehend the rules for copy writing
- Decipher on copywriting for different media

## **2.3 Concept of Copy**

The success of any advertisement largely depends on its copy. All other elements revolve around the creative core of an advertisement, and copywriting is that creative work which requires a special talent. A *copy* is the written part of a print advertisement or the script of an audio-visual advertisement. It is this copy that creates the initial appeal and captures the audience's attention. It is often regarded as the 'creamy layer' of an advertisement, generating a desire or urge in the minds of potential customers.

A good copy should be persuasive, credible, creative, and visually or verbally attractive. It should motivate the recipient of the message to take immediate action. However, it must not make claims that cannot be fulfilled, as this can damage trust.

People read newspapers or magazines primarily for information and entertainment. Similarly, they watch television or listen to the radio for their own interests—not to view advertisements. No one buys printed media or subscribes to a channel solely to see ads.

Therefore, for an advertisement to be noticed, it must be compelling. A striking image, a catchy dialogue, or a memorable jingle often attracts attention.

Every day, we are exposed to hundreds of messages through various media, but we remember only a few—those that stand out due to their uniqueness or appeal. Hence, an ad copy must deliver its message in an extraordinary way to make a lasting impression.

In print advertisements, there is flexibility regarding format and layout. However, electronic ads often last only a few seconds, so the copy must be concise, impactful, and meaningful. It should say something in an interesting and unexpected way—something that the audience may not already know.

Aldous Huxley once said that copywriting is an art that cannot be easily mastered; it is more difficult than most types of creative writing. A copywriter must think outside the box. The ultimate objective of advertising is to increase sales. As Robert W. Bly noted, copywriters are “salespeople behind typewriters.” Writing copy that sells is a creative challenge. According to Bly, “instead of creating aesthetically pleasing prose, you have to dig into the product or service, uncover the reasons why consumers would want to buy it, and present those sales arguments in a copy that is read, understood, and acted upon.” This makes the argument so convincing that the customer cannot help but want to buy the product being advertised.

## **2.4 Rules for Copy Writing**

When writing advertisements for any media, Vilanilam and Varghese rightly observed: “One sure way of attracting attention is to keep the message simple and readable, viewable without visual noise, or listenable without any semantic or mechanical noise.”

**Semantic noise** refers to communication problems that arise when the sender and receiver interpret words or phrases differently.

Some essential rules of copywriting are:

1. **Know your target audience** – Understand who you are writing for before beginning the copy.
2. **Write according to the audience's capacity** – Learn about their preferred language, age, educational background, and socio-cultural context.
3. **Address what the customer wants to hear** – Highlight benefits that resonate with their needs or desires.
4. **Avoid technical or scientific jargon** – Use familiar terms instead of complicated vocabulary.
5. **Use short sentences and short paragraphs** – This enhances readability and engagement.
6. **Use conversational language** – Write in a tone that reflects everyday speech.
7. **Keep the copy clear, simple, and precise** – Avoid ambiguity and wordiness.
8. **Avoid difficult words** – Use language that is easily understandable by the target audience.
9. **Stick to a single idea** – Keep your message focused to avoid confusion.
10. **Use present tense** – It makes the message sound more immediate and relevant.

**USP (Unique Selling Proposition)** – This is what sets the product or service apart from competitors.

11. **Ensure credibility** – Avoid making exaggerated or false claims that may harm the brand's reputation.
12. **Make it easy to read** – Use clear formatting, spacing, and legible fonts to support the copy.



By following these principles, a copywriter can craft impactful and effective advertising messages that not only capture attention but also convert interest into action.

### **Copy Formula**

Many copy writers have put forward 'Copy Formula' for copy writing. Some of them are:

- AIDA formula stands for attention, interest, desire, action. According to this formula, an ad copy must first get the attention of the reader's, then create the interest in the mind of the readers which turns to a desire to buy the product or take the service and finally persuade the reader to take an action.
- 4 P's formula which stand for- picture, promise, prove, push. According to this formula the copy must create a picture in the reader's mind about the benefits of the product, and then make a promise that it will be real. The next task is to give prove of what the product has already done for other buyers and push for immediate action.
- ACCA formula stands for-awareness, comprehension, conviction, action. According to this formula the copy must first aware the customers about the product, then tell the benefit of its buying, the reader's must be convinced and take the action.

### **STOP TO CONSIDER-1**

- The success of an advertisement relies heavily on the copy, which is the written portion or script that attracts and persuades the audience.
- A good copy should be persuasive, creative, credible, and

motivate immediate action from the audience without making unrealistic promises.

- The role of a copywriter is to think outside the box and uncover the reasons consumers would want to buy a product, crafting compelling and clear arguments that drive sales.
- Understanding the target audience is essential to writing effective copy; it should be tailored to their language, age, educational background, and cultural context.
- Simplicity and clarity in the message are key—copy should be straightforward, with short sentences and easy-to-understand language.
- The Unique Selling Proposition (USP) should be highlighted, showcasing what differentiates the product or service from its competitors.
- Several copywriting formulas, such as AIDA, 4 P's, and ACCA, provide structured approaches to capture attention, generate interest, build desire, and prompt action.
- In different media, the meaning of copy may vary, but in all cases, it aims to engage, inform, and persuade the audience effectively.

### **Check Your Progress-1**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is advertising copy?

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2. What is AIDA?

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3. What is USP?  
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## 2.5 Types of Advertising Copy

Advertising copies can be categorized into several types based on their style and approach:

1. **Reason-Why Copy:** This type of copy explains why the consumer should buy the product. It is a common format in print advertisements, where a reward or benefit is highlighted in the headline, and the body copy explains the reasons for purchasing the product.
2. **Humorous Copy:** More common in audio-visual advertisements, humorous dialogues and situations attract more attention and leave a lasting impression on the audience.
3. **Descriptive Copy:** Used when a product or service requires detailed explanation. It provides thorough information about features, uses, and benefits.
4. **Testimonial Copy:** In this type, a celebrity or a satisfied customer endorses the product or service, lending credibility and trust to the brand.
5. **Straight Copy:** This copy delivers a clear, straightforward message without embellishment. It is often used in radio advertisements where a single person conveys the message directly.
6. **Dialogue Copy:** Common in audio-visual and radio advertisements, it involves a scripted conversation between two

or more characters, presenting the product in a natural and engaging manner.

7. **Narrative Copy:** This copy tells a story, making it more relatable and memorable. It is frequently used in radio commercials to create emotional connection with the audience.

## **2.6 Steps of Copy Creation**

Copy creation involves three main stages:

### **1. Copy Thinking**

This is the initial stage where the copywriter gathers information and ideas. The writer must have in-depth knowledge of the product or service and understand the psychology and demographics of the target audience. Buying habits are influenced by factors like age, gender, income, lifestyle, etc. The copy must align with the tastes and interests of the audience.

Points to consider before writing a copy:

- Complete information about the product or service
- Details about the manufacturing process
- Goals of the advertiser
- Comprehensive understanding of the target audience
- Type of copy required (e.g., detailed or brief)
- Benefits offered by the product or service
- Unique Selling Proposition (USP) — what sets it apart
- Visualization of the entire advertisement
- Size of the print ad (if applicable)
- Clear identification of the product or service
- Advertiser's budget
- Suitability of the copy for television or radio

### **2. Copy Structure**

At this stage, the writer plans and organizes the copy. Key components such as headline, subheadline, slogan, and body matter are developed. The goal is to write clear, concise, and engaging

content. Words should be chosen carefully to reflect the advertising message. Paragraphs should follow a logical order. Each element—headline, subhead, image, and text—should be interconnected.

In print advertisements, there is some flexibility with format. However, for electronic media, greater focus is needed on dialogue, tone, and the actions of actors to create a sensory impact, making the product feel tangible.

### **3. Copy Style**

Copy style refers to how the message is conveyed. Each copywriter has a personal writing style, but this must be adapted depending on the product. For example, the style for a beauty product differs from that for a children's toy, and agro-based machinery requires a different tone than life insurance advertisements. The copywriter collects all essential information and writes in a style that appeals to the target audience and encourages them to make a purchase.

#### **2.7 Qualities of a Copywriter**

A copywriter creates advertisement copies on behalf of the advertiser. Therefore, they must write from the advertiser's perspective while also understanding the customer's needs and preferences. A good copywriter knows how to balance the seller's goals with the buyer's expectations.

As Vilanilam and Varghese rightly noted, this balance is “a delicate one indeed” and is crucial in transforming the seller's sales ideas into benefits that appeal to the buyer. Since a product or service may offer multiple benefits, the copywriter must analyze these thoroughly and highlight those that align with customer satisfaction. According to advertising legend David Ogilvy, a successful copywriter possesses the following qualities:

1. **Obsessive curiosity** about products, people, and advertising
2. **A good sense of humor**
3. **A strong work ethic**

4. **The ability to write** engaging prose for print and natural dialogue for television
5. **A visual mindset**, as television advertising depends more on images than words
6. **A driving ambition** to create campaigns better than any that have come before

#### **STOP TO CONSIDER-2**

- There are various types of advertising copy, each serving different purposes, including reason why copy, humorous copy, descriptive copy, testimonial copy, straight copy, dialogue copy, and narrative copy.
- The process of creating effective copy involves three stages: copy thinking, copy structure, and copy style. In the first stage, the copywriter gathers information about the product, target audience, and advertising goals. In the second stage, the writer focuses on structuring the copy, ensuring all elements connect logically. In the final stage, the copywriting style is tailored to the product and target audience.
- A good copywriter must understand both the advertiser's perspective and the consumer's needs. Balancing the interests of both parties is crucial for creating persuasive, customer-focused content.
- Successful copywriters possess qualities such as obsessive curiosity, a sense of humour, a strong work ethic, the ability to craft engaging written and spoken content, and the ability to think visually, especially in mediums like television commercials.

#### **Check Your Progress-2**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What are the various types of advertising copy?

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2. Who is a copywriter?

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## **2.8 Writing Style of Print Advertisement Copy**

A print advertisement generally has the following elements:

1. Headline
2. Sub headline
3. Slogan
4. Body copy
5. Trademark
6. Illustration

Every advertisement may not contain all of the above. It depends on the necessity of the campaign.

### **2.8.1 Headline**

The success or failure of an advertisement depends on the first thing that a person sees or hears about that particular product. The headline is the most important element of a print advertisement. Most people read the headline first, and it is the headline that determines whether they will read the rest of the copy or not. If we write a headline with information or if the headline features the reward of the product, then people are automatically drawn to read the whole advertisement. If the headline doesn't carry anything interesting, then people skip the rest of the ad. No matter how good

your product is or how well you write the body copy, creating an attention-getting headline is almost 80% of the work done.

Headlines that arouse the customer's curiosity are the best. In the headline, try to add a customer benefit. Headlines that reflect the reader's self-interest gain more attention. Another type of effective headline is one that gives news. Headlines that offer useful information are attractive. According to many copywriters, 'free' is the most powerful word in an ad copy, and if it appears in the headline, it will definitely attract most people.

The basic functions of the headline are:

1. Get attention
2. Deliver a complete message
3. Draw the reader into the body copy

### **Types of Headline**

1. **Direct headlines:** Direct headlines are straightforward and state the selling message directly. If the product has a very strong unique point, a direct headline is better.
2. **Indirect headlines:** We use indirect headlines where the product appeal is not strong.
3. **Combination headlines:** A combination headline is a mix of direct and indirect headlines.
4. **News headlines:** If there is new information about a product, then use a news headline. Announcements of launching a product or modifications of an existing product use news headlines.
5. **'How to' headlines:** When we use 'how to' in the headline, it is a magic phrase that offers a promise, advice, or a solution to a problem. 'How to' headlines arouse the interest of readers to read the ad copy.



6. **Question headlines:** When a headline is framed as a question. The headline asks a question, and then the target audience seeks the answer in the ad copy.
7. **'Reason why' headlines:** A 'reason why' headline tells the reader why they should buy the product. For example, '5 reasons why you should choose this institute' is a 'reason why' headline. Readers will read the whole ad copy to find out the reasons.
8. **Command headlines:** A command headline tells the customer what to do.

### **The Formula for Writing Effective Headlines**

For writing an effective headline, the '4U' formula (Urgent, Unique, Ultra-specific, Useful) is helpful.

1. **Urgent:** Try to create urgency in the headline. Urgency prompts immediate action. It can be created by using words such as "limited offer," "discount for a limited period," etc.
2. **Unique:** A successful headline either says something that the customer doesn't know or, if it presents something familiar, it does so in a new and different way.
3. **Ultra-specific:** Use ultra-specific points that tease the reader into reading the entire ad and considering the product.
4. **Useful:** In the headline, say something that is beneficial for your customer.

By forwarded some more headline writing tips. According to him one should evaluate the following:

- Does the headline promise a benefit or a reward for reading the ad?
- Is the headline clear and direct? Does it get its point across simply and quickly?
- Is the headline as specific as it can be?

- Does the headline reach out and grab your attention with strong sales messages, dramatically stated in a fresh new way?
- Does the headline relate logically to the product?
- Does the headline and visual work together to form a total selling concept?
- Does the headline arouse curiosity and lure the reader into the body copy?
- Does the headline select the audience?
- Is the brand name mentioned in the headline?
- Is the advertiser's name mentioned in the headline?
- Avoid blind headline- the kind that don't mean anything.

### **2.8.2 Slogan**

It is a phrase or sentence that normally describes the USP or the benefits of the product. Normally slogans of an ad remain same for many years. Copy writer need not change the slogan of a product or brand unless there is a major change in the manufacturing company. People remember slogan for years and years. A slogan should be brief and build on one idea. It should highlight one of the characteristic of the product so that when people talk about products they can easily remember the slogan. Usually slogan which has rhythm and rhyme are the most effective one. Some famous slogans are:

- *The taste of India*-Amul
- *Daag acche hain*-Surf
- *Thanda Matlab Coca cola*- Coca Cola
- *Zindagi ke saath bhi, zindagi ke baad bhi*-LIC
- *Pure Banking Nothing else*- State Bank of India

### 2.8.3 Rules for Writing Body Copy

Body copy refers to the main text of an advertisement. It contains the details of the product or the service, its benefits, price of the product etc.

Rules that keep in mind while writing body copy are:

1. Be specific
2. Follow a logical pattern of writing
3. Break the writing into short section
4. Avoid technical jargon
5. Try to write in a friendly conversational style
6. Use the word 'you' which give the readers a feel of conversation.
7. Use active voice
8. Try to tell the readers what they don't know
9. Try to use action words like hurry, rush, offer limited to, free, soon, now etc.
10. Use buzzword

<p><b>Buzzword:</b> It is a word or phrase that is specific to a particular industry and has become fashionable by using a lot.</p>
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#### STOP TO CONSIDER-3

- Print advertisements consist of several key elements, including the headline, sub headline, slogan, body copy, trademark, and illustration. Not all elements are always present, depending on the campaign's needs.
- The headline is critical for the success of an advertisement. It must capture attention and communicate the message clearly. Effective headlines can arouse curiosity, offer benefits, provide useful information, or ask questions to engage

readers.

- There are various types of headlines, including direct, indirect, combination, news, 'how to,' question, 'reason why,' and command headlines, each serving different purposes in catching attention.
- The '4U' formula (Urgent, Unique, Ultra specific, Useful) is a helpful guide for writing compelling headlines that prompt immediate action from readers.
- Slogans are memorable phrases that convey the unique selling proposition (USP) or benefits of a product. They should be simple, rhythmic, and focused on one idea, staying consistent over time unless there is a major change in the product or company.
- Body copy, the main text of the advertisement, should be clear, specific, and conversational. It should highlight the product's benefits and use action-oriented language to prompt consumer action.

### **Check Your Progress-3**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. Write the functions of headline.

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2. Write the rules that will keep in mind while writing the ad body copy.

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3. Read different types of ads and try to identify the different types of headline.

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## 2.9 Rules for Writing TV Commercials

1. TV is primarily a visual medium. Sound must match the visuals. Words should complement and explain what the pictures are showing.
2. Think about who is sitting in front of the TV. Write the script keeping your target consumer in mind.
3. The first few seconds of your commercial are the most crucial part of the ad. It works like the headline of a print ad. If the beginning captures the audience's attention, they are more likely to watch the whole advertisement.
4. Avoid using technical details. They tend to confuse or bore the general audience.
5. Repeat the product name or brand name at least twice. It helps the viewers remember it.
6. Since TV commercials are time-bound, they cannot effectively communicate more than one idea. Focus on a single core idea.
7. Write less because TV commercials also include music, sound effects, and jingles. These elements add emotional and entertainment value to the copy.
8. Complex visuals demand fewer words. People cannot process two complex inputs at once. If your sales message requires many words, keep the visuals simple. If the graphics are complex, keep the language simple.

9. Demonstrate the product. Show how it works or include the product/service benefit in the ad copy to build credibility.
10. Use 'supers' wherever required. Supers are superimposed text on the screen and are used to add additional information that is not covered in the narration.

**Supers** are text overlays on the screen that appear along with the visuals. They are typically used to reinforce or expand on key points or legal information.

## **2.10 Rules for Writing Radio Ad**

1. Radio is an audio-based medium. Radio ads rely entirely on words, voice, music, and sound effects.
2. Focus on product or service benefits, not just features. Benefits connect with the listener's needs.
3. Be concise. Radio spots are short, and every word counts.
4. Stick to one strong idea. Simplicity ensures clarity and retention.
5. Use words that are easy to understand. Avoid jargon and complex vocabulary.
6. Use short, crisp sentences. They are easier to follow and more impactful when heard.
7. The first few seconds are crucial. If the beginning does not engage the listener, the ad may fail to make an impression.
8. Repeat the sales message and product name to aid memorability.
9. Jingles are highly effective in leaving a lasting impression. Catchy tunes make the product or brand easier to recall.
10. Use supportive sound effects to create mental images. Well-chosen sounds can trigger imagination and emotional response.

### Jingles

Jingles are one of the oldest and most popular forms of advertising. A jingle is a short, musical commercial message. The tune is usually catchy and attracts the audience's attention instantly. Typically, jingles include the product features or the brand name, creating a quick and memorable impact. Consumers can recall these jingles—and the associated product or brand—for years.

Here are a few iconic jingles:

- Kya aap **Close-Up** karte hain... ya duniya se darte hain...  
aap Close-Up kyun nahin karte hain?
- **Vicks** ki goli lo... khich khich door karo
- **Amul**... doodh... pita hai India
- Aaya mausam thande thande **Dermicool** ka
- Kuch khaas hai... hum sab mein... kuch baat hai... hum  
sab mein... baat hai... khaas hai... kuch swaad hai... kya  
swaad hai... zindagi mein
- Washing powder **Nirma**... washing powder Nirma...  
doodh si safedi Nirma se aaye... rangeen kapda bhi khil  
khil jaye... sabki pasand Nirma
- Jab ghar ki raunak badhani ho... deewaron ko jab sajana  
ho... Nerolac... **Nerolac**...

### 2.11 Let Us Sum Up

Copywriting is the art of creating persuasive and effective messages that promote products or services. Good copy captures the attention of the target audience and motivates them to take action. To write impactful copy, certain rules should be followed, such as clarity, simplicity, relevance to the audience, and consistency in tone and style.

There are different types of advertising copy depending on the purpose and medium, including reason-why copies that explain why customers should buy, humorous copies that entertain, descriptive copies that provide detailed information, testimonial copies endorsed by celebrities, straight copies with straightforward messages, dialogue copies featuring conversational scripts, and narrative copies that tell a story.

The process of copy creation involves three main stages. First is copy thinking, where the writer researches the product, audience, and objectives thoroughly. Next is copy structuring, where the headline, sub-headline, body, and other elements are planned and organized logically. Finally, copy style focuses on tailoring the language and tone to suit the product and the audience's preferences.

A successful copywriter must balance the advertiser's goals with the customer's interests. They should be curious, hardworking, humorous, and able to write engaging prose or dialogues. Visual thinking is also important, especially for TV ads, where pictures play a major role.

In print advertisements, elements like headlines, sub-headlines, slogans, body copy, trademarks, and illustrations come together to create an appealing message. Headlines are crucial as they grab attention and encourage readers to engage with the ad. Effective headlines can be direct, indirect, news-based, question-form, command, or 'how-to' types and should ideally be urgent, unique, ultra-specific, and useful.

Writing body copy for print ads requires clear communication of benefits, simplicity, and a logical flow. Slogans serve as memorable phrases that enhance brand recall and support the overall message.

For TV commercials, the focus is on visuals supported by sound that matches the images. Scripts should target the specific



audience, start strong to capture attention, avoid technical jargon, and focus on one key idea. Product names should be repeated, and music or jingles can enhance memorability. Complex visuals should be balanced with simple words to avoid overwhelming viewers.

Radio ads rely entirely on sound, so words and sound effects must paint a vivid picture in the listener's mind. They should be concise, focus on a single strong idea, use simple language and short sentences, and repeat the product name. Jingles are highly effective in creating lasting impressions, supported by sound effects to engage the audience's imagination.

## **2.12 References and Suggested Readings**

1. Gupta, R. (2012). *Advertising principles and practice*. S. Chand Publishing.
2. Ogilvy, D. (1983). *Ogilvy on advertising*. Crown Publishers.
3. Vilanilam, J. V., & Varghese, A. K. (2004). *Advertising basics!: A resource guide for beginners*. Response Books.

## **2.13 Model Questions**

1. Write a short note on ad copy. Why an effective ad copy is essential?
2. Discuss some rules of copy writing that keep in mind while writing for TV commercial.
3. What are jingles?
4. Discuss the essentials of a radio copy.

## 2.14 Answers to Check Your Progress

### Check Your Progress-1

1. Advertising copy is the written or scripted part of an advertisement, used in print, radio, or television, aimed at attracting attention, creating interest, and persuading customers to take action.
2. AIDA is a formula for creating effective advertising copy:
  - **Attention:** Capture the audience's interest.
  - **Interest:** Generate curiosity about the product or service.
  - **Desire:** Create a desire to own or use the product.
  - **Action:** Encourage the audience to make a purchase or take the desired step.
3. USP (Unique Selling Proposition) is the distinct quality or feature that sets a product or service apart from its competitors, highlighting why customers should choose it.

### Check Your Progress-2

1. Various types of advertising copy are-
  - **Reason Why Copy:** Explains why consumers should buy the product, often highlighting rewards.
  - **Humorous Copy:** Uses humour, especially in audio-visual ads, to attract attention.
  - **Descriptive Copy:** Provides detailed descriptions of a product or service.
  - **Testimonial Copy:** Features endorsements from celebrities or notable individuals.
  - **Straight Copy:** Delivers straightforward messages, often used in radio commercials.
  - **Dialogue Copy:** Scripts where characters communicate, common in audio-visual ads.
  - **Narrative Copy:** Tells a story, frequently used in radio

commercials.

### **Check Your Progress-3**

Functions of headlines are:-

**Get Attention:** A headline captures the reader's attention, making them notice the advertisement.

- **Deliver a Complete Message:** It provides a concise message or benefit about the product or service.
- **Draw Readers into the Body Copy:** It motivates readers to explore the detailed content of the advertisement.

#### **1. The rules to keep in mind while writing the ad body copy.**

- Be specific.
- Follow a logical pattern of writing.
- Break the text into short sections.

Avoid technical jargon.

- Write in a friendly, conversational style.
- Use "you" to create a personal connection with readers.

Use active voice.

- Provide new or unknown information to the readers.
- Include action words like "hurry," "offer limited to," "free," or "now."
- Use industry-specific buzzwords to engage the target audience.

#### **2. Types of headlines include:**

- **Direct Headlines:** Straightforward, presenting the selling message directly.
- **Indirect Headlines:** Implies the message subtly, creating curiosity.
- **Combination Headlines:** A mix of direct and indirect approaches.

- **News Headlines:** Announce new information about a product or service.
- **'How To' Headlines:** Offer advice or solutions, starting with "how to."
- **Question Headlines:** Pose a question to engage the audience.
- **Reason Why Headlines:** Provide reasons why the product is beneficial.
- **Command Headlines:** Instruct the reader to take action.

To evaluate a headline, check if it:

- Promises a benefit or reward.
- Is clear, direct, and specific.
- Grabs attention with a strong, fresh sales message.
- Relates logically to the product.
- Works with visuals for a total selling concept.
- Arouses curiosity.
- Selects and addresses the audience.
- Includes the brand or advertiser's name.

**Paper : MMC 2025 : Advertising**  
**Block 2: Creative Strategy and Media Planning**  
**Unit: 3**  
**Kinds of Layout (Thumbnail, Rough and Comprehensive) and Design Principles, Use of Colour in Design, Kinds of Copy**

**Unit Structure**

**3.1 Introduction**

**3.2 Objectives**

**3.3 What is Layout**

**3.4 Layout Design Principles**

**3.5 Importance of Colour in Design**

**3.6 Copy**

**3.7 Let Us Sum Up**

**3.8 References and Suggested Readings**

**3.9 Model Questions**

**3.10 Answers to Check Your Progress**

**3.1 Introduction**

In advertising, we always have to be aware of what we want to convey and how we would wish to convey it. This needs careful consideration as well as an awareness of how a design would be perceived by the public. This is where the layout comes in. layout determines the way things are arranged, how they look, and what they say. Use of Design principles during the layout process ensures that the arrangement catches attention and looks professional. The use of colour in the design also needs a smart eye and touch, since

grabbing people's attention and keeping it there is a very delicate endeavour that can derail any misstep.

Copy refers to the written content, which persuades and informs the audience about the product or service. Together, they create effective ads that not only grab attention but also convey the message clearly and convince people to take action, whether it's making a purchase or learning more about the brand.

In this unit, we shall read about the various Kinds of Layout and Design Principles used in the process, how colour is used in Design, and the different kinds of Copy in design.

### **3.2 Objectives**

This unit deals with layout design and copywriting in advertising. After studying this unit, you will be able to:

- Explain what layout is and identify different types of layouts.
- Discuss and explain the layout design principles.
- Discuss the importance of colour in design.
- Explain Munsell's colour modelling system.
- Discuss the various types of copy and the rules of copywriting.

### **3.3 What is Layout**

A layout is essentially a rough plan or blueprint that depicts how an advertisement will ultimately appear. It is a visual representation that arranges the various components of an advertisement—such as the headline, slogan, illustrations, and body text—into a cohesive format designed to ensure maximum impact and clear communication.

The layout plays a pivotal role in advertising design and fulfills two major functions: mechanical and symbolic.

**Mechanical Function:** From a mechanical perspective, a layout functions as a structural guide for copywriters and designers. It

helps in planning the advertisement's overall copy, estimating production costs, and deciding the strategic placement of each element—be it the headline, slogan, image, or body text. Through thoughtful planning, it ensures clarity, coherence, and proper emphasis on each component. In essence, it acts as a detailed visual map that leads to efficient production and effective messaging.

**Symbolic Function:** Beyond mechanics, the layout also serves a symbolic function. It creates the first visual impression of the brand or company behind the ad. The overall style, level of formality, usage of white space, and design aesthetics can convey deeper meanings about the brand's personality, values, and market positioning. For example:

- A clean, minimalist layout with generous white space may project an aura of luxury and exclusivity.
- A vibrant and dynamic design might reflect creativity, innovation, or a youthful brand spirit.
- A dense, text-heavy layout with limited white space may appeal to bargain seekers or information-driven audiences.
- A conservative, well-structured layout could project trustworthiness and corporate stability.

Hence, a layout is not only a technical necessity but also a crucial aspect of branding and audience perception.

### **3.3.1 Stages of Preparing Layout**

A layout is fashioned within space limitations, sizes and shapes. Depending on the media for which the layout is being produced, the artist is confined to standard typefaces, sizes, colours, and shapes. For instance, for an advertisement designed for Facebook circulation, the shape must be limited to what a standard post in Facebook can show, without the user having to click on the post. For designing a poster for outdoor circulation, the size should be limited

to the standard poster sizes; on the other hand, designing a postcard must be done within the standard size of a card.

This planning and design of a layout consists of various stages from the first layout to the finished product –

### **Thumbnail Layout:**

The design process begins with thumbnail sketches—tiny drawings that are usually one-eighth or one-fourth the size of the final ad. These small-scale drafts serve as idea boards, where multiple visual concepts are explored. They are quick and flexible, allowing the designer to try out different compositions, image placements, and text hierarchies without investing much time. Once a promising thumbnail is identified, it is selected for further refinement and enlargement.

### **Rough Layout:**

This stage takes the selected thumbnail and expands it to the actual dimensions of the intended advertisement. The rough layout includes pencilled sketches of images, placeholders for logos, and handwritten or loosely typed text and headlines. Though it remains informal, this layout defines the major elements' positions and acts as a base for further feedback and improvements. It's useful for team discussions and creative direction adjustments before finalizing the structure.

### **Semi-Comprehensive or Finished Layout:**

When the rough layout is approved or refined, it transitions into a semi-comprehensive or finished layout. This version incorporates more detail and polish. Images are more refined, the headline reflects the intended typographic style, and text placement is more precise. Though not fully polished, this version is presentable to clients or internal management and often serves as a near-final reference for the creative and production teams.



### **Comprehensive Layout:**

The final step in the layout process is the comprehensive layout—commonly referred to as the "comp." This version replicates the finished advertisement as closely as possible. It features the final artwork, precise placement of logos and branding elements, typeset and proofread copy, and all stylistic and typographic details. The comprehensive layout is used for formal presentation and approval before the ad moves into actual production. In some cases, these comps are so detailed and polished that they may appear more appealing than the final printed version.

#### **STOP TO CONSIDER-1**

- Layout ensures clear structure and visual impact.
- It serves both mechanical and symbolic roles.
- Design stages include thumbnail to comprehensive.
- Layout influences audience perception of brand.
- Each stage adds detail and improves clarity.
- Final layout mirrors the actual advertisement.
- Different media require format-specific planning.
- Layout balances creativity with communication goals.

#### **Check Your Progress-1**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Q.1. What is the symbolic function a layout plays?

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Q.2. At what stage of the layout processing, is the concept of the advertisement finalized?

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### **3.3.2 Different Kinds of Layout**

Layouts in advertising are typically classified into several standard formats, each designed to suit different creative and strategic needs. Among the most widely accepted classifications are the seven basic layouts proposed by Hafer and White, which have become foundational within the advertising industry. These layout styles serve distinct purposes and are tailored to various campaign goals and audience preferences.

#### **1. Standard Layout**

The standard layout adheres to a classic, well-balanced structure. It generally begins with a dominant illustration, followed by a headline, then the body copy, and concludes with the company's logotype. This layout offers a harmonious blend of visual and textual elements, making it one of the most commonly used formats across both print and digital media. It provides a clear flow of information and ensures that the viewer's attention is effectively guided through each component.

#### **2. Editorial Layout**

This layout is designed to mimic the style and appearance of editorial content in newspapers and magazines. By resembling a typical article or news feature, the layout capitalizes on the inherent credibility often associated with editorial material. This approach can be highly persuasive, as it builds trust and lends a sense of authenticity to the advertisement. It is particularly effective when advertisers want to appear informative or educational rather than overtly promotional.

### **3. Poster Layout**

In the poster layout, the visual element takes precedence, often in the form of a bold, arresting image or graphic. The amount of text is kept minimal, allowing the image to communicate the core message on its own. This layout is highly effective in outdoor advertising—such as billboards, transit ads, and event posters—where viewers typically have only a few seconds to absorb the content. Its success depends largely on visual impact and immediate recognition.

### **4. Cartoon Layout**

This format incorporates a cartoon at the beginning of the ad to quickly grab attention. Cartoons have the power to disarm viewers, spark curiosity, and create a sense of relatability. Whether humorous, ironic, or whimsical, the cartoon serves as an engaging entry point that draws the audience into the message. It is especially useful in campaigns aimed at making a complex idea more accessible or adding a lighter tone to the advertisement.

### **5. Comic Strip Layout**

Closely related to the cartoon layout, the comic strip format involves a sequence of cartoon panels that together form a narrative. This storytelling method allows advertisers to build a more detailed message over a series of frames, effectively illustrating product benefits or depicting scenarios where the product or service solves a problem. It works well for engaging readers and maintaining their attention through sequential content.

### **6. Picture Caption Layout**

This layout combines visuals with short, descriptive captions to convey specific information about the product or service. Each image is paired with a concise line of text that explains a feature, benefit, or usage context. This method allows the advertiser to present multiple aspects of a product in an organized, visually appealing manner. It is often used in catalog-style advertisements or in campaigns where showcasing product versatility is key.

## 7. Picture-Cluster Layout

In this layout, a single dominant visual is created by grouping multiple related images or items together. The clustered presentation allows the advertiser to display product variations, collections, accessories, or complementary offerings within one unified image. It creates a sense of abundance and variety while maintaining cohesion. This format is ideal for showcasing product lines, seasonal assortments, or bundle offers.

These seven basic layout styles offer advertisers a versatile toolkit for designing effective, audience-centric advertisements. By understanding the purpose and best application of each layout type, advertisers can select the format that best aligns with their campaign goals, message tone, and target audience. A thoughtfully chosen layout not only enhances visual appeal but also strengthens the clarity and impact of the overall communication.

### STOP TO CONSIDER-2

#### ☐ Understand the Role of Space and Size in Layout Design:

Layout design is influenced by the space limitations, standard sizes, and shapes specific to different media platforms. For instance, advertisements for Facebook posts, posters, or postcards must adhere to the respective format constraints for optimal visibility and impact.

#### ☐ Stages of Layout Preparation

Layout preparation involves multiple stages, each serving a distinct purpose:

- Thumbnail Layout: Small sketches to explore ideas and select the best concept.
- Rough Layout: Full-sized draft allowing refinements and placement decisions.
- Semi-Comprehensive Layout: Detailed and refined version

used for presentations.

- Comprehensive Layout: Final version resembling the published advertisement.

#### ☐ Purpose of Different Layout Types

Various layouts, such as Standard, Editorial, Poster, Cartoon, Comic Strip, Picture Caption, and Picture-Cluster, are designed to meet diverse advertising objectives. These formats leverage visuals, text, and credibility to engage specific target audiences effectively.

### **Check Your Progress-2**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the primary purpose of the editorial layout in advertising?

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2. What kind of basic layout, do you think, will appeal to children?

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### **3.4 Layout Design Principles**

To design a layout effectively and make it attractive to the intended audience, there are some simple qualities we must pay attention to. These qualities, if wielded effectively, can mark the difference between a successful advertisement and an ineffective one.

We all have noticed that some advertisements appeal to us more than others. What those visually appealing layouts have to make them so engrossing are the qualities discussed below-

**Composition:**

Composition plays a crucial role in creating visually striking and effective advertising layouts. There are several basic rules that professionals follow to ensure a compelling composition-

1. **Visual Dominance:** Ideally, the pictorial elements should occupy slightly more than half of the entire layout space. If multiple images are used, the combined area of all visuals should adhere to this guideline, ensuring a strong visual presence.
2. **Headline Placement:** As a general rule, it is best to position the headline directly above the body text. Advertisements with headlines tend to attract a higher readership than those without. If the layout dictates the main headline placement above the illustration, incorporating a subhead below the image can effectively guide the reader's eye into the body text.
3. **Logotype Emphasis:** Unless the product name is prominently featured in the headline or illustration, the logotype should be emphasized and prominently displayed, potentially through increased size, the use of counter art, or isolation techniques to draw attention to the brand identity or product packaging.
4. **Typographic Consistency:** Maintaining typographic consistency across the layout elements reassures readers that they are viewing a cohesive advertisement. Repetition of typographic motifs, such as font choices and styles, helps unify the overall layout.
5. **Borders and Framing:** In newspaper or magazine advertisements, the strategic use of borders or frames can effectively grab the reader's attention and contain the layout elements within a defined space.

**Balance:**

Balance is a fundamental consideration in layout composition, and it can be achieved through two distinct approaches: symmetrical (formal) balance and asymmetrical (informal) balance.

**1. Symmetrical or Formal Balance:**

- This type of balance is often employed when the desired effect is one of dignity, stability, or formality.
- An advertisement is considered balanced when the visual elements are distributed evenly on both sides of the central axis.
- The optical centre of an advertisement is typically located at a point approximately five-eighths of the way up the page.

**2. Asymmetrical or Informal Balance:**

- Asymmetrical or informal balance is created by positioning heavier visual elements closer to the centre and lighter elements farther away from the centre.
- If one side of the advertisement appears too light or unbalanced, "weight" can be added through various techniques, such as increasing element size, using bolder typography, or introducing additional visual elements.
- Informal balance often generates a more dynamic and exciting composition, making it a popular choice for the majority of print advertisements.

While symmetrical balance conveys a sense of order and stability, asymmetrical balance introduces a level of visual interest and movement that can effectively capture the viewer's attention. Advertising professionals carefully consider these balance principles to create layouts that not only communicate the intended message but also evoke the desired emotional response and visual impact.

**Movement:**

Every advertisement should exhibit a natural flow, guiding the viewer's eye seamlessly from one element to the next. Research has

shown that readers tend to initiate their visual exploration somewhere above and to the left of the centre, after which their gaze roams across the page. However, this eye movement can be controlled by strategic manipulation of the elements.

Size plays a crucial role in capturing attention, as most viewers are naturally drawn to the largest and most dominant element on the page.

Cartoons, illustrations, or images accompanied by captions create a narrative sequence that encourages the viewer to start at the beginning and follow through to comprehend the intended message.

The strategic use of white space, or gutters, creates contrast against darker backgrounds, effectively directing the viewer's eye movement across the layout. These areas of negative space can be skilfully employed to establish a desired eye movement and flow of narration.

### **Proportion:**

Proportion is a fundamental principle in layout design, as it significantly contributes to creating visually appealing and harmonious compositions. The human eye is naturally drawn to proportional relationships that deviate slightly from perfect symmetry. Two areas are generally perceived as more pleasing when one is slightly larger than the other, rather than being equal in size.

Proportions such as 3:5 or 2:3 are often favoured, as they introduce a sense of dynamism and visual interest while avoiding the monotony associated with equal masses. These ratios create a subtle tension and balance that captivates the viewer's attention and enhances the overall aesthetic appeal of the layout.

Skilful manipulation of proportions allows designers to establish a visual hierarchy, emphasizing certain elements over others and guiding the viewer's eye through the composition. Larger elements naturally command more attention, while smaller elements can provide supporting details or supplementary information.



By working with the proven principles of proportion, advertising professionals can create layouts that are not only pleasing to look at but also can engage the intended audience emotionally thus, leaving a lasting impression.

**Contrast:**

Contrast is a powerful tool in layout design, employed to emphasize specific elements and create visual interest. One effective way to draw attention to a particular element, such as a headline, is by introducing contrast against its surroundings. Dark masses stand out prominently against a light background, creating a striking visual contrast that immediately captures the viewer's attention. Contrast can also be achieved through the juxtaposition of different typefaces, colours, or graphic elements, helping to reduce monotony and add visual dynamism to the layout. However, it is crucial to strike a balance, as excessive contrast can compromise legibility, which should always be a primary consideration in effective advertising design.

**Simplicity:**

Simplicity is a guiding principle in layout design, as it promotes clarity and enhances the overall impact of the message. A layout is considered simplified when the number of different typefaces is kept to a minimum and the illustrations are harmonious, avoiding unnecessary decorative elements.

This is popularly known as the KISS principle of Design. The KISS stands for, "*Keep It Simple, Stupid*". It states that designs should be kept as simple as possible and complexity should be avoided whenever possible- as simplicity in a design offers the greatest levels of user acceptance and interaction.

It is essential to resist the temptation to overload an advertisement with excessive elements, as this can make the composition overly complex and dilute the intended message. Every element within the layout should serve a purpose and contribute to effective

communication. If an element does not fulfil this criterion, it should be eliminated to maintain a clear and focused design.

A simple design can reach more of the target audience compared to a complex or cluttered design that might confuse people and the message may get lost in the forest of unnecessary details.

### **Clarity of Presentation:**

Clarity of presentation is paramount in advertising layouts, as it ensures that the visual and verbal elements are skilfully blended to create a unified and comprehensible impression for the viewer. This task becomes particularly challenging when the layout incorporates numerous elements, as the artist must carefully orchestrate their interplay to present ideas clearly and coherently.

One approach is to employ classic layout patterns that have been developed and refined over centuries by great artists, leveraging time-tested principles of effective visual communication. Another popular approach is focusing on the visual narrative emphasizing the message and letting the audience form their own opinions.

### **Use of White Space:**

The use and amount of white space in a layout often become a point of contention between artists and copywriters. Artists typically favour generous amounts of white space to accentuate illustrations and provide a focal point for the viewer's attention.

On the other hand, copywriters mostly advocate for maximizing the space allocated to body text to convey more detailed information.

However, if used well, white space can be a powerful communication tool in its own right. When aiming to convey a sense of prestige or luxury, ample white space can effectively reinforce this impression, lending an air of sophistication and elegance to the layout. Striking the right balance between visual elements and thoughtfully employed white space is crucial for achieving a harmonious and impactful design.

**Harmony and Pattern:**

A well-designed layout is not only functional but also visually pleasing, and one of the key elements that contribute to its aesthetic appeal is the incorporation of harmonized patterns. Patterns are omnipresent in the world around us, and as humans, we are inherently wired to appreciate symmetry and patterns, as they exist abundantly in the natural world.

The intricate spiral of a snail's shell, following the golden ratio; the perfect hexagonal structures of a beehive; the serpentine S-bend of a river; the symmetrical arrangement of leaves on a rosebush – these are just a few examples of the patterns that surround us in nature. Our innate appreciation for such patterns stems from our evolutionary roots, as they represent order, balance, and the underlying harmony of the natural world.

By thoughtfully incorporating harmonized patterns into advertising layouts, designers tap into this deep-rooted human affinity for patterns, creating designs that resonate with the intended audience on a subconscious level. These patterns can manifest in various forms, such as the repetition of shapes, the rhythmic arrangement of elements, or the application of geometric structures that evoke a sense of order and cohesion.

Moreover, the strategic use of patterns can guide the viewer's eye through the layout, creating a sense of visual flow and movement that enhances the overall communication of the message. Patterns can also reinforce brand identity by integrating recognizable motifs or symbols that establish a visual connection with the audience.

If used skilfully, harmonized patterns in layout design can elevate the viewer's experience, making the advertisement not only informative but also aesthetically captivating. By tapping into our innate appreciation for patterns and leveraging their inherent beauty and harmony, layouts can leave a lasting impression on the viewer's mind.

### STOP TO CONSIDER-3

- **Key Qualities in Layout Design:** Effective layout design focuses on composition, balance, movement, proportion, contrast, simplicity, clarity, white space, and harmony to ensure the advertisement is visually appealing and communicates clearly.
- **Composition:** Composition includes visual dominance, headline placement, logotype emphasis, typographic consistency, and the use of borders, ensuring focus and attention.
- **Balance:** Symmetrical balance offers stability, while asymmetrical balance creates a dynamic, engaging layout that draws attention.
- **Movement and Flow:** Movement guides the viewer's eye through the layout, using size, sequence, and white space to enhance the message.
- **Proportion:** Proportions like 3:5 or 2:3 create visual interest and establish a hierarchy, guiding attention.
- **Contrast:** Contrast highlights key elements by using differences in color, size, or type, ensuring impact without compromising readability.
- **Simplicity:** Simple layouts are more effective by focusing on essential elements and avoiding clutter, following the KISS principle.
- **Clarity in Presentation:** Clear presentations blend visuals and text to ensure the message is easily understood.
- **White Space:** The right balance of white space enhances the design, offering elegance while allowing content to breathe.
- **Harmony and Pattern:** Patterns create visual appeal and order, engaging the viewer's subconscious appreciation for

symmetry and beauty.

### Check Your Progress-3

**Notes**—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the KISS principle of design?

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.....  
.....

2. How does a designer control the eye movement of the viewer to grab their attention?

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.....  
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### 3.5 Importance of Colour in Design

Colours and colour graphics play a very important role in layout design, adding depth, emotion, and visual impact to the overall composition. Understanding the intricacies of colour theory and how colours can be strategically employed to enhance visual communication is the first step in the effective utilization of colour in advertising designs.

While personal preferences and subjective associations with colours introduce a layer of complexity, early pioneers in the field of colour theory paved the way for a deeper understanding of this fundamental aspect of visual design. Over the decades, renowned colourists such as Sir Isaac Newton, Johann Wolfgang von Goethe, Albert Henry Munsell, and Josef Albers have contributed to the evolution of colour theory, explaining both the measurable attributes of colour (colourimetry) and the subjective factors that influence colour perception and preferences.

The development of the colour wheel marked a significant milestone, providing a structured framework for organizing and understanding colour relationships and harmonies. From the complementary relationships between opposing colours on the colour wheel to the creation of harmonious colour palettes and the psychological associations evoked by different hues, a deep understanding of colour theory empowers designers to craft layouts that not only attract visually but also create emotional responses from the viewers as desired.

Colour plays a crucial role in establishing mood, drawing attention to specific elements, and creating a cohesive visual narrative within a layout. Skilful use of colour can guide the viewer's eye, highlight key information, and reinforce brand identity. Additionally, colourful graphics, such as illustrations, icons, and patterns, can be employed to add visual interest, convey symbolic meanings, and create a visually appealing language for the advertisement.

### **3.5.1 Understanding Colour with Munsell's Colour Modelling System**

In the early 20th century, Albert Henry Munsell, an esteemed art professor from Boston, USA, revolutionized the field of colour theory by developing one of the most influential colour-modelling systems and a precise notation for naming colours. Munsell's groundbreaking system identified three independent components that together define a colour—

1. **Hue:** Munsell described hue as "the quality by which we distinguish one colour from another." It refers to the specific wavelength of light that determines the perceived colour. While the terms "hue" and "colour" are often used interchangeably in everyday language, colour theory distinguishes them as distinct concepts, with hue being a fundamental attribute of colour.

2. **Value:** Defined as "the quality by which we distinguish a light colour from a dark one," value measures the brightness or darkness of a colour. At its maximum value (full brightness), a colour of any hue appears white, while at zero value (no brightness), the colour appears black, regardless of its hue.
3. **Chroma:** Also known as saturation, chroma represents the richness or intensity of a hue. It differentiates a deep, vibrant blue from a pale, muted blue, for example. Adding white to a pure hue, such as red, reduces its chroma or saturation, making it appear paler. A colour at full saturation is a pure, undiluted hue, while a colour at zero saturation is a shade of gray.

Munsell's groundbreaking contribution was the development of a quantifiable system for Hue, Value, and Chroma, which made it possible to precisely specify and communicate colours with unambiguous precision. His system has been widely adopted and adapted by various colour-matching systems, including Pantone, TRUEMATCH, CIE, and others, solidifying its significance and impact.

Munsell's colour-modelling system and notation provided a standardized framework for defining and communicating colours accurately, revolutionizing the field of colour theory and its applications across various industries, including advertising and design. By breaking down colour into its three independent components and quantifying them, Munsell's system enabled a precise approach to colour selection and reproduction, which allowed designers and advertisers to achieve consistent and intended colour results across different mediums and applications.

### 3.5.2 The Colour Wheel

We already know that there are three primary hues: red, yellow, and blue, which combine to create all other colour hues. The secondary

hues are obtained by mixing two primary hues: yellow and blue produce green, yellow and red create orange, and blue and red combine to form vibrant purple. Further around the colour wheel are the tertiary colours, which result from mixing a primary hue with an adjacent secondary hue. Examples include yellow-orange, red-orange, red-purple, blue-purple, blue-green, and yellow-green. These nuanced hues add depth and complexity to the colour spectrum, offering designers and artists a wide array of choices to convey specific moods, emotions, and messages.

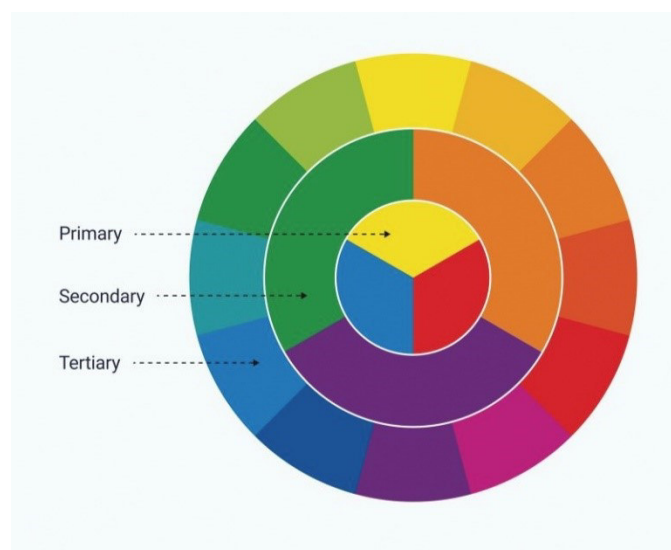


Fig: Primary, secondary and tertiary colours

The concept of the colour wheel, first introduced by Sir Isaac Newton in 1666, revolutionized how we perceive and understand colour relationships. This circular diagram systematically arranges hues to illustrate the chromatic relationships between colours. Traditional colour wheels begin with primary and secondary hues and place tertiary colours between them, showing the continuous spectrum of hues.



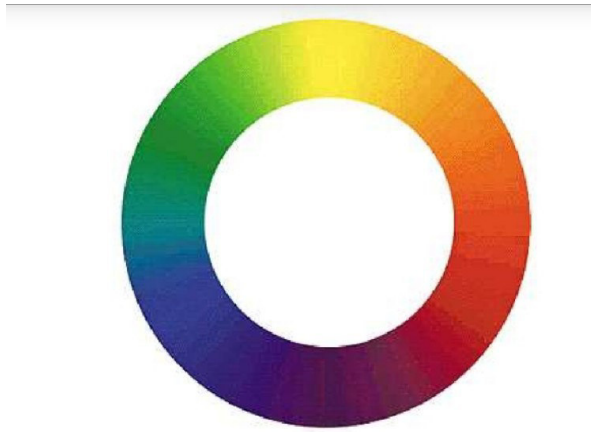


Fig: The Colour Wheel

The colour wheel also helps categorize colours as warm or cool, and as advancing or receding in visual perception. Warm, bright, and highly saturated colours like reds and oranges are considered active or advancing—they seem to come forward and demand attention. Cool, darker, and less saturated colours such as blues and purples are passive or receding—they appear to move back visually, creating depth and tranquility.

Moreover, the colour wheel aids in understanding colour harmonies and contrasts, guiding designers in selecting complementary, analogous, or triadic colour schemes to evoke specific moods and emotions. Complementary colours, located opposite each other on the wheel, create striking contrasts, while analogous colours, adjacent on the wheel, produce harmonious and cohesive visual effects.

#### **STOP TO CONSIDER-4**

Colour enhances design by adding emotion, depth, and visual impact. Colour theory guides designers in using hues strategically to create moods, highlight elements, and ensure visual harmony. Great thinkers like Newton, Goethe, Munsell, and Albers shaped modern colour understanding, exploring both scientific and psychological aspects. Munsell's early 20th-century system, defining colour by

Hue, Value, and Chroma, offered a quantifiable, standardized approach for consistent colour use across media. This model influenced modern systems like Pantone and CIE.

Hue refers to a colour's position on the spectrum, value indicates its lightness or darkness, and chroma reflects saturation or intensity. Munsell's model made it possible to describe colours precisely and reproduce them accurately, vital for advertising and design consistency.

The colour wheel, introduced by Newton in 1666, visually arranges primary (red, yellow, blue), secondary (green, orange, purple), and tertiary colours (e.g., yellow-orange, blue-green). It categorizes colours as warm or cool, and active or passive. Warm colours attract attention, while cool colours recede. The wheel also illustrates complementary and analogous colour relationships, aiding in the creation of contrast and harmony in layouts, guiding viewer perception, and reinforcing messages effectively.

#### **Check Your Progress-4**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Q.1. What are the three components of Munsell's colour modelling system?

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.....

Q.2. How are the primary, secondary and tertiary hues defined?

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### 3.5.3 Colour Harmony and Colour Contrast

Most people respond positively to the harmonious use of colour, as it creates an inner sense of order and visual balance that engages the viewer. Colour is a powerful tool in visual communication, and mastering its harmonies and contrasts is essential for capturing attention, evoking emotions, and leaving a lasting impression.

Johannes Itten was the first to study and define harmony in colour pairs based on their spatial relationships. He identified strategies for successful colour combinations that remain foundational in modern design.

Harmony can be defined as a pleasing arrangement of parts, much like in music. A harmonious colour scheme is neither boring nor chaotic—it reflects a thoughtful and intentional composition. To achieve colour harmony, designers and advertising professionals must understand and apply general principles involving contrast, complement, analogy, and context.

#### **Types of Colour Contrast:**

- **Light-Dark Contrast (Value Contrast):** This refers to the juxtaposition of light and dark colours, such as black and white, or varying shades of grey. It creates a powerful visual impact and can be effectively used in monochromatic compositions.
- **Hue Contrast:** Hue contrast involves the use of distinctly different colour hues, such as yellow, blue, and red. The greater the distance between hues on the colour wheel, the stronger the contrast. This can be used to create vibrant and attention-grabbing designs.
- **Cool-Warm Contrast:** This contrast is created by placing warm colours (red, orange, yellow) against cool colours (blue, green, brown). It can evoke emotional responses and add depth and dimension to a layout.
- **Complementary Contrast:** This occurs when two colours located opposite each other on the colour wheel are used

together, such as yellow and violet, blue and orange, or red and green. These combinations provide maximum contrast and can make specific elements stand out dramatically.

- **Simultaneous Contrast:** This refers to the perceptual effect that occurs when two adjacent colours influence each other's appearance. For instance, white appears whiter when surrounded by a darker shade, and grey looks more vibrant when placed next to lighter hues. This can be used to create visual illusions and dynamic compositions.
- **Contrast of Saturation:** This involves combining pure, intense colours with neutral or pale ones. It helps in establishing visual hierarchy—drawing attention to key elements while allowing others to recede.
- **Contrast of Extension (Proportion Contrast):** This principle deals with balancing the proportional amounts of different colours within a composition. Assigning numerical values to colours and using them proportionally can help designers create balanced and aesthetically pleasing layouts.

#### **STOP TO CONSIDER-5**

- The colour wheel was introduced by Sir Issac Newton.
- Jonathan Itten defined and identified strategies for successful colour combinations, using contrast and harmony.
- Value contrast and hue contrast are the two basic varieties of colour contrast.

#### **Check Your Progress-5**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is meant by 'simultaneous contrast' in colour design?

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2. Name any four types of colour contrast discussed by Johannes Itten.

.....

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### 3.6 Copy

A Copy is the written portion of an advertisement. It is the main body of words or the textual matter of an advertisement. Copy is a crucial component of any advertisement, as its primary objective is to motivate the target audience. It serves as the main body of text that amplifies and expands upon the headline, providing explanation and context for the target audience.

To craft an effective copy requires the development of a comprehensive copy policy. This policy acts as a blueprint or diagram, outlining the various pieces of copy to be written. A well-designed copy policy should address four key elements:

1. *To whom the copy is addressed and why?* Identifying the target audience and the specific reasons for reaching out to them is essential for fashioning the language, tone, and messaging effectively.
2. *What media are being used?* The chosen media platforms, whether print, digital, or broadcast, will influence the formatting, length, and presentation of the copy.
3. *The exact purpose of this piece of copy.* Clearly defining the purpose, whether it's to inform, educate, persuade, or drive specific actions, will shape the content and structure of the copy.

4. *The points that are to be made and the sequence in which they are to be made.* Determining the key messages and the logical flow in which they should be presented will ensure a coherent and impactful narrative.

The copy policy serves as a roadmap, guiding the development of persuasive and motivating copy that effectively supports the overall advertising campaign and achieves the desired outcomes.

### **3.6.1 Functions of Copy:**

1. The copy must arouse interest.
2. It must provide believable information that is easy to understand and likely to what desire to own the product.
3. It must compel the readers to see the product and to try it out or at least accept the image the writer has presented.

### **3.6.2 Rules for Copy Writing**

- Gain a thorough understanding of the consumers to whom the message is to be addressed.
- State what consumers want to hear.
- Know the language of the reader and talk to him in his own language.
- Stress on one appeal preferably.
- Do not talk too many things.
- Employ the present tense.
- Be specific.
- Avoid fine writing, write simply.
- Make sure that the copy is readily understandable to consumers at the first instance.
- Break the copy into paragraphs, not only to convey the message properly but for easy reading also.

- Make no untrue statements or statements which are likely to be doubted by readers.
- Brevity is the best gift of copy.
- Say maximum in the minimum space.
- Thoughts should be conveyed properly.
- Make the copy interesting which will lead the readers to read the rest of the body text.
- Use short rather than long words wherever possible, but do not discard the long word if it reflects your meaning more exactly.
- Copy should be timely, relevant, crispy and juicy.

**Notes:**

- A copy is the textual matter of the advertisement.
- A well thought out copy policy should address four key elements:
  1. *To whom the copy is addressed and why?*
  2. *What media are being used?*
  3. *The exact purpose of this piece of copy*
  4. *The points that are to be made and the sequence in which they are to be made*

### **3.6.3 Classifications of Copy in Advertising**

There are several types of copy based on the approaches in writing and context. These classifications offer a diverse range of techniques and approaches for copywriters to effectively communicate their messages and engage their target audiences, since each type are suited for serving a specific purpose and to captivate and influence the reader or viewer. Here are the main classifications of copy in advertising:

#### **1. Reason Why Copy:**

Any copy that features a reward in the headline or illustration and explains why it is true is called reason why copy. Advertising should

always provide consumers with a compelling reason to buy the product or service. The reason why approach is more common in print advertising, where readers can proceed at their own pace from the headline to the body copy. In broadcast media, the speed is controlled by the sender, making it more challenging to convey the reasons effectively if the listener or viewer is not fully attentive.

## **2. Humorous Copy:**

Advertisements can be made more appealing by incorporating a touch of humour. According to television consultant Harry Wayne McMahan, the use of humour in communicating advertising messages is on the rise, particularly in television commercials. Humorous copy can have several generalizations:

- Humorous messages attract attention.
- Humorous messages may detrimentally affect comprehension.
- Humour may distract the audience, yielding a reduction in counterarguments.
- Humour tends to enhance source credibility.
- Humour should be related to the target audience.
- A humorous context may increase liking for the source and create a positive mood.

## **3. Descriptive Copy:**

When the copy includes a detailed description of the product or service, and the description becomes the major focus of the advertisement, the copy is classified as descriptive. This approach is often employed when the appearance of the product or the reward it promises needs strong emphasis in the copy to make it clear to prospective buyers.

## **4. Testimonial Copy:**

Advertisers tend to prefer celebrities who are widely known, easily recognized, well-liked, and who have not endorsed a wide variety of products. The principal advantage of using celebrities is their ability



to attract immediate attention. For example, showcasing famous personalities like Hema Malini using Lux or Kapil Dev drinking Maltova can be effective testimonial copy.

### **5. Straight Copy:**

Straight copy has a very straightforward message. It identifies the needs of the target audience and communicates them in simple, clear language. An example of straight copy could be something like "The Best Coffee for the Best You."(Starbucks)

### **6. Dialogue Copy:**

When two or more personas are shown communicating with one another and solving their problems, it is called dialogue copy. However, the dialogue should be well-written, interesting, convincing, and persuasive. Poor dialogue can be dull, while unnatural dialogue can be unconvincing.

### **7. Narrative Copy:**

In narrative copy, the story takes centre stage. Almost everyone enjoys an interesting story, as storytelling is one of the oldest forms of literature and a reliable approach to communicating an advertising message. Common forms of narrative copy include short stories, picture and caption sequences, and comic strips.

#### **STOP TO CONSIDER-6**

- A copy is the written part of an ad that motivates the target audience.
- Copy policy outlines audience, media, purpose, and message sequence.
- It must inform, engage, and persuade readers effectively.
- Good copywriting follows clarity, simplicity, and relevance.
- It should speak in the audience's language and stress one appeal.
- Types of copy include reason why, humorous, descriptive, testimonial, straight, dialogue, and narrative.

- Each type serves specific goals, from emotional appeal to logical explanation.

### Check Your Progress-6

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What are the four key elements a copy policy should address?

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.....

2. Mention any three important rules for effective copy writing.

.....  
.....

3. Define any two types of copy used in advertising.

.....  
.....

### 3.7 Let Us Sum Up

**Layout** refers to the structured arrangement of visual elements—such as text, images, and graphics—within a design or advertisement. It is the framework that organizes content to ensure clarity, balance, and effective communication. A good layout guides the viewer's eye through the message smoothly, enhancing comprehension and impact.

**Layout Design Principles** focus on creating harmony and balance within the composition. Key principles include balance (symmetrical or asymmetrical), alignment, proximity, repetition, contrast, and whitespace. These principles help to organize content logically, maintain visual interest, and emphasize important elements, making the design aesthetically pleasing and functional.

The **Importance of Colour in Design** lies in its ability to attract attention, evoke emotions, and create visual harmony or contrast. Colour harmony ensures a pleasing arrangement that engages viewers without causing confusion or boredom. Colour contrast, in its many forms (value, hue, warm-cool, complementary, saturation, extension), is essential for creating depth, focus, and vibrancy in design. Understanding and applying colour principles allows designers to communicate effectively and leave lasting impressions.

**Copy** is the written content of an advertisement, serving as the main textual message that motivates and informs the target audience. An effective copy follows a well-defined copy policy outlining the target audience, media, purpose, and key points. Its functions include arousing interest, providing believable information, and compelling action. Good copywriting adheres to rules such as clarity, simplicity, relevance, brevity, and engaging language. Different types of copy—such as reason why, humorous, descriptive, testimonial, straight, dialogue, and narrative—offer varied approaches to connect with audiences and achieve advertising goals.

### **3.8 References and Suggested Readings**

1. Aggarwal, V. B. (2001). *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company.
2. Brooks, P. (2003). *Colour and Graphics*.
3. Goel, B. *Elements and Principles of Design*. Crystal Productions Co.
4. Krause, J. (2015). *Color for Designers: Ninety-five Things You Need to Know When Choosing and Using Colors for Layouts and Illustrations*. New Riders, Berkeley, CA.

### 3.9 Model Questions

1. Describe different types of colour contrast and how using colour contrast and harmony can make a layout visually appealing.
2. Explain the types of copy writing based on writing style, context and approach. Give examples.
3. Explain how composition and balance can make a visually attractive layout and discuss the symbolism behind the various compositions of layout.

### 3.10 Answers to Check Your Progress

#### Check Your Progress-1

**1. Ans :** A layout in advertising does more than just organize content; it shows the brand's identity. It gives people their first impression of the company. The design, style, and use of space tell us about the brand's personality and values. For example, a formal layout feels stable, a modern design feels innovative, and lots of white space feels luxurious. A busy layout can attract bargain hunters, while a colourful layout shows creativity. The layout helps communicate what the brand is like to the audience.

**2. Ans:** The concept of the advertisement is finalized at the thumbnail layout stage. At this point, the basic idea and structure are sketched out, giving a clear vision of the advertisement's message and design. This rough draft helps solidify the concept before moving on to more detailed and refined versions. The artist does the rough sketch in a small, perhaps one-fourth or one-eighth scale. This helps the artist sketch out more than one concept and once the concept is approved, they move on to more detailed layouts.

#### Check Your Progress-2

**1. Ans:** The primary purpose of the editorial layout is to mimic the appearance of editorial content in publications to capture the reader's attention and lend credibility to the advertisement by

resembling trusted news or feature articles.

**2. Ans:** A cartoon layout is ideal for appealing to children. This layout starts with a fun and engaging cartoon that grabs their attention. By using cartoons, advertisers can effectively communicate with children in a way that is both entertaining and easy to understand.

However, so will the comic strip layout, if the comic is popular among children. The children will also enjoy the picture cluster layout, provided that the pictures are colourful and attractive to their age.

### **Check Your Progress-3**

**1. Ans:** A layout is considered simplified when the number of different typefaces is kept to a minimum and the illustrations are harmonious, avoiding unnecessary decorative elements. This is popularly known as the KISS principle of Design. The KISS stands for, "*Keep It Simple, Stupid*". It states that designs should be kept as simple as possible and complexity should be avoided whenever possible- as simplicity in a design offers the greatest levels of user acceptance and interaction.

**2. Ans:** The eye movement of the viewer can be controlled by strategical manipulation of the elements. Since most viewers are naturally drawn to the largest and most dominant element on the page, the artist can use Size. Also creating a narrative sequence that encourages the viewer to start at the beginning and follow through to comprehend the intended message is another way.

The strategic use of white space, or gutters, creates contrast against darker backgrounds, effectively directing the viewer's eye movement across the layout. These areas of negative space can be skillfully employed to establish a desired eye movement and flow of narration.

#### **Check Your Progress-4**

**1. Ans:** Munsell's colourmodelling system has three components: hue, value, and chroma. Hue refers to the colour itself, like red, blue, or yellow. Value describes the lightness or darkness of a colour, indicating how close it is to white or black. Chroma measures the colour's intensity or purity, showing how vivid or dull it is. This is a very effective way to determine colour. Hue gives the basic colour, value adds depth, and chroma describes the strength of the colour, allowing for a detailed and accurate colour description.

**2. Ans:** Primary hues are the basic colours that cannot be made by mixing other colours. In traditional colour theory, these are red, blue, and yellow. Secondary hues are created by mixing two primary hues. These include green (blue and yellow), orange (red and yellow), and purple (red and blue). Tertiary hues are made by mixing a primary hue with a neighbouring secondary hue, resulting in colours like red-orange, yellow-green, and blue-purple. This system creates a full spectrum of colours by blending these primary, secondary, and tertiary hues.

#### **Check Your Progress-5**

**1. Ans:** Simultaneous contrast occurs when two adjacent colours affect each other's appearance, often making boundaries perceptually vibrate or creating optical illusions. For example, a colour can appear lighter or darker depending on the surrounding hues and values.

**2. Ans:.**

- Light-Dark Contrast (Value Contrast)
- Hue Contrast
- Complementary Contrast
- Contrast of Saturation

#### **Check Your Progress-6**

**1. Ans:**

- To whom the copy is addressed and why
- What media are being used
- The exact purpose of the copy
- The points to be made and their sequence

**2. Ans:**

- Be specific
- Employ the present tense
- Make the copy interesting

**3. Ans:**

- **Reason Why Copy:** Provides a compelling reason for consumers to buy the product.
- **Humorous Copy:** Uses humour to attract attention and create a positive mood.

**Paper : MMC 2025 : Advertising**  
**Block 2: Creative Strategy and Media Planning**

**Unit: 4**

**Differences of Advertising for Various Media, Indoor  
and Outdoor, Impact of Advertising**

**Unit Structure**

**4.1 Introduction**

**4.2 Objectives**

**4.3 Differences of Advertising for Various Media**

**4.4 Indoor and Outdoor Advertising**

**4.5 Impact of Advertising**

**4.6 Let Us Sum Up**

**4.7 References and Suggested**

**4.8 Model Questions**

**4.9 Answers to Check Your Progress**

**4.1 Introduction**

Advertising can take many forms across various media platforms. Each media type has its characteristics, advantages, and limitations, which can influence the advertising approach. The different media types that are used for communicating advertisement messages include audio-visual media (television, radio), print media (magazines and newspapers), internet media (social media, websites, e-mails), telephone among others to spread information and generate awareness about a particular brand or company. Advertising through media allows businesses to reach a large number of people simultaneously, increasing the chances of



attracting potential customers (Lichtenthal et al., 2006). The choice of advertising media is a crucial aspect of a marketing strategy, as it directly impacts how well a message reaches and resonates with the intended audience. Social media and websites are important in communicating promotional messages. We can visually show our product's attributes and benefits in television ads. Print media like magazines and newspapers are also effective for the brand, but the pictures, headlines, and content must be engaging. In radio ads, the narrator's voice, music, silence plays an important role.

#### **4.2 Objectives**

After completion of this unit, the student will be able to:

- Define Radio Advertising, its advantages and disadvantages
- Comprehend about the pros and cons of television advertising
- Decipher about internet advertising:
- Determine the different issues of Print Advertising: Advantages and disadvantages of Newspaper and Magazine Advertising.
- Comprehend about Outdoor or Mural Advertising

#### **4.3 Differences of Advertising for Various Media**

An advertising medium is a method or vehicle through which advertisers communicate their messages to the target audience. When selecting advertising media, it is important to consider various factors to ensure the effectiveness of the campaign. A well-thought-out integrated marketing approach that combines multiple media channels can often yield the best results. Each medium has its characteristics, advantages, and limitations. Here are some common advertising mediums:

### **4.3.1 Radio Advertising**

Radio advertising is an effective way to reach a large audience and promote products, services, or brands by broadcasting audio messages on radio stations. Radio is an informative platform. It is a powerful tool that helps get important topics or things to the surface. It also creates popularity for certain services, products, events, etc.

#### **Advantages or Merits of Radio Advertising**

Radio advertising offers several advantages that make it a viable choice for businesses to reach specific audiences.

- Radio advertising is the more cost-effective than television or print media.
- Radio enables accurate geographic targeting.
- Radio advertisements can be aired repeatedly throughout the day, increasing the frequency with which the audience receives the message.
- Radio uses sound to engage listeners and convey imaginative and effective messages.
- It offers to provide the benefit of remembering value. In this sense, psychologists argue that anything learned through the ears is difficult to forget.
- Radio is frequently used during activities such as commuting, working, and resting. This offers advertising a unique opportunity to become a part of the listener's daily routine.
- Radio has a broad reach, making it an effective medium for reaching a large and diverse audience.

#### **Disadvantages, Demerits or Limitations of Radio Advertising**

Radio advertising has the following disadvantages, demerits or limitations:

- Radio relies solely on audio, lacking the visual component that other mediums like television or digital advertising offer.

- It only appeals to the sense of hearing and thus does not depict a visual image of the product's packaging.
- Audiences might have difficulty recalling lengthy or complex messages delivered through radio ads.
- Radio advertisements are very brief, and thus, details cannot be elaborated.
- Since there is a multiplicity of advertisements in a very short time, it is most likely that the listener may forget the name of the product.
- Demonstration cannot be carried out in the case of radio advertising.
- It is a selective media of advertising.

#### **4.3.2 Television Advertising:**

Television advertising is a widely used medium for advertising. It provides a powerful combination of visual and audio elements, allowing advertisers to create compelling and immersive advertisements.

##### **Television advertising has the following advantages:**

- Television's extensive reach allows advertisers to reach a diversified audience.
- This media can effectively transmit emotions, tell stories, and dynamically showcase products or services.
- Television advertisements play a vital role in shaping social and cultural trends.
- Popular shows and events get high viewership during prime-time hours. Advertisers often aim to secure these time slots for maximum exposure, although they come with higher costs.
- Advertisers can schedule their commercials to air multiple times, increasing the frequency with which viewers are exposed to the message

### **Disadvantages or Demerits or Limitations of Television Advertising**

- Television messages are short-lived.
- Viewers can switch channels during commercial breaks, which may result in missing some advertising.
- Traditional television viewership is declining among certain demographics, particularly younger audiences who are more likely to consume content through streaming services.
- Television advertisements frequently include passive viewer engagement. Unlike interactive internet platforms, TV viewers may not actively participate in or reply to commercials.
- Television ads, especially during shorter time slots, may struggle to convey complex messages effectively.
- Television advertising can be costly, particularly during prime time on popular stations.

#### **4.3.3 Internet Advertising:**

Internet advertising is the promotion of products, services, or brands over the internet using various online platforms. It has become an essential component of modern marketing tactics as a result of the growing usage of the internet and digital technology.

#### **Advantages of Internet Advertising:**

- **Global Reach:** Internet advertising allows businesses to reach a global audience. With the internet's widespread accessibility, companies can target consumers across different regions and countries.
- **Cost Effective:** Compared to traditional advertising methods such as TV or print, internet advertising can be more cost-effective. Online platforms often provide flexible budget options, allowing businesses of all sizes to participate.

- **Immediate Response:** Unlike traditional advertising, which may take time to generate results, internet advertising can create quick results, providing the marketer with instant feedback.
- **Diverse Ad Format:** Various ad formats, including display ads, search ads, and video ads, provide marketers with a wide range of choices for creatively and successfully communicating their messages.
- **Interactivity:** Online ads can be interactive, engaging users in various ways. Interactive elements such as quizzes, polls, and clickable content enhance user participation, making the advertising experience more memorable.
- **24/7 Availability:** Online advertising is not bound by time constraints. Ads are accessible 24/7, allowing businesses to reach their target audience regardless of location or time zone.
- **Targeted Marketing:** Internet advertising enables precise targeting based on demographics, interests, behaviour, and other criteria. This targeted approach increases the chances of reaching the right audience with relevant content.

#### **Disadvantages of Internet Advertising:**

- **Limited Attention Span:** Internet users often have short attention spans, and grabbing their attention amidst the abundance of online content can be challenging. To grab and hold the attention of their target audience, advertisers must offer intriguing content.
- **Dependency on Internet Connectivity:** Internet advertising is dependent on internet connectivity. In regions with poor or unpredictable internet connectivity, reaching target audiences through online channels may be less effective.
- **Ad Blocking:** Many internet users use ad-blocking software to prevent seeing online advertisements. This can dramatically

affect the exposure and efficacy of online advertising campaigns.

- **Intrusiveness:** Certain types of online advertisements, particularly pop-up ads and auto-playing videos, can be intrusive to consumers. Intrusive advertisements can create a terrible user experience and may be seen as disturbing.
- **Ad Fatigue:** Users may become overwhelmed or annoyed by the sheer volume of advertisements they see online. This can lead to ad fatigue, in which individuals ignore or intentionally avoid digital advertisements.

#### **4.3.4 Print Advertising:**

Print advertising is the promotion of products, services, or brands using printed materials including newspapers, magazines, brochures, flyers, and posters. Print advertising has various advantages that make it a valuable and effective marketing strategy, particularly when combined with a comprehensive advertising campaign.

**Advantages or Merits of Newspaper Advertising Media:** The advantages or merits of newspaper advertising media may be summed up as follows:

- Print materials provide a tangible and physical form of advertising, allowing readers to hold, flip through, and enhance the overall impact and memorability of the message.
- Print media, such as established newspapers and magazines, often carry a level of credibility and trust. Ads appearing in reputable publications may benefit from the positive associations readers have with the medium and offer credibility to the advertised products or services.
- Local businesses can use print ads to target specific geographic areas. Community newspapers or local periodicals can effectively reach a local audience.

- It is the least expensive advertising medium in terms of cost per reader.
- Print advertisements, once published, are permanent and exist in tangible form. Readers can go back to them as needed, creating a lasting impression and the opportunity for prolonged exposure.
- Print advertising does not require internet access or technology, making it available to a wide spectrum of people, even those who are not actively involved online.
- Print advertising is often perceived as less cluttered compared to the online space, where users are bombarded with numerous ads.
- Print provides more creative design options, such as distinctive layouts, high-quality photos, and the use of different paper textures. Advertisers can use these design aspects to create visually appealing and memorable advertising that stands out to readers.
- Print ads are generally considered less intrusive compared to certain online advertising types.
- Newspaper advertising provides geographic selectivity.

**Disadvantages or Demerits or Limitations of Newspaper Advertising Media:** The following are the disadvantages or demerits or limitations of newspaper advertising media :

- Print periodicals may have lower circulation compared to online platforms. Advertisers may struggle to reach a diverse or large audience.
- Print materials lack the interactive elements found in digital advertising. Advertisers cannot use clickable links, videos, or other dynamic features to directly engage the audience.
- The content of the print ad is difficult to update once it is printed. This lack of flexibility can be a drawback for advertisers

who need to change or modify their messaging strategy frequently.

- The production of print materials, particularly in large quantities, can impact the environment due to the usage of paper, ink, and energy. Some consumers are environmentally conscious and may view print advertising less favourably.
- Print advertising faces competition from digital media, which often offers more interactive and dynamic options.

Other media under print advertising media are magazines and journals. They provide selective distribution throughout the country at a reasonable rate. These are released regularly, such as weekly, fortnightly, monthly, quarterly, or annually. Magazines and journals are read leisurely and with care so the readers absorb more advertisement.

**Advantages or Merits of Magazines and Journals:** The following are the advantages of magazines and journals as advertising media :

- Magazines have a longer shelf life than newspapers. Readers often keep magazines for an extended amount of time, allowing advertisements within the publication to receive greater exposure.
- Magazines and journals are often printed on high-quality paper, resulting in a visually appealing platform for advertisements.
- Well-known publications and journals are frequently viewed as reliable sources of information. Advertisers can leverage this credibility by associating their brand with reputable publications, building trust among the target audience.
- Magazine readers are typically leisurely home readers looking for entertainment and pleasure.
- Magazines provide an excellent platform for showcasing high-quality imagery. Advertisers can produce aesthetically pleasing



commercials by incorporating visually appealing graphics and photographs.

- Magazines and journals frequently include in-depth articles, commentaries, and visually appealing content. Advertisers can benefit from the engaging nature of the content by placing ads in an environment where readers are more likely to spend time.

**Disadvantages or Demerits or Limitations of Magazine and Journal Advertising:** As compared to newspaper advertising, magazine and journal advertising have the following disadvantages, demerits or limitations :

- Magazine and journal content is often planned and produced weeks or months in advance. As a result, advertisements may appear less timely or relevant by the time the publication reaches the reader, particularly for time-sensitive promotions or events.
- Advertising in magazines and journals can be expensive, particularly for full-page or colour ads in premium periodicals.
- Magazines and journals typically have lower circulation numbers compared to newspapers or digital platforms.
- It takes longer to print and distribute than newspaper advertising.
- Some magazines and journals, like newspapers, have seen diminishing circulation numbers as a result of changes in reading habits, competition from digital media, and other causes.

**4.3.5 Outdoor or Mural Advertising:** Outdoor ads are highly visible and can reach a broad audience. They can be effective for brand exposure and reinforcing messages.

**Outdoor advertising offers several advantages:**

- **High Visibility:** Outdoor ads are often placed in areas with high foot or vehicle traffic, ensuring that many people see them.

- **Brand Exposure:** They provide continuous brand exposure and can reach a diverse audience.
- **Local Targeting:** Advertisers can target specific geographic areas or neighbourhoods.
- **Creativity:** Outdoor ads can be visually striking and memorable, allowing for creative and impactful designs.
- **Non-intrusive:** Unlike some forms of advertising, outdoor ads do not interrupt a person's experience and are less likely to be perceived as intrusive.
- **24/7 Visibility:** Many outdoor ads are visible around the clock, ensuring exposure even at night.

#### **Disadvantages of outdoor advertising:**

- **Limited Message Complexity:** Outdoor advertising typically allows for brief and simple messages due to viewers' limited time and attention while on the move. Complex or detailed information may not be effectively conveyed.
- **Inability to Target Specific Audiences:** Unlike digital advertising, outdoor advertising cannot often target specific demographics or audiences. It reaches a broad and diverse audience, which may not always align with a brand's target market.
- **Dependence on Location:** The effectiveness of outdoor advertising highly depends on the chosen location. The return on investment can be lower if the location does not have sufficient foot or vehicle traffic.
- **Weather Dependency:** Outdoor ads are exposed to the elements and can be affected by adverse weather conditions, which may reduce their visibility and longevity.
- **Limited Interactivity:** Unlike digital and online advertising, outdoor advertising typically lacks interactivity. Viewers cannot

directly engage with the content or click on links to learn more, making it harder to track consumer engagement.

- **Cost:** Creating and maintaining outdoor advertising campaigns can be expensive, especially for premium locations and large-format billboards. This can be a barrier for smaller businesses with limited advertising budgets.
- **Creative Limitations:** Designing effective outdoor advertisements can be challenging due to size, visibility, and readability constraints. Creativity is limited, and the message needs to be concise.
- **Difficult to Change:** Once an outdoor ad is set up, making quick changes or updates can be challenging. Digital billboards offer more flexibility, but traditional static billboards and posters may require creating new ad materials for updates.
- **Ad Clutter:** In some areas, there can be a high density of outdoor advertisements, leading to ad clutter and making it harder for any single ad to stand out.
- **Tracking and Analytics:** Measuring the impact and effectiveness of outdoor advertising can be less precise than digital advertising. Marketers may use estimates, surveys, or other indirect methods to gauge performance.

#### **Stop to Consider-1**

Advertising takes many forms across various media platforms, each with its own characteristics, advantages, and limitations that influence the advertising approach. Outdoor advertising remains a valuable and impactful medium for building brand awareness and reaching a broad audience. When used strategically within a comprehensive campaign, it can enhance visibility. Marketers should carefully consider their goals, target audience, and budget when incorporating outdoor advertising into their marketing mix.

### Check Your Progress-1

**Notes**—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

**Question 1** - What are the major media for advertising?

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**Question 2** - What are the limitations of radio as an advertising medium?

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**Question 3** - What are the limitations of newspapers as an advertising medium?

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### Self Asking Question

How various advertising media is affecting your everyday life?

Give reasons to support your answer.

### 4.4 Indoor and Outdoor Advertising

Indoor advertising, or in-store or indoor marketing, refers to promoting products, services, or brands within interior spaces where consumers gather or pass through. This type of advertising is

typically found in retail stores, shopping malls, airports, entertainment venues, and various indoor public spaces. Indoor advertising serves the purpose of influencing consumers at the point of sale or during their daily activities. Here are some common forms of indoor advertising:

- **Point of Purchase (POP) Displays:** These are advertising materials such as banners, posters, stands near product displays or checkout counters in retail stores to capture shoppers' attention and promote specific products.
- **Shelf Talkers:** Small signs or labels attached to store shelves draw attention to particular products, provide additional product information, or highlight promotions and discounts.
- **Floor Graphics:** Advertisements placed directly on the floor in retail spaces or event venues, often in decals or stickers.
- **Digital Screens:** Flat-panel or LED screens that display dynamic advertisements, product information, videos, or interactive content. These are commonly found in shopping malls, airports, and retail stores.
- **In-Store Radio:** Customized in-store radio stations or audio messages that play inside retail stores, restaurants, or malls, provide a unique opportunity to reach and engage with shoppers through sound.
- **Shopping Cart Advertising:** Advertisements placed on or inside shopping carts in supermarkets and large retail stores to target shoppers while they are actively making purchasing decisions.
- **Elevator and Escalator Advertising:** Advertisements on the walls, floors, or digital screens within elevators and escalators in commercial buildings, malls, or transportation hubs.

- **Airport Advertising:** Promotions and advertisements displayed in airports, which may include digital screens, banners, posters, and interactive kiosks to target travellers and visitors.
- **Cinema Advertising:** Pre-show and in-theatre advertisements are displayed on the big screen before movie screenings, targeting a captive audience.
- **Restaurant and Bar Advertising:** Placing advertisements within restaurants and bars, including table tents, menu inserts, coasters, and digital screens.
- **Trade Show and Convention Advertising:** Displaying advertising materials at industry-specific events, conferences, and trade shows to reach a targeted audience.

#### **Stop to Consider-2**

Indoor advertising can be highly effective as it allows advertisers to engage with consumers in a controlled environment, typically in a shopping or decision-making mindset. These advertisements can provide product information, influence purchase decisions, and enhance brand recognition. Depending on the setting, indoor advertising can be a valuable part of a broader marketing strategy, helping businesses connect with their target audience and drive sales.

#### **Self Asking Question(SAQ)**

Is indoor advertising helpful in business? Justify

**Outdoor advertising**, also known as out-of-home (OOH) advertising, is a form of advertising that reaches consumers while they are outside of their homes. It involves placing advertisements in various public places, often in high-traffic areas, to reach a broad

and diverse audience. Outdoor advertising comes in many forms and can include:

- **Billboards:** Large, eye-catching displays typically located along highways, major roads, and in urban areas. They come in various sizes and formats, including static, digital, and interactive billboards.
- **Transit Advertising:** Advertising on buses, trams, taxis, and subways. These ads can be on the exterior or interior of the vehicles.
- **Street Furniture Advertising:** Advertisements include bus shelters, benches, kiosks, and public restrooms.
- **Digital Screens:** Electronic billboards and screens that display dynamic, changing content. They are often found in high-traffic areas, shopping centres, and transportation hubs.
- **Mobile Billboards:** Advertisements on trucks or trailers that are driven around to target specific geographic areas or events.
- **Airport Advertising:** Advertising within and around the airports, including digital screens, banners, and other formats targeting travellers and visitors.
- **Stadium and Arena Advertising:** Advertisements placed in and around the sports stadiums and arenas, including banners, jumbotrons, and field/court signage.
- **Guerilla Advertising:** Guerrilla advertising is an uncommon and creative marketing strategy that seeks to attract the target audience's attention in unexpected and memorable ways. Examples: National Geographic's bus advertising featuring a giant shark bursting through the roof, promoting its Sharkfest programming. The attention-grabbing bus travelled through various cities.

### **Stop to Consider-3**

Outdoor advertising is highly effective in building brand awareness, reaching a broad audience, and reinforcing brand messages. It is particularly valuable for reaching consumers who are on the move and may not be exposed to traditional forms of media, like television or radio. Marketers often use outdoor advertising with other advertising channels to create a more comprehensive and integrated marketing campaign.

### **Check Your Progress-2**

**Notes**—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

**Question 1** - What is OOH advertising?

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**Question 2** - What is a POP display?

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**Question 3** - Define Guerrilla Advertising.

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**Question 4** - Give an example of Indoor Advertising.

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**Self Asking Question(SAQ)**

Is Billboard Advertising Still Effective in Today's Marketing?

Justify your answer

**4.5 Impact of Advertising**

Advertising plays a crucial role in shaping consumer perceptions and influencing purchase decisions. It significantly impacts various aspects of society, businesses, and consumers. It's impact can be seen in various ways. Here are some of the key impacts of advertising:

- **Awareness and Brand Recognition:**Advertising is a primary means of creating awareness about products, services, and brands. It introduces consumers to new offerings and reinforces recognition of existing ones.
- **Sales and Revenue Generation:**Effective advertising can increase business sales and revenue directly. It informs potential customers, persuades them to buy, and can influence consumer behaviour.
- **Competition and Market Share:**Advertising helps businesses compete in the marketplace. It allows them to differentiate their products from competitors and gain market share.
- **Employment and Economic Growth:**The advertising industry itself is a significant source of employment, but it also drives economic growth by supporting industries like media, marketing, and creative services.

- **Consumer Education:**Advertising informs consumers about product features, benefits, and uses. It can contribute to consumer education and help people make informed purchasing decisions.
- **Product Innovation:**The need to stand out in advertising often drives companies to innovate and develop new products or improve existing ones.
- **Cultural and Social Impact:**Advertising reflects and influences cultural norms, values, and trends. It can shape perceptions of gender roles, diversity, beauty standards, and societal values.
- **Environmental Impact:**Advertising can promote sustainability and eco-friendly products, contributing to environmentally responsible consumer choices.
- **Consumer Choice and Freedom:**Advertising gives consumers choices and allows them to make informed decisions based on their preferences and needs.
- **Charitable and Social Causes:**Many advertisements promote social and charitable causes, encouraging donations and support for various issues.
- **Digital Transformation:**Digital advertising has transformed how businesses reach their target audience. It has led to the growth of e-commerce and digital marketing strategies.
- **Regulation and Ethical Considerations:**The impact of advertising has led to the need for regulations and ethical considerations to protect consumers from false or misleading claims.
- **Media Funding:**Advertising is vital in funding media outlets like newspapers, television, and online publications. It enables the creation of free or low-cost content for consumers.

- **Lifestyle and Aspiration:**Advertising often portrays certain lifestyles and aspirations, influencing consumer preferences and desires.
- **Social Responsibility:**Advertisers increasingly recognize the importance of corporate social responsibility, promoting ethical and sustainable practices.

#### Stop to Consider-4

While advertising has a positive impact on various aspects of the economy and society, it also raises concerns about consumer privacy, misleading or deceptive ads, and the influence of advertising on vulnerable populations. As a result, there is a need for responsible advertising practices and regulations to balance its positive and negative impacts.

#### Check Your Progress 3

**Notes**—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

**Question 1** - How can advertising impact brand awareness?

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**Question 2** - Can advertising shape societal values and cultural norms?

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**Question 3** - Does advertising lead to sales and revenue generation?

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**Self Asking Question**

Do you think that advertisements influence people?

**4.6 Let Us Sum Up**

The method or means adopted to communicate the message of an advertisement is known as the medium of advertising. The growth of large-scale industries and the development of modern methods of communication have added to the importance of advertising through different media of mass appeal. The various types of media which advertisers use may be divided into the following categories: (i) press (newspapers and magazines), (ii) radio, (iii) television, (iv) outdoor media, (v) direct mail, and (vi) miscellaneous. Radio advertising relies on audio messages, making it a cost-effective option for reaching specific demographics and local audiences. It is popular for promoting local businesses and events.

TV advertising reaches a wide and diverse audience through local and national channels. It allows for visual and auditory storytelling but can be expensive. Print (Newspapers and Magazines) involves placing ads in newspapers and magazines. It offers the advantage of a longer shelf life but has declined with the rise of digital media. Outdoor advertising uses physical locations like billboards, transit vehicles, and posters to capture people's attention in public spaces. It is effective for brand visibility.

Digital advertising includes various online channels like social media, search engines, display ads, and video ads. It offers precise targeting, real-time tracking, and interactivity with users.

Both indoor and outdoor advertising have their unique advantages and disadvantages. Indoor advertising often provides a more controlled and captive environment, while outdoor advertising reaches a broader, potentially more diverse audience. The choice between these mediums depends on the marketing objectives, target audience, budget, and the message advertisers want to convey. Many advertising campaigns incorporate a mix of both indoor and outdoor advertising to maximize their reach and impact.

The impact of advertising is multifaceted, encompassing economic, social, cultural, and ethical dimensions. It can have positive and negative consequences, depending on the quality of the advertising message and the ethical standards adhered to by advertisers. As a result, advertising is a critical element in the modern business landscape, and its impact is continuously evolving in response to changes in technology, consumer behaviour, and societal values.

#### **4.7 References and Suggested Readings**

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#### 4.8 Model Questions

1. What are the advantages of radio advertising?
2. What are the disadvantages of television advertising?
3. Explain with examples the indoor and outdoor advertising
4. What are the various forms of outdoor advertising?
5. What are the key impacts of advertising on society, businesses, and consumers?

#### 4.9 Answer to Check Your Progress

##### Check Your Progress-1

Ans. 1. The different media types that are used for communicating advertisement messages include audio-visual media (television, radio), print media (magazines and newspapers), internet media (social media, websites, e-mails), telephone, etc.

Ans. 2.

- Radio relies solely on audio, lacking the visual component that other mediums like television or digital advertising offer.
- It only appeals to the sense of hearing and thus does not depict a visual image of the product's packaging.
- Audiences might have difficulty recalling lengthy or complex messages delivered through radio ads.
- Radio advertisements are very brief, and thus, details cannot be elaborated.

- Since there is a multiplicity of advertisements in a very short time, it is most likely that the listener may forget the name of the product.
- Demonstration cannot be carried out in the case of radio advertising.
- It is a selective media of advertising.

### **Check Your Progress-2**

Ans. 1. Out-of-Home (OOH) advertising.

Ans. 2. Point of Purchase

Ans. 3. Guerrilla advertising is an uncommon and creative marketing strategy that seeks to attract the target audience's attention in unexpected and memorable ways. Examples: National Geographic's bus advertising featuring a giant shark bursting through the roof, promoting its Sharkfest programming. The attention-grabbing bus travelled through various cities.

Ans. 4. Advertisements in retail stores, shopping malls, airports, entertainment venues, and various indoor public spaces.

### **Check Your Progress-3**

Ans. 1. Advertising is a primary means of creating awareness about products, services, and brands. It introduces consumers to new offerings and reinforces recognition of existing ones.

Ans. 2. Advertising reflects and influences cultural norms, values, and trends. It can shape perceptions of gender roles, diversity, beauty standards, and societal values.

Ans. 3. Effective advertising can increase business sales and revenue directly. It informs potential customers, persuades them to buy, and can influence consumer behaviour.

**Paper : MMC 2025 : Advertising**

**Block 2: Creative Strategy and Media Planning**

**Unit: 5**

**Media planning- Factors influencing Media Planning-  
Media Strategy, Media Scheduling, Media Mapping  
and Advertising Campaigns, Monitoring and  
Evaluation**

**Unit Structure**

**5.1 Introduction**

**5.2 Objectives**

**5.3 Media and Advertising**

**5.4 Media Planning-Concept**

**5.5 The Importance of Media Planning**

**5.6 Factors Affecting Media Planning**

**5.7 Steps Involved in Media Planning**

**5.8 Media Mapping**

**5.9 Media Scheduling**

**5.10 Monitoring and Evaluation**

**5.11 Let Us Sum Up**

**5.12 References and Suggested Readings**

**5.13 Model Questions**

**5.14 Answers to Check Your Progress**

**5.1 Introduction**

In the previous unit we have discussed the different aspect of advertising like USP, rules of copy writing, Ad layout, different types of media used for advertising among others. In this unit we



will discuss the media planning. Media planning involves a series of decision taking before choosing right kind of media. As we all know that media is the basic vehicle through which we can reach our potential customers and it an integral part of advertising. Effective media planning is one of the main ingredients of a successful advertising. The main role of the media planner is to connect effectively with the customers through different media platform. The media that is considered by the media planner includes Newspaper, Magazines, Television, Radio, direct mail, Out-of-home, Internet, mobile devices etc.

## **5.2 Objectives**

After going through this unit you will be able to

- understand about media planning
- determine the factors affecting media planning
- discuss on media mapping and media scheduling

## **5.3 Media and Advertising**

Media, the plural form of *medium*, refers to the channels of communication through which information is transmitted. Advertising, on the other hand, is a paid form of communication intended to inform, persuade, and influence potential customers toward purchasing goods or services. *Advertising media* encompasses the various mass and alternative media platforms used by organizations to promote their offerings and reach target audiences.

Media serves as the fundamental conduit through which advertisers connect with consumers efficiently and effectively. Within a short span of time, the right media can deliver advertising messages to the desired audience, informing them about products or services,

shaping perceptions, and encouraging purchase decisions. The primary objective of any advertiser is to reach the maximum number of prospective customers with an impactful message at the lowest possible cost.

Media selection is therefore one of the most crucial components of an advertising campaign. In addition to traditional media such as newspapers, magazines, television, radio, hoardings, banners, posters, and leaflets, there are also emerging platforms like the internet and mobile devices. Today, media planners and advertisers categorize media into three broad types: traditional media, non-traditional media, and new media. With the abundance of options, choosing the most suitable media has become a complex and strategic task. Effective advertising demands that messages not only reach a wide audience but also remain cost-efficient.

According to the **Pitch Madison Report (2023)**, **digital media** has surpassed **television** to become the leading platform for advertising in India. Digital media's share increased dramatically from 9% in 2013 to 38% in 2022, with ad spending rising from ₹3,050 crores to ₹34,405 crores over the same period. While television remains the second most popular medium in India and globally, digital platforms now dominate due to their extensive reach and versatility. As highlighted in the report, advertisers acknowledge that without leveraging digital channels, they risk missing critical consumer segments.

YEAR 2022	INDIA	GLOBAL
Medium	% Share Growth 22/21	% Share Growth 22/21
TV	34% 9%	20% 4%
Print	21%	4%

	11%	7%
Radio	2%	3%
	17%	3.2%
Cinema	1%	.4%
	317%	51%
Outdoor	4%	4%
	68%	8%
Total Traditional	62%	32%
	14%	3%
Digital	38%	68%
	35%	11%
Total	21%	8%

Source: Pitch Madison Report, 2023

#### 5.4 Media Planning-Concept

Media planning refers to the process of selecting the most suitable media or a combination of media platforms to disseminate advertisers' messages in the most effective and efficient manner. It involves a series of strategic decisions aimed at maximizing the reach and impact of advertising campaigns. The primary objective of media planning is to identify the best media outlets and allocate appropriate space and time for advertisements, enabling the advertiser to connect with the maximum number of potential customers in the most cost-effective way.

An effective media plan helps control wasteful advertising by avoiding inappropriate media choices or poorly timed ad placements. Without the expertise of a media planner, advertisers risk selecting unsuitable media channels or publishing their advertisements at ineffective times.

According to Dr. Ruchi Gupta, "Media planning refers to the process of selecting media time and space to disseminate advertising messages in order to accomplish the advertising and marketing objectives of an organization."

A media planner acts on behalf of the advertiser to evaluate the strengths and weaknesses of various media options. The planner's goal is to choose the best media outlets at the lowest possible cost while ensuring alignment with the advertiser's objectives. Decisions made during media planning are guided by the overall advertising goals, which must be consistent with the marketing and communication objectives of the organization.

The core functions of a media planner include selecting the right media vehicle and deciding the appropriate timing and placement for advertisements. To achieve this, the media planning team must collaborate closely with the creative team. There is often debate about whether the advertising message or the media selection should come first; however, the best approach is to develop both simultaneously. For example, if the creative team determines that the product requires demonstration, the media planner's role is to select media platforms that support such demonstrations effectively. Depending on its financial resources and organizational structure, a company may have an in-house media planning department or appoint a dedicated media planner. Alternatively, organizations often rely on advertising agencies specializing in media planning and buying. Regardless of the structure, the media planner or department must possess comprehensive knowledge about different media platforms, including their geographical reach, rates, and audience demographics to make informed decisions.

**Definition of Media Planning**

'Media planning is a decision process regarding use of advertising

time and space to assist in the advertisement of marketing objectives'-by Wells Burnett

'Media planning is the series of decisions involved in delivering the promotional message in the most cost effective manner to the largest number of potential customers at lowest cost'-by George E. Belch

'Media planning is the process of determining how to use time and space of media to achieve advertising objectives'-by S. W. Dunn

'Media planning involves selecting appropriate media for carrying advertising message to target audience and deciding how much to spend on each media and scheduling (deciding the time) when the advertisement is to run'-by Fryburger

In every business organization, an effective communication plan plays a vital role. A comprehensive communication plan typically includes ten key components: an executive summary, situation analysis, marketing strategies, the role of communication, communication objectives, communication strategies, communication tactics, communication budget, communication flowchart, and testing and campaign measurement or evaluation.

Media planning is an integral part of the overall communication strategy. Its primary purpose is to guide the selection of media channels. To achieve this, it is essential to identify specific media objectives and design a media strategy that fulfills these goals. The media strategy is derived from the organization's advertising strategy, which in turn is based on the overall marketing strategy of the organization.

The media strategy focuses on critical questions such as whom to target, when to target, where to target, the frequency of advertisements, and the budget allocated for the campaign.

A good media plan must address the following aspects:

- The number of audience members the media plan aims to reach.
- The most effective media outlets for placing advertisements.
- Whether a mix of different media channels (media mix) is necessary.
- The frequency with which the advertisements will appear.
- The geographical regions where the advertisements will be placed.
- The costs associated with the different media options under consideration.

#### **Stop To Consider-1**

- Media serves as a crucial channel for advertising.
- Digital media has surpassed television in India.
- Media planning optimizes advertising effectiveness.
- Selecting the right media is essential.
- Media planners assess cost and audience reach.
- Advertisers balance media choice with budget.
- Media strategy aligns with marketing objectives.

#### **Check Your Progress-1**

**Notes**—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. Write the names of different ad media.

.....  
.....

2. Why is media essential for advertising?

.....  
.....

3. What is media mix?

.....  
.....

### 5.5 The Importance of Media Planning

Media planning plays a crucial role in the effectiveness and efficiency of advertising by offering the following benefits:

1. **Optimum Utilization of Resources:** Media planning helps reduce the overall cost of advertising by selecting the most appropriate media, space, and time slots that offer maximum utility. This ensures the available resources are used efficiently, minimizing the chances of wasteful advertising expenditure.
2. **Helps Achieve Advertising Objectives:** As an integral part of the advertising plan, which itself is based on the organization's overall goals, media planning ensures that advertising objectives are aligned with and contribute to achieving these goals effectively.
3. **Selection of Appropriate Media:** Media planning involves analyzing data such as circulation and viewership figures, reach, coverage, and impact of different media platforms. It also considers cost metrics like cost per reader or viewer and demographic information about the target audience. With this information, media planners can select the most suitable media platform. For example, if the target audience consists of professionals like doctors or engineers, specialized journals can be chosen. Conversely, if the target audience has lower literacy levels, print media may not be effective.
4. **Selection of Optimum Media Mix:** Media planning helps in choosing the best combination of media, known as the media mix, to ensure wide and intensive coverage. This mix enhances the chances of achieving advertising goals. For instance, if a

product requires demonstration and targets youth, both FM radio and television might be selected to maximize reach among this demographic.

5. **Ensures Appropriate Timing of Advertising:** Media planning includes scheduling to ensure advertisements are aired or published at the most effective times. Timing is critical; for example, ads targeting working professionals should not be broadcast early in the morning or during regular working hours. Scheduling allows advertisements to reach the maximum number of target audience members at the right moment.
6. **Helps Allocate Advertising Budget Efficiently:** Media planners have detailed information about the rates of various media platforms. This knowledge helps in deciding and distributing the advertising budget effectively, ensuring optimal investment across different media.

### **5.6 Factors Affecting Media Planning**

Media planning is influenced by various factors, and a media planner must carefully select the best media outlets to reach the maximum number of target customers effectively. The following factors play a crucial role in shaping media planning decisions:

- **Advertising Objectives:** The choice of media depends largely on the advertiser's goals. For instance, if the objective is to generate an immediate response, fast communication channels such as mobile, direct mail, or daily newspapers will be prioritized over slower media.
- **Nature of the Product:** Different products target different audiences. Some products are meant for the ultimate consumer, others for industrial buyers, or specialized groups like women. Media planning must align with the product's nature. For example, television may be best suited for consumer products,



female magazines for products targeting women, and radio for agricultural products.

- **Product Distribution:** The geographical availability of the product determines media selection. Products with a global presence should be advertised on international media platforms, while locally available products are better suited for local cable channels or newspapers. For national distribution, national TV channels or newspapers are preferable.
- **Nature of the Message:** The type of message also influences media choice. Print media works well when detailed information needs to be conveyed, whereas audiovisual media is more effective for products requiring visual demonstration or emotional appeal.
- **Target Audience:** Understanding the characteristics of the target audience is essential. Audiences differ in age, economic status, gender, education, and preferences. For instance, products for elderly consumers may be advertised through newspapers and television, while youth-oriented products may be promoted via new media, youth magazines, and TV. For small local businesses like boutiques or restaurants, direct mail, banners, and posters are more effective. Print media may not work for illiterate audiences.
- **Advertising Budget:** The budget available influences media choices. Larger budgets allow for advertising on national satellite channels or widely circulated newspapers, while smaller budgets require selecting lower-cost media options.
- **Media Reach and Coverage:** Media with wide reach and coverage are preferred. Reach refers to the total number of copies sold or viewers exposed on a given day, while coverage indicates the number of potential consumers who actually engage with and are influenced by the advertisement. Since media with higher reach may not always align with the

advertiser's target audience, planners often use a combination of media to achieve better coverage.

- **Media Frequency:** Frequency measures how often an audience is exposed to an advertisement. Higher frequency increases the likelihood of creating a strong impression. For example, print media like newspapers typically have lower frequency because readers do not usually revisit the same issue repeatedly.
- **Media Used by Competitors:** Advertisers should monitor the media strategies of their competitors. To effectively target the same market, it is often necessary to consider using similar media channels as those employed by competitors.

#### **Stop To Consider-2**

- Media planning ensures cost-effective advertising.
- Proper media selection maximizes audience reach.
- Timing and scheduling enhance ad effectiveness.
- Media mix optimizes coverage and impact.
- Product nature influences media choice.
- Budget constraints shape media selection.
- Competitor strategies guide media decisions.

#### **Check Your Progress-2**

**Notes**—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the importance of media planning?

.....  
.....

2. Why is it necessary to observe competitors' media strategy?

.....  
.....

3. What do you mean by target audience?

.....  
.....

### 5.7 Steps Involved in Media Planning

Developing an effective media plan involves several systematic stages. These steps ensure that advertising messages reach the right audience at the right time through the most suitable media. The key stages are:

#### 1. **Market Analysis:**

Although marketing planners generally conduct this, media planners need to focus on specific aspects:

##### **(a) Identifying the Target Audience:**

Gather detailed data about the audience, classifying them by age, gender, education, lifestyle, income, and other relevant factors.

##### **(b) Identifying the Geographical Area:**

Determine the key markets where the product is sold—whether local, national, or international—since geography plays a critical role in media selection.

#### 2. **Message Distribution:**

Decide how the advertising messages will be distributed across various media platforms and determine the frequency of their appearances. This decision is guided by factors such as media reach, frequency, and the impact of each medium.

### **3. Selecting Suitable Media:**

Choose the most appropriate media for advertising the product by considering the nature of the message, cost per viewer or reader, media image, and other relevant criteria.

### **4. Selecting Optimum Media Mix:**

If a single medium cannot fulfill the advertising objectives, combine multiple media channels. A well-chosen media mix can enhance overall coverage and effectiveness.

### **5. Media Scheduling:**

Make decisions about the timing and frequency of ad placements. The goal of media scheduling is to ensure that advertisements appear at the most effective times to maximize audience exposure.

### **6. Executing the Advertising Program:**

Once the media and schedule are finalized, the advertising campaign is launched through the selected media outlets.

### **7. Follow-up and Evaluation:**

After the campaign runs, evaluate its effectiveness. Assess whether the advertisement met its objectives and if the media planning contributed successfully to achieving the organization's overall advertising goals.

## **5.8 Media Mapping**

Media mapping is the process of analyzing various types of media present in a specific geographical location. It provides in-depth knowledge about media houses, including their coverage. Media mapping includes several aspects such as:

- Media ownership
- Media usage by different levels of society
- Types of programming
- Audience trust in media
- Media policies
- Media contact information

Morten wrote that historically, auditing bureaus for print media were set up by the publishers themselves as self-regulating systems in liberal media markets, primarily aimed at regulating advertisement prices. Over time, the commercial interests of media owners have driven increasingly sophisticated and systematic approaches to mapping readership, audience ratings, mobile phone penetration, and the use of ICT. Due to commercial interests, each media house self-regulates its mapping, and this data is available to advertisers to help decide the best media for their advertisements. Apart from this, media planners also conduct their own research on consumer media habits and how media influences buying behavior. In advertising, media is evaluated from a 'return on investment' perspective.

From the advertisers' point of view, measuring readership, viewership, and listenership is important. Several independent research organizations conduct this research, and their data is used by advertisers, advertising agencies, and media houses. Since media houses depend on advertisement revenue, media with the highest circulation or TRP are generally preferred for placing ads.

For print media, circulation figures are important and are provided by the **Audit Bureau of Circulation (ABC)**. However, readership is equally important from an advertising perspective as it measures the actual audience. The **Indian Readership Survey (IRS)** is the largest of its kind, providing data not only on readership figures but also on the time spent reading.

Viewership figures are measured by the **Broadcast Audience Research Council (BARC)**. For radio, **Radio Audience Measurement (RAM)** specializes in measuring listenership, especially in the FM sector.

Internet media is measured through hits and clicks. Hits indicate the number of people visiting a website, while clicks show the number of times an advertisement is interacted with. Outdoor advertising

uses the term 'passers-by' to represent the number of people passing a location within a day.

Advertisers must also calculate the cost of using a particular medium. Quantitative criteria include rating, geographic coverage, and cost. Generally, media planners choose media with higher ratings. They also consider whether the media covers the advertiser's target geographical region. If two media outlets have the same rating and geographical coverage, the less expensive one is preferred.

Media planners calculate the **Cost per Thousand (CPM)** using the formula:

$$\text{CPM} = \frac{\text{Cost of advertising in the particular media}}{\text{Circulation of that media}} \times 1000$$

For broadcast it is represented as CRP i.e. cost per rating point based on the formula

$$\text{CRP} = \frac{\text{Cost of commercial time}}{\text{Program rating}}$$

For newspapers, the cost is often calculated as the cost per column inch of the paper.

The success of an advertising campaign depends largely on the media chosen. Media mapping helps identify the available media in a particular region and evaluate its effectiveness. With accurate data and rates, media planners can develop more precise media strategies within the advertiser's budget. It also assists advertising managers in budget allocation.

Apart from cost, other general characteristics of media that a planner must consider before making a choice include:

1. **Audience qualities:** Whether the audience of a particular program is homogeneous or heterogeneous. Planning media for a homogeneous audience is easier than for a heterogeneous one.

2. **Demographics:** Demography studies the population characteristics such as age, income, gender, educational qualification, employment, urban or rural residence, number of children, and so forth.
3. **Activities and habits:** Certain media attract specific groups of people. For example, magazines tend to be read by a segment of educated individuals. Even within one media type, viewing habits vary; for instance, men watch cricket on television more than women, while women may watch daily soaps more.
4. **Audience involvement:** This is another important factor. Some family members may watch a program attentively, while others may pay less attention. Similarly, some people skim through a newspaper, while others read it carefully.
5. **Influential vs. followers:** There are two kinds of people—those who choose their own media or programs based on personal preference and opinion, and those who follow others' choices. Advertisers often aim to reach the influential segment.
6. **Lifestyles:** Lifestyle influences buying habits. Some products are important to certain lifestyles and irrelevant to others. Choosing media vehicles that appeal to a particular lifestyle is often most effective.
7. **Media attributes:** Different media have unique characteristics, which are also taken into account during media planning.
8. **Reach:** Reach refers to the number of people who access the media, and it is a major factor in media selection.
9. **Frequency:** Frequency has two types: frequency of insertion and frequency of exposure. Frequency of insertion is how many times an ad appears in the media, while frequency of exposure is how many times the average audience member actually sees or hears the ad. For example, if an advertisement appears 20 times in a week, that is the frequency of insertion. However, the

average audience may only see it three or four times—this is the frequency of exposure.

10. **Impact:** The impact of an advertisement on the audience depends on many factors such as the size of a print ad, use of color, paper quality, or the length of a broadcast commercial.

## 5.9 Media Scheduling

A media schedule is a plan outlining the proposed media insertions, such as the placement of ads in print media, broadcast of ads in audio or audio-visual media, or the use of other media channels over the course of an advertising campaign. It functions like a calendar for the advertising plan. There are three main approaches to scheduling:

1. **Continuity:** Continuity refers to a regular, consistent pattern of advertising, such as daily, weekly, or monthly ads. Products that are used daily are typically advertised on a continuous basis.
2. **Fighting:** Fighting refers to an irregular schedule where advertising intensity varies. There are periods with heavy promotional activities and periods with little to no advertising. For example, winter garments are advertised heavily during the winter season, but not during summer.
3. **Pulsing:** Pulsing combines continuity and fighting. There are times when the demand or value of a product increases, leading to increased advertising before special occasions. For instance, before festivals like Puja or Deepawali, advertisements for paints, cars, and similar products increase significantly.

### Components of Scheduling:

- **Exposure:** Ads aired during prime time on television or night time tend to get more exposure than those aired during the day. Similarly, a front-page newspaper ad receives more visibility



than ads on inner pages. Ads published on holidays may also get more attention compared to regular working days.

- **Flexibility:** According to Kelley, Jugenheimer, and Sheehan, flexibility refers to how easily an ad can appear at the desired time, which is especially important when recency is a key factor. For example, internet ads can appear anytime a potential customer visits a website. Broadcast ads on TV and radio can also be scheduled at any hour, whereas print ads cannot be published at a specific hour.
- **Waves:** To keep a campaign fresh over time, ads may be scheduled in waves—periods of advertising followed by breaks. For example, after running a campaign continuously for three weeks, a pause of one or two weeks may refresh the audience's interest and avoid irritation from overexposure.
- **Preparation Time:** Before scheduling, media planners must consider the time needed to prepare the ad. The creative team may require time to produce the advertisement. Print media often requires advance booking, whereas electronic media can often accommodate ads instantly if time slots are available.
- **Availability:** Availability is crucial for scheduling. In broadcast media, there are limited time slots for ads. If a desired time slot is already sold, advertisers must choose from remaining slots. This is less of an issue in print media, where newspapers may add extra pages to accommodate a higher volume of ads on certain days.

## **5.10 Monitoring and Evaluation**

After the advertising campaign, the advertiser must evaluate its effectiveness among the target audience. This involves assessing whether the media plan has achieved the overall objectives or goals of the organization. The advertiser checks if the chosen media

platforms successfully reached the maximum potential customers. Based on the monitoring and evaluation, if the media strategy is found ineffective, alternative approaches will be considered for future campaigns.

**Stop To Consider-3**

- Media planning involves multiple stages, including market analysis, media selection, scheduling, and evaluation.
- Media mapping provides insights into media ownership, audience demographics, and advertising effectiveness.
- Key media selection factors include audience reach, cost, frequency, and impact.
- Media scheduling follows continuity, fighting, or pulsing strategies based on product needs.
- Effective media planning ensures maximum exposure and return on investment.
- Monitoring and evaluation help assess the success of an advertising campaign and refine future strategies.

**Check Your Progress-3**

**Notes**—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What do you mean by media schedule?

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2. What is CPM and CRP?

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.....  
3. How is media frequency important in media planning?  
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.....  
.....

### 5.11 Let Us Sum Up

Media planning is a crucial aspect of advertising that involves selecting the most effective media channels to reach the target audience. This unit covers the key factors influencing media planning, media strategy, media scheduling, media mapping, and advertising campaign evaluation.

#### Factors Influencing Media Planning

Effective media planning depends on factors like market analysis, target audience identification, geographical reach, media reach and frequency, cost-effectiveness, and audience engagement. Advertisers must evaluate these aspects to select the best media platform.

#### Steps in Media Planning

The media planning process involves:

1. **Market Analysis** – Identifying the target audience based on demographics and geographical reach.
2. **Message Distribution** – Determining the frequency and platform for message dissemination.
3. **Selecting Suitable Media** – Choosing the best medium based on nature, cost, and impact.
4. **Media Mix Selection** – Combining multiple media channels if required.

5. **Media Scheduling** – Deciding when and how often the ad should be placed.
6. **Executing the Advertising Program** – Implementing the plan across selected media.
7. **Follow-up and Evaluation** – Assessing the campaign's effectiveness.

### **Media Strategy**

Media strategy refers to the overall plan for delivering messages to the audience. It involves selecting appropriate media channels, optimizing reach, and ensuring cost efficiency to maximize advertising impact.

### **Media Scheduling**

Media scheduling determines the timing of advertisements to maximize audience reach. The three main approaches are:

- **Continuity** – Regular ad placement throughout the year.
- **Fighting** – Irregular ads based on seasonal demand.
- **Pulsing** – A mix of continuity and fighting, increasing ads during peak times.

Scheduling components include exposure, flexibility, waves, preparation time, and availability of media slots.

### **Media Mapping**

Media mapping analyzes different media available in a particular region, covering aspects like ownership, audience demographics, media policies, and audience trust. Research organizations like ABC (Audit Bureau of Circulation), BARC (Broadcast Audience Research Council), and RAM (Radio Audience Measurement) help in audience measurement.

### **Advertising Campaigns: Monitoring & Evaluation**

After executing an advertising campaign, advertisers must monitor and evaluate its effectiveness. Key performance metrics include reach, frequency, cost per thousand (CPM), cost per rating point (CRP), and audience response. If a strategy underperforms, adjustments are made for future campaigns.

By strategically planning, scheduling, and evaluating media campaigns, advertisers can ensure maximum return on investment and effective audience engagement.

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### 5.13 Model Questions

1. What is media planning? Discuss the different factors that affect media planning?
2. Develop an effective media plan for a daily use product.
3. Explain various scheduling approaches.
4. Define reach, frequency and impact of media in terms of advertising.
5. State the importance of evaluation of media plan in advertising.

### 5.14 Answers to Check Your Progress

#### Check Your Progress-1

1. **Names of different ad media:** Newspaper, magazines, television, radio, hoarding, banner, posters, leaflets, internet, mobile.
2. **Why media is essential for advertising?** Media is essential for advertising as it serves as the channel through which advertisers promote their products or services, inform potential customers, influence and persuade sales, and reach a maximum number of people with the most effective message at the lowest cost.
3. **What is media mix?** Media mix refers to the selection and combination of different media to effectively place advertisements, ensuring optimal reach and cost efficiency.

#### Check Your Progress-2

1. **Importance of media planning:** Media planning helps in optimizing resources, selecting appropriate media, ensuring proper timing, achieving advertising objectives, and allocating the advertising budget efficiently.
2. **Necessity to observe competitors' media strategy:** Observing competitors' media strategies helps advertisers target the same

market effectively by selecting suitable media and improving their advertising approach.

3. **Meaning of target audience:** Target audience refers to the specific group of people an advertisement aims to reach, categorized by factors such as age, economic status, gender, and education level.

### **Check Your Progress-3**

1. **Media schedule** refers to the detailed plan that outlines when, where, and how often advertisements will be placed across different media channels to reach the target audience effectively.
2. **CPM (Cost Per Thousand)** is a metric used to measure the cost of reaching one thousand impressions in advertising. **CRP (Cost per Rating Point)** is the cost of achieving one rating point in a specific media market.
3. **Media frequency** is crucial in media planning as it determines how often a target audience sees an advertisement, ensuring message retention, brand recall, and effective consumer engagement.

**Paper : MMC 2025 : Advertising**  
**Block 2: Creative Strategy and Media Planning**  
**Unit-6**  
**Online Advertising; SEO; AI; Influencer**  
**Marketing; Viral Videos; Shorts and Reels;**  
**Paid Owned and Earned Media; Illusion of**  
**Choice**

**Unit Structure**

- 6.1 Introduction**
- 6.2 Objectives**
- 6.3 Online Advertising**
- 6.4 Search Engine Optimization (SEO)**
- 6.5 Artificial Intelligence(AI)**
- 6.6 Tools for Online Marketing**
  - 6.6.1 Influencer Marketing**
  - 6.6.2 Viral Videos**
  - 6.6.3 Shorts and Reels**
- 6.4 Paid, Owned and Earned Media**
- 6.5 Let Us Sum Up**
- 6.6 References and Suggested Readings**
- 6.7 Model Questions**
- 6.8 Answers to Check Your Progress**



## 6.1 Introduction

In today's world of smartphones, internet access, online shopping platforms, and digital billboards, there is intense competition among advertisers and marketers to capture public attention. To gain maximum visibility at minimum cost—the fundamental principle of media planning—advertisers are constantly exploring new platforms and media channels for promoting their products and services.

Traditionally, media planners evaluated a medium based on its *reach* or *circulation* to decide whether to include it in a campaign. However, the advent of digital media has transformed this approach. Unlike print or broadcast media, digital platforms are accessible to all, and it is the consumers who choose what content to engage with from countless available sources. As a result, the number of *followers*—that is, consumers who actively engage with a particular digital medium—has become a crucial metric in online media planning.

To attract followers and increase online traffic, both advertisers and digital media creators employ a variety of tools and techniques. These strategies require creativity, technical know-how, and a nuanced understanding of audience behavior. At the same time, advertisers must adopt tailored media planning strategies to make the most of these digital opportunities.

## 6.2 Objectives

After reading this unit, you will be able to

- Determine online advertising and how it works
- Comprehend Search Engine Optimization (SEO) and how it helps increasing chances of getting more attention.
- Understand about Artificial Intelligence (AI)

- Acquaint with the various tools of getting consumer attention.
- Understand the different types of online media like paid, owned and earned media.

### 6.3 Online Advertising

Online advertising is a form of marketing that uses the internet to promote products and services to audiences and platform users. It is also known as online marketing, internet advertising, digital advertising, or web advertising. Online advertising includes various formats such as email marketing, search engine marketing (SEM), social media marketing, display advertising (like web banners), and mobile advertising.

Advertisements today are increasingly delivered through automated software systems that operate across multiple websites, platforms, and media services—a method known as **programmatic advertising**. In recent times, **Artificial Intelligence (AI)** is also being used in online advertising, a topic we will discuss shortly.

Like other advertising media, online advertising involves a **publisher**—such as Facebook, Google, or other websites—that integrates advertisements into its platform. An **advertiser** provides the ad content to be displayed. Other key participants may include **advertising agencies** that create and place the ad, **ad servers** that deliver the ads and track performance, and **advertising affiliates** who independently promote the advertiser's products or services.

Many online advertising practices have sparked controversy, leading to increased regulation. Many internet users also find online ads intrusive, prompting a rise in the use of **ad blockers**—software programs that integrate with web browsers like Google Chrome, Microsoft Edge, or Apple Safari to block unwanted advertisements. Additionally, **online ad revenues may not always compensate for**

**the loss of traditional revenue streams**, leading some publishers to implement **paywalls** for content access.

The earliest form of online advertising began with **email marketing**, where unsolicited messages were sent to potential customers to solicit a favorable response. These came to be known as **spam emails**. Google and other email providers later developed spam filters to automatically segregate these emails into separate folders, minimizing user disruption. While helpful, these filters are not entirely foolproof. This approach resembles the online equivalent of **direct mail advertising**.

As already noted, **display advertising** delivers its message visually—using text, logos, animations, videos, photographs, or other graphics. This form of advertising is common across websites, search engines, social media platforms, mobile apps, and email services. **Alphabet Inc.’s Google** and **Meta Platforms Inc.’s Facebook and WhatsApp** dominate the global online display advertising market, making it a highly concentrated space. The main objective of display advertising is to drive more traffic, generate clicks, and enhance brand visibility. To improve effectiveness, display ads often target users based on specific traits or behaviors.

#### ➤ **Types of Online Display Advertisements:**

There are various kinds of online display advertisements. Online banner advertising (which later came to be known as Web Banner) began in the early 1990s as page owners sought additional revenue streams to support their content. These advertisements may be static or dynamic (where text is supplemented by moving graphics, animations, video and/or audio). Online display advertisements may be just a display or a clickable one. If a viewer clicks on the advertisement, it may redirect the viewer to another webpage or bring up a separate pop-up/pop-out window giving additional

information about the advertisement. Banner ads can incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

**A pop-up ad** is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-out ad opens a new browser tab by the side of the visitor's initial browser window.

**A floating ad**, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a pre-set time period.

**An expanding ad** is a rich media frame ad that changes dimensions upon a predefined condition, such as a pre-set amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space.

**News Feed Ads**, also called Sponsored Stories or Boosted Posts, typically exist on social media platforms that offer a steady stream of information updates (news feed) in regulated formats (i.e. in similar sized small boxes with a uniform style). These advertisements are intertwined with non-promoted news that the users are reading through. These advertisements can be of any content, such as promoting a website, a fan page, an app, or a product.

**Programmatic advertising** involves automating the sale and delivery of digital advertising on websites and platforms via software rather than direct human decision-making. Advertisements are selected and targeted to audiences via ad servers which often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies can

track whether a user left a page without buying anything, so the advertiser can later retarget the user with ads from the site the user visited. This is where Artificial Intelligence is being used to target audience now.

As advertisers collect data across multiple external websites about a user's online activity, they can create a detailed profile of the user's interests to deliver even more targeted advertising. This aggregation of data is called behavioural targeting. Advertisers can also target their audience by using **contextual targeting** to deliver display ads related to the content of the web page where the ads appear.

Advertisers may also deliver ads based on a user's suspected geography through **geo-targeting**. A user's IP address communicates some geographic information (at minimum, the user's country or general region). The geographic information from an IP can be supplemented and refined with other proxies or information to narrow the range of possible locations. For example, with mobile devices, advertisers can sometimes use a phone's GPS receiver or the location of nearby mobile towers. Cookies and other persistent data on a user's machine may help narrow down a user's location even further.

**Social media marketing** is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles. Videos, interactive quizzes, and sponsored posts are all a part of this operation. Usually, these ads are found on Facebook, Instagram, Twitter, and Snapchat. Mobile advertising is ad copy delivered through wireless mobile devices such as smartphones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging

Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games.

#### **6.4 Search Engine Optimization(SEO)**

You are already aware of internet search methods—the most popular search engine being Google. When you search for some information, you simply type the query or give Google a voice command, and the Google search engine gives you a list of sources from where your required information can be obtained. For example, when you ask Google, “What is the best reading material on SEO?” it will provide a list of more than 3,00,00,000 sources where you might find an answer to your question. But at the top of the list will be a website with the URL <https://emeritus.org>, and in second place will be another website with the URL <https://www.gitcheo.com>.

It is natural for us to check the first few sources listed by Google, as it would be impossible to go through all the 30 crore sources listed. Thus, it is also natural that only those websites that appear at the top of Google's search results will get visitors, while the rest may never get noticed.

Now, in this age of digital journalism and marketing, it is very important for us to get noticed, as success in the digital age is often determined by how many people you can reach. So, a question that might come to your mind is: “How can I be at the top of Google’s list so that the maximum number of people read or see my website?” This can be achieved through **Search Engine Optimization (SEO)**. And the answer to that question begins with understanding how Google creates its list in the first place.

### **STOP TO CONSIDER-1**

- Online advertising uses the internet to promote products and services, and it includes email marketing, social media marketing, search engine marketing, and mobile advertising.
- Publishers and advertisers play key roles in online advertising, with agencies helping generate ads, and ad servers delivering them.
- Advertisers face challenges with ad blockers and declining ad revenues, which may push some publishers to place content behind paywalls.
- The first form of online advertising was unsolicited emails (spam), and Google developed systems to filter them.
- Display advertising includes static and dynamic ads, using text, images, and multimedia to attract user attention.
- Types of display ads include banner ads, pop-up ads, floating ads, expanding ads, and news feed ads. Each ad type targets users differently, aiming to capture interest.
- Programmatic advertising automates the delivery of digital ads, using cookies and AI to target users based on browsing behavior.
- Behavioral targeting creates detailed user profiles to deliver tailored ads, while contextual targeting matches ads to page content.
- Geo-targeting uses geographic data from IP addresses or mobile devices to deliver location-based ads.
- Social media marketing leverages platforms like Facebook, Instagram, and Twitter to promote products, while mobile advertising reaches users through apps and SMS/MMS.
- Search Engine Optimization (SEO) is essential for businesses to appear at the top of search results, driving traffic to their websites and increasing visibility.

### Check Your Progress-1

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Q1. Use Google search engine at [www.google.com](http://www.google.com) and Alta Vista search engine at [www.altavistasearchengine.com](http://www.altavistasearchengine.com) and Yahoo search engine [www.search.yahoo.com](http://www.search.yahoo.com) to search for the same information (for example - what is self-learning material?). Compare the results and list which website comes at the top in the search in each of the search engines.

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Q2. Make a list of all available search engines in internet. What are top three most popular search engines?

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Let us now try to understand how the Google search engine works. Around 25 years ago, Google launched its search engine to help users navigate the World Wide Web and find relevant information. It initially relied on treating the words typed in the search box as keywords and matching them with those found on web pages. It was soon discovered that by cramming many keywords into a particular web page, one could get the site to rank high in Google searches for almost any word or phrase. The page with the most repeated keywords would win and rise swiftly to the top of the search results. This posed a challenge for Google: how could it maintain its status



as the most relevant search engine if people kept spamming the results with countless irrelevant pages, burying the genuinely useful ones at the bottom?

In November 2003, Google released an update codenamed **Florida**, which effectively stopped spammers in their tracks. This update levelled the playing field by rendering keyword stuffing useless and restored balance to the system. Google uses software called **web crawlers** that constantly search the internet to find new content and pages. Whenever it finds new content, it adds it to Google's **Index**. This is an automated process that now employs **artificial intelligence**. The Google Search Index functions like a library, where the web crawler continuously adds information about websites or webpages that may contain relevant information in response to a user's search.

Eric Schmidt, the former CEO of Google, once said that Google considers over **200 factors** to determine which sites rank higher in the results. These include how users behave on your site, how many links point to your site, how trustworthy those linking sites are, how many social mentions your brand has, how relevant your content is, how old your site is, how fast it loads, and so on. The algorithm used by Google is very complex, but it generally focuses on four main areas: **Trust, Authority, Relevance, and User Experience**.

Google aims to keep poor-quality, untrustworthy sites out of its search results and rank high-quality, credible sites at the top. If a site has well-researched, high-quality content and backlinks from reputable sources, it's more likely to be seen as trustworthy. If the site has a real business address, contact details, and actual people listed on its "About" page, it's also likely to rank higher in search results.

**Authority** refers to a site's overall strength in its domain or niche. Authority often works as a numbers game. For example, if one site

has one thousand social media followers and backlinks, while a competitor has only fifty, the former will likely rank higher.

Google also evaluates **contextual relevance** and rewards relevant sites with higher rankings. This creates opportunities for niche sites or local businesses to outrank large platforms like Wikipedia. One can use this to their advantage by building a site with rich, relevant content and using **on-page SEO** techniques to demonstrate relevance to Google. Increasing relevance like this is a powerful strategy and can lead to high rankings even in competitive categories.

Are users staying engaged with your content or leaving quickly? This **user behaviour** signals to Google whether they're having a positive experience. Put simply, Google wants the top-ranking sites to deliver a strong **user experience**. Though user experience and behaviour are relatively new factors, they are now among the most powerful elements in Google's ranking algorithm.

#### **STOP TO CONSIDER-2**

Google has announced a new search tool that incorporates artificial intelligence. The product, dubbed "Search Generative Experience," or SGE, directly answers queries with complex, multi-paragraph replies that push links to other websites further down the page, where they're less likely to be seen. The shift stands to shake the very foundations of the web. Millions of websites who rely on Google for traffic are worried that this new tool will help just a handful of large companies. The idea is to make it as easy as possible for people to find the information they want. Generally, Google provides a list of links against search queries that may provide the answers to the search. Now, these links thrust to the bottom of the result page, the traffic to the websites may decrease thereby decreasing their revenue.

People may simply read the summary provided by SGE and do not bother to check other links.

#### **Self-Asking Questions (SAQ)**

- (1) What is online advertising?
- (2) Who are the possible participants in online advertising?
- (3) What are the different types of online advertisements?
- (4) What is search engine optimization?
- (5) How SEO can help advertisers?

### **6.5 Artificial Intelligence (AI)**

Artificial intelligence, or AI, is a technology that enables computers and machines to simulate human intelligence and problem-solving capabilities. On its own or combined with other technologies (e.g., sensors, geolocation, robotics), AI can perform tasks that would otherwise require human intelligence or intervention. Digital assistants, GPS guidance, autonomous vehicles, and generative AI tools (like OpenAI's ChatGPT) are just a few examples of AI in daily news and our daily lives.

As a field of computer science, artificial intelligence encompasses (and is often mentioned together with) machine learning and deep learning. These disciplines involve developing AI algorithms modeled after the decision-making processes of the human brain, that can 'learn' from available data and make increasingly accurate classifications or predictions over time.

Artificial intelligence has gone through many cycles of hype, but even skeptics agree the release of ChatGPT marks a turning point. The major breakthrough for generative AI was in computer vision, but now natural language processing (NLP) capabilities have made AI's possibilities spectacular. Today, generative AI can learn and

synthesize not just human language but other data types including images, video, software code, and even molecular structures.

Applications for AI are growing every day. But as the hype around the use of AI tools in business takes off, conversations about AI ethics and responsible AI become critically important. Businesses face an increasingly complex, ever-changing global regulatory landscape when it comes to AI. Some ethical and regulatory issues are – that AI should make all of us better at our jobs, and that the benefits of the AI era should touch the many, not just an elite few. The data used to train generative AI should belong to the original creator and copyrights must not be violated.

Google first said it would begin experimenting with generative AI in search last year, several months after OpenAI released ChatGPT. At the time, tech pundits speculated that AI chatbots could replace Google search as the place to find information. Satya Nadella, CEO of Google's biggest competitor, Microsoft, added an AI chatbot to his company's search engine in February 2023. Though it had invented much of the AI technology enabling chatbots and used it to power tools like Google Translate, it only started putting generative AI tech into its other products. Google Docs, YouTube's video-editing tools, and the company's voice assistant all got AI upgrades. Google has been testing the AI publicly for the past year, showing it to a small percentage of its billions of users as it tries to improve the technology. Still, it routinely makes mistakes. A review by *The Washington Post* published in April found that Google's AI answers were long-winded, sometimes misunderstood questions, and made up fake answers.

While OpenAI's ChatGPT is a novel product, consumers have spent years with Google and expect search results to be fast and accurate. The rush into generative AI might also face legal problems. The underlying tech behind OpenAI, Google, Meta, and Microsoft's AI

was trained on millions of news articles, blog posts, e-books, recipes, social media comments, and Wikipedia pages scraped from the internet without paying or asking permission from the original authors. OpenAI and Microsoft have faced a string of lawsuits over alleged theft of copyrighted works.

If news organizations let tech companies, including Google, use their content to make AI summaries without payment or permission, it would be very harmful to the journalism industry. The change could have an even bigger effect on newspapers than the loss of classifieds in the mid-2000s.

### **STOP TO CONSIDER-3**

Human Insight AI is a new technology that is changing the way people understand, help, and predicts how people will act in complicated situations. It uses the power of AI to analyse data and offers insights into how humans interact with their environment. Human Insight AI can change the way people interact with machines as it aims to close the gap between what people do and what machines can understand. It can analyse many aspects of human behaviour which could be used in many fields like healthcare, safety and security. This technology can be used to give insight into customers' behaviour which can help businesses to increase sales and improve customer satisfaction.

### Check Your Progress-2

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

(1) Q. Open Google search engine and search for ChatGPT. From the search results go to the ChatGPT website and use the AI software to get answers to simple questions like “What is environmental degradation?” or “How we can preserve water?” or “What is viral infection?”

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(2) Q. Make a list of possible areas where AI can replace human beings.

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### Self-Asking Questions (SAQ)

- (6) Define Artificial Intelligence.
- (7) How AI can be helpful in Online Advertising?
- (8) What are the legal issues that might arise from use of AI?

## 6.6 Tools for Online Marketing

Online marketing tools help companies to reach a global audience online. There are several online marketing tools like advertising (that we have already discussed), Facebook Marketplace, Google Ad etc. There is now several software available, both in free and paid mode, that can be used to spread your marketing messages over various social media and online platforms from one source.

**Mailchimp** is a web-based email marketing service. In addition to sending marketing emails like newsletters, you can create targeted campaigns and automated messages. It offers templates that can be customized as well as a number of options for sending emails. Buffer is another tool that makes managing your social media easy. Nicknamed “The Siri of Social Media” and “Social Media Assistant” have been applied to Buffer. It allows you to optimize your posts on Facebook, LinkedIn, App.net, and Twitter, by scheduling them in advance; Buffer posts them at the best time based on time zone. Sprout Social provides solutions for social media management, marketing, analytics and customer service. It’s integrated with Facebook, LinkedIn, Twitter, Google+ and more. You’ll get excellent statistics across all of your interlinked social networking sites. Sprout Social has become an incredible force in the social media world in a short time.

A powerful tool designed for bigger Facebook advertisers, Power Editor lets you create, edit and publish multiple ads at once. Facebook’s Ad Manager is for beginners; Power Editor is a more advanced and effective way of managing ads. Hootsuite is another platform for managing social media, which enables users to schedule posts, interact with their followers, and evaluate social media activity across different platforms. Google Analytics is a comprehensive free web analytics service available to anyone with a Google account. It helps you understand your site users and figure out which digital campaigns are working and which aren’t. Google Trends is a tool that Google offers for free. It offers insights into the popularity of search queries across different regions and periods of time. This tool can be valuable for researchers and businesses who want to better understand search trends and user behaviour.

Raven is an SEO toolkit that makes creating marketing reports easier. It also helps you research, monitor, and manage your social

media, content, pay-per-click (PPC), and search engine optimization (SEO) campaigns. Below, we will discuss three of the major tools of online marketing. However, with a little effort and help from Google search engine you can find out several other online marketing tools.

### **6.6.1 Influencer Marketing**

Social media influencers are well-known and respected individuals with large online followings. They usually have expertise in a particular field, which makes people more interested in their opinions and recommendations. The best influencers continually attract new followers, making them highly valuable. When these individuals advocate for a product or service, their followers trust them and are more likely to make a purchase. For example, if a popular film actor endorses a specific beauty product, customers are more inclined to accept her advice and buy it.

The first step in influencer marketing is to narrow down a list of the most suitable influencers for your target audience. Next, you need to contact them with your marketing proposal. There are two important considerations — first, whether your marketing budget is sufficient to engage the influencer you want. Some influencers may demand fees beyond your budget. Second, you should aim to build a genuine personal connection with the influencer, similar to the bond they share with their followers. The best influencers don't just give lip service; their endorsements should be authentic and based on real experience. Let them know why you chose them and how your product will benefit them.

Once you have selected an influencer, the next step is to identify the appropriate social media platform — whether it's Instagram, Facebook, Snapchat, WhatsApp, blogs, news sites, or others. You should research where your potential customers are most active. It



would be a mistake to launch your campaign on Facebook if your audience primarily uses news sites. With rapid growth in platforms like Meta, Instagram, YouTube, and X, the Indian influencer marketing industry is expanding fast and is expected to reach 28 billion Indian rupees by 2026.

### **6.6.2 Viral Videos**

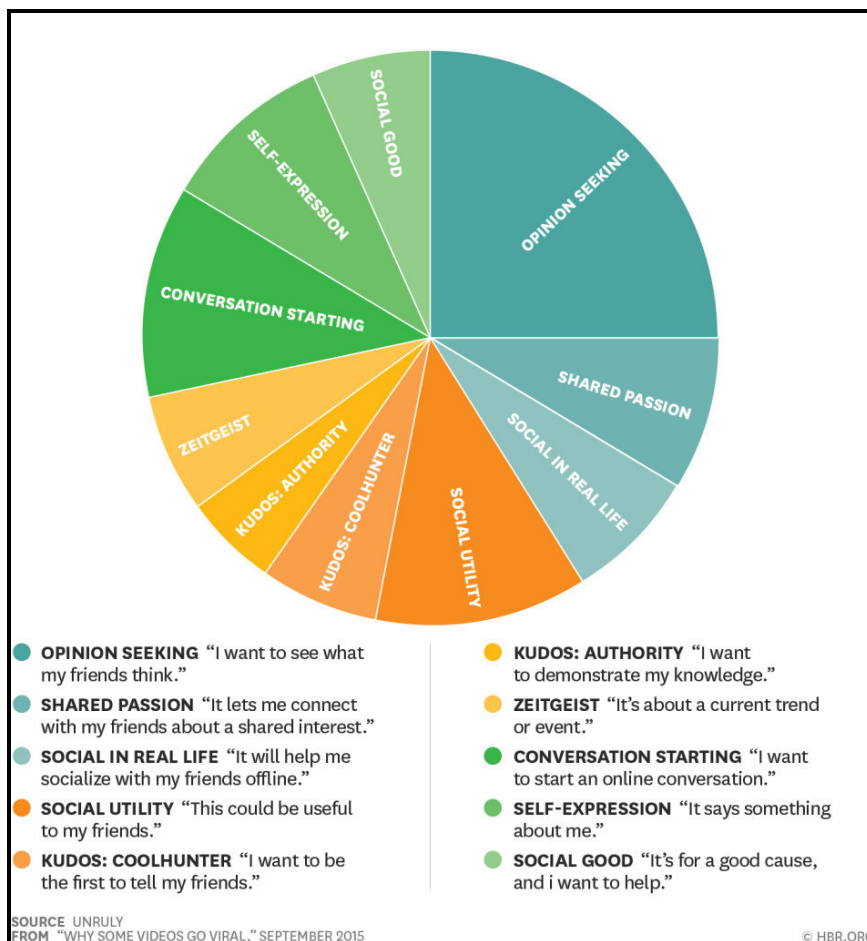
Research suggests that videos now play an overwhelming role in determining purchase decisions. Over 40% of people globally say they have bought a product discovered on YouTube. More than half say an online video was crucial in helping them choose between brands.

A viral video is every marketer's dream. It's the surest way to cut through the noise of the internet. Studies show that social viewers—people who watch shared content rather than videos they find by browsing—are far more likely to buy a product and recommend it to others. What is a viral video? When a video is posted online, it may or may not be shared by viewers with their contacts. Those people again may or may not share it with their contacts. However, when a video is shared by a viewer with most of his or her contacts, and those contacts too share it with their contacts, it spreads like a viral infection. That is when a video is called viral. Thus, a viral video can be defined as an online video (on Facebook, Instagram, or YouTube) that garners an exceptionally high number of views, shares, and engagement in a short period.

Why do some videos catch fire and others just sputter out? Unruly, a marketing technology company, offers an answer. Its analysis of some 430 billion video views and 100,000 consumer data points reveals the two most powerful drivers of viral success: psychological response (how the content makes you feel) and social

motivation (why you want to share it). The greater the intensity of feeling the content evokes, the more likely people are to share it—the web’s answer to word of mouth, the most effective form of advertising.

Unruly has identified 10 motivations for social sharing. The best videos elicit a broad range of motivations.



Source: <https://hbr.org/2015/09/why-some-videos-go-viral>

We need to keep some points in mind if we want to use viral videos for marketing. The more shares a video generates during the first two days after launch, the higher the viral peak and the greater the overall volume of shares. Marketers should consider front-loading campaigns to maximize visibility during this window. The launch

day also makes a difference: Most sharing activity happens on Wednesday (the optimal day), Thursday, and Friday.

### **6.6.3 Shorts and Reels**

What are Shorts and Reels? These are the names given to very short videos shared on social media platforms like ShareChat, Moj, Chingari, Instagram, etc. They are typically very short, 15 to 30 seconds long, and catch viewers' attention instantaneously. According to a study conducted by FICCI, a user in India spent on average 37 minutes every day watching these videos in 2023, up from 33 minutes in 2022. For the youth, travel and entertainment are the most preferred content categories, while more than 70% of videos consumed are less than 30 seconds long. The study also revealed that 68% of consumers of short-video platforms are based in tier-two cities of India like Bhubaneswar, Jaipur, Kanpur, Kota, and Patna, where the popularity of the format is twice as high as in tier-one cities.

Unlike other forms of online marketing, short videos and Reels create online influencers. These are user-generated content and creators increasingly focus on concise and impactful storytelling within brief time frames, capturing viewers' attention quickly and holding it throughout the duration of the video. These videos are characterized by rapid transitions, snappy edits, and engaging visual effects to maintain viewers' interest and prevent boredom. Further, many prioritize strong hooks at the beginning of their videos such as intriguing visuals, catchy music, or compelling opening lines that immediately draw viewers in and encourage them to continue watching. The content ranges from poetry, music, shayari, jokes, and humour to mental health, women's health, personal experiences, relationships and dating, travel, and more.

Creators of these short videos tap into regional languages, local traditions, and everyday life experiences to create content that speaks directly to these audiences. From showcasing local cuisines, traditions, and festivals to addressing social issues prevalent in small towns, these videos include comedy skits featuring regional humour and dialects, dance performances incorporating folk and traditional forms, and daily-life vlogs offering glimpses into the lives of people in small towns. These attributes make Shorts and Reels very capable advertising and marketing tools.

#### **STOP TO CONSIDER-4**

Online marketing tools and strategies play a significant role in expanding audience reach and driving engagement in the digital age.

- **Online Marketing Tools**

Numerous tools streamline marketing processes. Mail Chimp aids email campaigns with customizable templates, while Buffer schedules social media posts based on optimal times. Hootsuite facilitates interaction across platforms, and Google Analytics evaluates campaign performance. Tools like Power Editor enable advanced ad management, while Google Trends helps analyze search trends.

- **Influencer Marketing**

Social media influencers influence purchase decisions due to their large followings and credibility. Brands must select influencers aligned with their audience and budget while ensuring genuine endorsements. Choosing suitable platforms like Instagram or YouTube enhances campaign effectiveness. India's influencer market is expected to grow to 28 billion INR by 2026.

- **Viral Videos**

Viral videos are highly impactful, driving engagement and

purchases through emotional appeal. Their success depends on the intensity of psychological responses and motivations like joy, inspiration, and excitement. Studies highlight the role of emotional and social connections in making content widely shareable.

- **Short Video Platforms**

While ShareChat and Moj are owned by Mohalla Tech, Instagram is owned by Meta. TikTok was banned in India in 2020. Google is reportedly developing a feature for its Search app to consolidate short video content, potentially including TikTok, Instagram Reels, and YouTube Shorts. Gemini AI toggle may soon be added to the app.

By leveraging the right tools, influencers, and content strategies, businesses can optimize their online marketing efforts and create a lasting impact.

### **Check Your Progress-3**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. Create a Short or Reel and check how many followers or like you can get.

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2. Make a list of online Influencer in Assam.

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3. If you have a Google account, use it to for checking Google analytics. If you do not have a Google account, create one and then use Google analytics.

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#### 6.4 Paid, Owned and Earned Media

Paid Media means monetary payment is necessary for using the media. For example, when a paid partnership is established with an online platform, search engine, advertising agency, or individual creator, it is called using paid media. Popular paid media distribution channels include third-party websites, search engines, and social media sites. You can use these platforms for marketing in return for a payment. In the offline space, it includes billboards, print media, radio, and television. In the digital space, it includes digital advertising, influencer marketing, etc. Paid media strategies aim to raise brand awareness and drive traffic to an online site.

A **Paid Media** strategy involves purchasing specific types of media exposure. Common steps include identifying and vetting distribution channels, paid influencers, or ad vendors. You may also need to develop creative content for purchased ad space. It's also essential to track your results to make sure you're hitting your goals.

**Owned Media** is hosted on an owned media property—any marketing channel that a particular business controls, such as a website, email marketing list, or social media profiles. It allows the owner to retain control over publication schedules, media formats, and content. Owned media includes the following content types:

- Webinars, podcasts, or video marketing content businesses create themselves

- Content designed for search engine optimization (SEO) or content marketing
- Social media posts
- Marketing emails and newsletters

Owned media campaign goals can include growing site traffic, increasing brand loyalty, and capturing and nurturing leads. An owned media strategy involves publishing content to properties that the owner controls (such as a blog or social media account). You should then dedicate time to creating content, publishing it, and measuring its impact. The results can help you optimize your investment in your owned media.

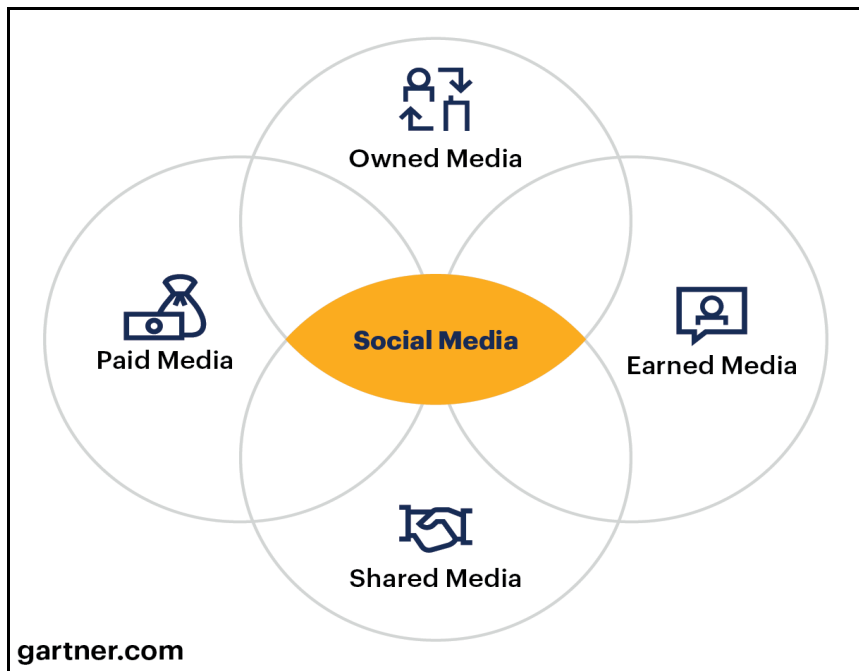
**Earned Media** is unpaid media coverage hosted on channels not controlled by your business, such as a news story on a local TV station or a positive review of your products posted to a personal blog. There is no monetary payment involved. Earned media can elevate your brand reputation and increase brand awareness. It can include the following content types:

- News stories or articles
- Online reviews
- User-generated content, such as social media posts

One of the main goals of an earned media strategy is to increase brand recognition and elevate your brand's reputation with its target audiences. An earned media strategy involves elevating a brand's profile in an attempt to generate unpaid coverage by other outlets. An earned media strategy might involve sending out press releases to get attention, conducting direct outreach to media members, and planning events or activities designed to generate press coverage.

There is overlapping of all the above media – paid, owned, and earned – with social media platforms. The following diagram illustrates this overlap. A part of all the three – paid, owned, and

earned – may be also in social media. While the rest of the part may be outside the preview of social media.



#### SELF-ASKING QUESTIONS (SAQs)

- (9) Name at least seven online marketing tools.
- (10) What is common between Influencer marketing and Reels?
- (11) What are the differences among Paid, Owned and Earned media?

#### 6.5 Let us Sum Up

Online advertising is a form of marketing and advertising that uses the Internet to promote products and services to audiences and platform users, and therefore, is also known as online marketing, Internet advertising, digital advertising or web advertising. There are various kinds of online display advertisements. Social media marketing is commercial promotion conducted through social media websites. Search Engine Optimization (SEO) helps to be at the top of search results and



thereby helps to get more online traffic. Artificial intelligence, or AI, is a technology that enables computers and machines to simulate human intelligence and problem-solving capabilities. AI is now being used for various types of marketing including SEO. Online marketing can be done with various tools. Influencer marketing, viral videos and Reels are three very useful and successful online marketing tools. Online media can be Paid, Owned or Earned. There are different goals and strategies for utilizing all these three types of media.

## **6.6 References and Suggested Readings**

1. Clarke, A. (2023). *SEO 2023: Learn search engine optimization with smart internet marketing strategies*. Simple Effectiveness Publishing. Kindle ASIN B00NH0XZR0
2. Lejdel, B. (2022). *Artificial intelligence and its applications*. Springer. <https://doi.org/10.1007/978-3-030-96311-8>
3. Plummer, J., et al. (2007). *The online advertising playbook: Proven strategies and tested tactics*. Advertising Research Foundation.

## **6.7 Model Questions**

1. How can social media platforms like Instagram and YouTube influence consumer behavior in online advertising campaigns?
2. What are the potential ethical challenges of using AI in online advertising, and how can businesses address them?
3. Why is it important for a business to balance the use of paid, owned, and earned media in its online marketing strategy?
4. What characteristics make a video or short reel more likely to go viral, and how can marketers leverage these features?

5. How does Search Engine Optimization (SEO) impact the visibility of a website, and why might some businesses prioritize it over other forms of online marketing?
6. What role does user-generated content and regional language content play in the success of influencer marketing campaigns in tier-two cities?

## 6.8 Answers to Check Your Progress

The learners would be answering the questions in the **Check Your Progress** themselves by performing the activities as suggested in the specific questions.

### Check Your Progress-1

1. Do yourself and answer.

2. **List of Search Engines (Examples):**

- **General:** Google, Bing, Yahoo!, DuckDuckGo, Baidu, Yandex
- **Specialized:** Google Scholar, Wolfram Alpha, YouTube.

**Top 3 Most Popular:**

1. Google
2. Bing
3. Yahoo!

### Check Your Progress-2

1. Do it yourself and answer.

2. AI can potentially replace humans in:

- **Repetitive tasks:** Data entry, manufacturing, basic customer service.
- **Data-driven tasks:** Financial analysis, fraud detection.
- **Physical tasks:** Transportation, logistics, some healthcare tasks.
- **Basic content creation:** Simple writing, marketing

materials.

### **Check Your Progress-3**

1. Do it yourself and answer.
2. Here is a list of prominent online influencers from Assam, known for their significant contributions across various digital platforms:

Dimpu Baruah

Arup Das (Voice Assam)

Bikash Chetry (I Love Travel and Food)

Deeplina Deka

Surabhi Das

Sumi Borah

Pakhi Rajbongshi

3. Do it yourself and answer.

**Paper : MMC 2025 : Advertising**

**Block 3: Advertising Agency and Advertising Media**

**Unit: 1**

**Advertising Agency, It's Organizational Structure;  
Types of Ad Agencies and the Functions of the Various  
Departments of an Ad Agency**

**Unit Structure**

**1.1 Introduction**

**1.2 Objectives**

**1.3 Importance of Advertising Agency**

**1.4 Meaning of Advertising Agency**

**1.5 Functions of Advertising Agency**

**1.6 History of Advertising Agency**

**1.7 Classification of Advertising Agencies**

**1.8 Structure of an Advertising Agency**

**1.9 Various Department Activities**

**1.10 Advertising Ownership and Agency Compensation**

**1.11 Let Us Sum Up**

**1.12 References and Suggested Readings**

**1.13 Model Questions**

**1.14 Answers to Check Your Progress**

## **1.1 Introduction**

In the previous units we have discussed different aspects of advertising, its elements, advertising media, online advertising etc. In this unit we will discuss about advertising agency. An advertising agency is an independent business organization which creates advertisement on behalf of its client. Besides, it helps its client for other promotional activities. Advertising agency consists of both creative and business people. In this unit we will discuss about the concept and importance of advertising agency, its history, function of advertising agency, its structure, different departments of ad agency etc.

## **1.2 Objectives**

After going through this unit you will be able to learn

- Importance of advertising agency in advertising world
- Concept of advertising agency
- History of advertising agency
- Advertising agency's structure and functions

## **1.3 Importance of Advertising Agency**

Due to globalization, the advertising world has changed tremendously. India's overall advertising expenditure (ADEX) has grown by 33% over the last three years, despite the pandemic. In absolute figures, ADEX added ₹15,572 crores in 2022, growing from ₹74,231 crores to ₹89,803 crores. According to the Pitch Report, 2023, global ADEX during the same period also grew by 35%. However, in 2022, while global ADEX grew by only 8%, India's ADEX grew by 21%.

Promoting products or services among consumers has now become a challenge for every business outlet. The increasing number of different types of media has intensified the competition among companies to promote their products or services effectively. To advertise successfully, businesses need a well-planned advertising strategy. They must create attractive advertisements and place them in suitable media so that the maximum number of potential customers receives the information—ultimately increasing overall sales.

In the business of advertising, three components are essential:

- (a) The advertiser
- (b) The advertising agency
- (c) The mass media

The advertiser spends the money, the advertising agency creates the advertisement on behalf of the advertiser, and the mass media disseminates the advertisement to the public. Here, the advertiser is typically a corporate entity. The main goal of any organization is to increase overall sales. Advertising means making something generally or publicly known. Through advertisements, people receive information about products or services. It helps introduce new products or communicate modifications to existing ones. Advertising also enables a company to enter new markets. Various studies have revealed that advertising influences the buying behavior of customers.

Therefore, a foolproof advertising campaign is crucial for every advertiser. Business organizations want maximum returns on their investment, and for that, strategic planning and effective messaging are essential. Choosing the right media to publish their message is another important factor. Sometimes, even when the message is powerful, the chosen medium does not align with it. Or the targeted

customer segment may not even use the media selected for message circulation.

To ensure proper planning, an advertiser needs highly skilled professionals who can handle both the business and creative aspects. Advertisers have two options: they can either manage advertising themselves or hire specialized service providers to advertise on their behalf. For many organizations, especially small or medium-sized ones, it is not feasible to manage all promotional activities in-house. While large organizations may have their own advertising departments, smaller ones often cannot afford to maintain a department with creative professionals specialized in promotional strategy.

This is where the importance of an advertising agency lies. An advertising agency is an independent organization that provides services to clients who wish to promote themselves publicly. These clients can include business organizations, outlets, institutions, hospitals, non-profit organizations, and government departments. An advertising agency is a service business—it creates advertisements, places them in various media, and conducts research on behalf of its clients.

#### **1.4 Meaning of Advertising Agency**

**According to the American Association of Advertising Agencies:**  
*“An agency is an independent business organization composed of creative and business people who develop, prepare, and place advertising in advertising media for sellers seeking to find customers for their goods and services.”*

An advertising agency has to fulfill three basic functions:

1. To know everything about the product or the services that the advertiser like to promote, the overall company's objectives, its

short and long term goals, about the management and the advertiser's budget that set apart for advertising and marketing.

2. Can do essential research to know the potential market, customer's profile, can analyze the competitors.
3. Can design a successful ad campaign to achieve the advertiser's goal, can make the actual ad for different advertising media; can buy different media according to the requirement

Before choosing an advertising agency, the prospective advertiser has to check if the agency is capable of doing

- (i) To study the total marketing plan
- (ii) Can identify the targeting market or the target audience
- (iii) Can have a plan to reach the different target audience
- (iv) Can create ads for different media
- (v) Do have knowledge of different advertising medium
- (vi) Can buy space and time of different media according to the advertiser's budget
- (vii) Can analyses the advertiser's competitors ad strategies
- (viii) To study the feedback of the ad campaign and can make necessary arrangement to modify or to change the advertisement.

#### **Stop to Consider-1**

While looking for a new advertising agency, Vilanilam & Varghese advised certain point that client must check. Some of them are:

- Quality of the people assigned to the company
- Does the agency personnel competent to handle new accounts in the most efficient manner
- Is there a full agreement between the client and the agency on the goals and objectives of marketing and advertising



strategies

- Has the agency handled similar accounts in the past
- If the agency has not handled similar accounts, is it competent to learn the characteristics of the new client's products and services
- Has the agency earned a market reputation for integrity and honesty

**“Advertising Agency is a marketing service firm that assists its clients in planning, preparing, implementing and evaluating various activities of advertising campaign”-**  
*Philip Kotler*

**“Advertising agency is a group of persons who have a specialization in advertising. It includes ad copywriters, ad designers, media selectors and advisors for various advertising issues”-**  
*Rozer and Borton*

### Check Your Progress-1

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What do you mean by advertising agency?

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2. Why advertising agency is important to promote a product?

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## 1.5 Functions of Advertising Agency

An advertising agency performs the following functions:

- 1. Talent:** The main function of an advertising agency is to provide talent. This may be in the creative area or in the research department. An advertising agency is hired to promote a product or service or to build the overall image of an organization or public figure. Therefore, advertising agencies provide specially skilled professionals.
- 2. Research:** The second function is research. For a successful advertising campaign, the agency must collect all necessary information about the product and the advertiser. Additionally, the advertising agency conducts market research on behalf of its client. The aim of market research is to identify potential markets, understand the target audience of the client's product, and analyze whether there are competing products in the market. To develop a successful advertising campaign, it is also important to know what the client's competitors are doing.
- 3. Distribution:** Distribution involves deciding what type of message the agency will create on behalf of the advertiser or client and determining the best media to use for delivering this message to the target audience.
- 4. Monitoring Feedback:** The fourth function of an agency is to monitor consumer feedback. After publishing the ad, the agency observes customer responses and decides whether to revise the message, change the media, or suggests changes in the product's manufacturing if necessary.

## 1.6 History of Advertising Agency

The first acknowledged advertising agency was founded by William Taylor in 1786. In 1800, White was established, which produced

advertisements for government lotteries and later worked as an advertising agency for the War Office. The concept of the modern advertising agency began in 1842 when Volney B. Palmer of Philadelphia worked as a space broker. He bought large amounts of space in different print media at discounted rates and resold it to advertisers at a profit. This agency, however, did not prepare advertisements.

The concept of a full-service advertising agency was first introduced by N.W. Ayer and Son of Philadelphia around 1875. This agency not only produced advertisements but also contracted for space to publish the ads on behalf of its clients. By 1900, advertising was established as a profession, and many advertising agencies were formed worldwide for creative planning. In 1917, the American Association of Advertising Agencies and the Association of British Advertising Agencies were founded. The Industrial Revolution, urbanization, and the rapid growth of mass media significantly changed the role of advertising agencies by the 1920s. Advertising agencies extended their services from press to direct mail, outdoor advertising, and online advertising.

The history of Indian advertising runs parallel with the history of the Indian press. On 29th January 1780, the first Indian newspaper, the *Bengal Gazette* or *Calcutta General Advertiser*, was started by James Augustus Hicky. The first issue had more advertisements than reading material. The early advertisements were mainly informative, such as announcements of deaths, ship arrival times from England, and government notices.

Keval J. Kumar noted, "By the dawn of the nineteenth century, the pattern of advertising revealed a definite change in the direction of hard selling. New products and services established themselves in the market through the advertisement columns of newspapers and periodicals. Even daily newspapers, which began to appear around

this time, announced themselves through advertisements in existing periodicals.”

The increasing number of manufacturing units and factories led to more advertisements from British-owned business houses in India. Space brokers flourished in the market, acting as middlemen between advertisers and publishers. Two major events contributed to the growth of Indian advertising agencies. As stated by Kumar in his book *Mass Communication in India*, “The first was the Swadeshi Movement (1907–1911), which gave an impetus to indigenous industries; the second was the installation in 1907 of the first rotary linotype machine by *The Statesman* of Calcutta.”

In the early 20th century, the first Indian advertising agency, the Indian Advertising Agency, was launched. In 1905, B. Dattaram & Co. was established in Mumbai. In 1909, the Calcutta Advertising Agency was founded. Initially, these agencies mainly collected ads from various business houses and published them in the press. However, Indian advertising agencies struggled to compete with British ones. Some British agencies at the time included Alliance Advertising Associates, Publicity Society of India, L.A. Stronach & Co., D.J. Keymer, and J. Walter Thompson.

Outdoor advertising soon gained popularity, and to meet its growing demand, many advertising agencies were founded by both British and Indian professionals in various Indian cities. Some major Indian advertising agencies of this period included Modern Publicity Co. (Madras), Advertising Agency of Calcutta (1928), Calcutta Publicity (1924), Central Publicity Service (Bombay and Calcutta, 1925), Oriental Advertising Agency (Tiruchirapalli, 1925), Vasudevea Publicity Service (Delhi), and New India Publicity Co. (1930). In 1931, National Advertising Service—the first full-fledged Indian advertising agency—was established. After independence, the British-owned agencies were sold to Indians.

The Advertising Agencies Association of India was established in 1945. The Indian Society of Advertisers was formed in 1951, the Advertising Agencies of India in 1952, and the Society of Advertising Practitioners in 1958. These associations were created to bring order to the advertising profession. The introduction of television and cable significantly boosted Indian advertising. Today, advertising agencies not only create and publish advertisements but also conduct market research and monitor feedback on behalf of their clients.

### **1.7 Classification of Advertising Agencies**

On the basis of services offered, advertising agencies are broadly classified into three categories:

- (i) Full-service agencies**
- (ii) Media buying services**
- (iii) Creative boutiques**

**Full-service agencies** handle all the work for their clients. From research to the creative part, placement of ads on different platforms to evaluating audience feedback, a full-service agency does everything for its client. These agencies study the potential market of their clients, analyze consumer behavior, explore possible distribution plans, and assess advertising media options. They present their findings to the client, highlighting the advertising strategy. If the client likes the presentation and is convinced by the strategy, the agency proceeds to the execution phase. In this phase, they prepare the advertisements, purchase suitable media based on the message, and ensure all the advertisements actually run or appear as scheduled. Afterwards, they study the feedback from the campaign. These agencies may also provide other services such as sales promotions, trade show exhibits, newsletters, and annual

reports. In a nutshell, the advertiser does not need to hire any other company or agency for promoting their goods or services.

**Media buying services**, on the other hand, are agencies that only buy media space or time and resell it to their clients. A media buying service agency may also resell media space to full-service agencies. These agencies specialize in buying slots across different media as required by the client. They also monitor whether the ads are actually running on schedule or not.

As the name implies, **Creative boutiques** specialize in the creation of advertisements. They develop compelling advertising themes for promoting their clients' goods or services. Their work is limited to the creative aspect. They conceptualize, visualize, prepare ad copies, and handle pre-production, production, and post-production work for their clients.

Nowadays, the volume of advertising business is so high that many agencies are founded for specific tasks, such as digital advertising, outdoor advertising, advertising for high-tech products, computer and IT services, banking, and insurance services.

Apart from the traditional classification, many scholars now classify advertising agencies as follows:

1. Full-service advertising agencies
2. Digital advertising agencies
3. Traditional advertising agencies
4. Social media advertising agencies
5. Creative boutiques
6. Media buying agencies
7. Public relations advertising agencies
8. Brand advertising agencies
9. In-house advertising agencies
10. Interactive advertising agencies

### Stop to Consider-2

Some well-known advertising agencies in India:

- **DDB Mudra Group** – Founded in Mumbai (1980), known for the *I Love You Rasna* campaign.
- **Ogilvy & Mather** – Established in 1989, with offices in major cities like Mumbai, Kolkata, and Bangalore.
- **Crayons Advertising** – Founded in 1986, headquartered in New Delhi with branches across India.
- **Creation Infoways** – A digital marketing agency based in New Delhi.
- **Purnima Advertising** – Offers branding, media planning, and digital advertising. Clients include AADHAR, BSNL, and Nirma.
- **Graphisads** – Specializes in out-of-home (OOH) advertising.
- **FCB Ulka** – Established in 1961, known for ads like Amul Dairy and Kohinoor Basmati.
- **Madison World** – Offers media, PR, and advertising services. Clients include Asian Paints and Domino's.

Some advertising agencies in Assam:

- Prodigy Communication & Marketing
- Priya Communication & Marketing
- Exclusive Advertising
- Rupam Art & Advertising
- Delta Publicity
- Maa Kamakhya Art
- Rainbow Advertising
- Shiv Media
- Pinnacle Communication & Marketing
- Leo Advertising

### Check Your Progress-2

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. Write the functions of advertising agencies.

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2. Mention some of the early advertising agencies of India.

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3. State the functions of a full service agency.

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4. Name and briefly describe the three broad categories of advertising agencies.

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5. What distinguishes a creative boutique from a full-service advertising agency?

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### 1.8 Structure of an Advertising Agency

The structure of an advertising agency varies on the basis of its size and financial strength. Vilanilam & Varghese term advertising agencies as large or small agencies depending on its media billings.



It can differ from country to country. They wrote the thumb rule as, 'A large agency has annual media billings of over Rs 5 crores. A medium agency would have between Rs 1 crore and Rs 5 crores and a small agency would have less than Rs 1 crore'. In some advertising agencies there are different departments having permanent employees with specific role whereas in some agencies one person may take the responsibility of more than one department. Some agency may take the help of other agency to fulfill its client's need.

The four main department of advertising agency are:

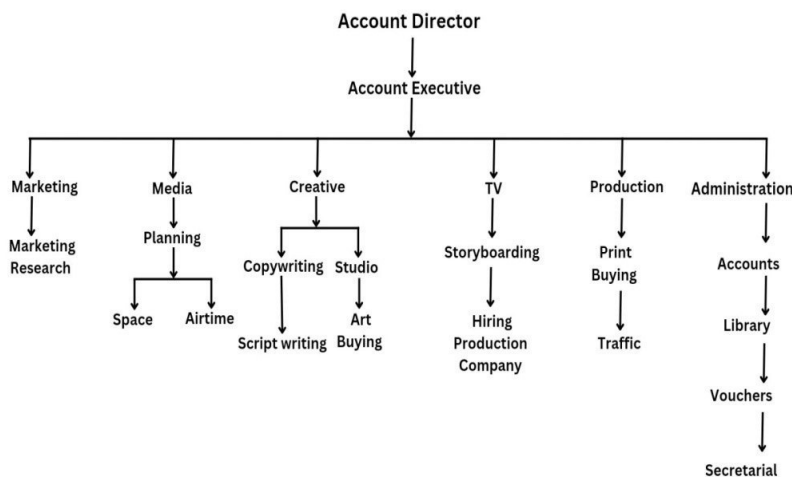
1. Creative department: Creative department is responsible of producing the advertisement. It has a permanent creative team lead by a creative director. Or it can hire creative people for project to project basis. People of this department write copy for different media. Writing for different media needs skill as print advertisement is different from dialogue copy of audio visual advertisement; script of audio visual is different from script of the audio. The people of this department choose the right kind of illustration that suitable to the product message, prepare the artwork, and take the responsibilities of production of audio visual ads or audio ads.
2. Account Service department: Account service department is responsible to getting business for the agency. It is the main department through which agency maintain relationship with its client. The agency has account executive who promotes communication and understanding between the client and the agency. The account executive meet different advertiser, represent the viewpoint of the agency to the client and at the same time he must know the goals and needs of the advertiser.

3. Marketing service department: This department is responsible for publishing the advertisement in different media on behalf of its client. This department collected data of different media and choose the best outlets to target the customers for its client. This department is also responsible for other sales promotions that are done in connection with the advertising campaign such as outdoor advertising, direct mail advertising etc.
4. Administration: Like any other organization, this department is responsible of day to day administrative activities of the agency.

Some large agency may also have separate departments like Research, Human Resources, Web development etc. There is no hard and fast rule for organizational structure of advertising agencies. In some agencies, every department is lead by a director under which the department works. In a nutshell, an agency should have a strong internal organizational structure for its smooth functioning.

## 1.9 Various Department Activities

J. Franc in his book *Advertising* has given a structure of a large full service advertising agency



**Account Director:** Advertising agency business is essentially a service industry. Account Director may be the owner or one of the owners of the agency or a senior experienced person in the field. He is responsible for all the accounts of the agency. Agencies successes depend on the relationship with its clients. Account director is responsible to the board of directors. Frank wrote that the account director will lead negotiations for new and renewal business and will direct policy matters such as whether or not accept certain accounts especially if there is any risk that they may conflict with existing accounts.

#### **Account in advertising means the client**

**Account Executive:** Account executive is the bridge between the client and the agency. He maintains the relation with the client. He should understand the client's requirement and goal and subsequently interprets client's requirement to the agency. Again he is the person who represents on behalf the agency. The account executive presents the agency's proposal, idea and working plan to the client. He should have knowledge of advertising, its business and the industry. He is the person responsible to work with everyone in the agency, coordinates with different department of the agency and make efforts to use everyone's qualities in the interest of the agency.

**Media planner:** Media planner is different from media buyer. In large advertising agency there is a special department of media planning. But in small agency a single person can handle both media planning and media buying. Media planner should have a broad knowledge of available media. He/she should know the range and value of a particular media. There are different types of media. Print, electronic, digital, outdoor media etc. Among print there is a difference between newspaper and magazine. Moreover some print

media are national media whereas some are regional media. Television ads are different from radio ads. Every media has their specific audience and their impact is different. The planner must have the knowledge that which section of people are fond of which media. For examples magazines are of many kinds such as general magazine, woman magazine, entertainment magazine, children magazine, sports magazine etc. The planner must know the kind of readers. Same with the electronic media. A section of people watch entertainment shows more than news, a section watch life style channels more than the other channels and so on. Now we have different channels for different programmers. Considering the target audiences' media habits, a planner should plan the advertising campaign. He can use more than one media to circulate his clients advertising messages at a time. Frank pointed that the media mix is usually carefully selected on the basis of 'minimum use of media of maximum advertising value'. Considering the budget of the client, the media statistics and the media rates the media planner select the best media for their client. Choose the right kind of media to reach the potential customers on behalf of its client is the most important function of a media planner.

Media mix refers to the blend of paid channels that an advertiser uses to get its messaging and brand across to potential customers. A media mix typically includes traditional print ads, TV ads, social media and direct mail.
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**Media statistics:** The media planner collects media statistics from various government and private organizations. Sometimes, media houses independently conduct readership or viewership surveys and supply the data to advertising agencies for planning purposes. Circulation figures are provided by the Audit Bureau of Circulations

(ABC). Viewership data is measured by the Broadcast Audience Research Council (BARC India). The Indian Readership Survey (IRS) conducted by the Media Research Users Council (MRUC), Indian Outdoor Survey, and Indian Listenership Track are some of the key sources of media research in India that help organizations develop credible business models.

**Media rates:** Different media has different rate structure. For print, the rate of display advertising is more than the classified ads. Moreover rates depend on the choice of page (Front page, sports page etc), size of the ads (Full page, half page etc) and the placement of the ads. Same with the magazines advertisements. Magazines that have more readerships are costly. Television advertising is very expensive. For advertising point of view, rate of any media could be cheap if it is divided by the number of readers or viewers of that particular media. For outdoor ads we have to buy the space and its rates are varying from location to location. Media planning department has different media rates of their region.

**Media schedule:** After completing all the calculation, a media planner will go for media schedule. A media schedule is a plan of the proposed media insertions. Like placement of ads in press, or broadcast of ads in audio and audio-visual media or use of other media over the period of ad campaign.

**Media buyer:** The media buyer buys the media. He buys the space of print media and time of electronic media. His skills lie in getting the best slots at a minimum cost. He negotiates with the media to get the best rate. It's completely a business task. Media earn major percentage of revenue from advertisers. The survival of any media house generally depends on the numbers of advertisements that they get from different advertiser. Every media organization has an advertising department who sell the space or time to different

advertiser. They appoint sales representatives who approached different media buyer.

**Copywriter:** The copywriter writes the advertisement. For print the copywriter writes the whole text of the ad. While for electronic media it is the script writer who writes script for audio ads or for audio visual ads. The copywriter may be a permanent employee of the agency's creative team or the agency can hire freelance copywriter for its different ads. Many of the best copywriters are freelancers who work in different sector but skill to write ad copy. So they work as a freelancer for different ad agency. A copy writer has to have the ability to write a copy that will sell. In other words it is the responsibility of the copywriter to convert a sell message to a persuasive ad copy. The copy need not be always grammatically correct. But the words that the copywriter writes should define the USP of that particular advertisement. He or she has to be a man of necessary words. In advertising business, every word has a count. We have limited space or limited time slot. The copy writer can write a few words or sentences that grip the target audience's interest which leads to action.

**Art Director:** In a large advertising agency, under the art director there is a team of visualiser, layout artists and typographer. In a small agency the art director can be able to handle all these creative tasks or he can hire persons as and when required.

**Visualiser:** The visualiser as the Frank wrote 'is the creative counterpart of the copywriter, a first class artist who is able to interpret in visual terms the copywriter's ideas'. Usually in the creative team the copywriter and the visualiser work together to make the ad. The visualiser makes many rough drawing. They show this to their client and after finalizing with the client they finally make the ad.

**Layout artist:** Layout artists convert the visualiser's plan to the exact advertisement. Now all work has done with the help of computer. So it is now quite easy for layout artist to make a balanced layout quickly and accurately. All modification at the layout stage can be done at a very high speed. And after the client's approval the computerized copy sent to the production department.

**Typographer:** A typographer is a person who knows hundreds of display and text typefaces. He knows better which typefaces ensure readability and can create the effect. To fit with the exact space of the print ad, the typographer has to calculate the number of words of the ad copy and the size of type. Sometimes the layout artist and the typographer are the same person.

**Television producer:** The large advertising agency that make television ads and handles accounts that requires audio visual commercials for their campaign, there is a person called television producer who lead the whole production team. The producer creates the concept and makes the storyboard. He presented the storyboard in front of the client and after client's suggestions he lead the team for final production. He can hire different persons like the director, script writer, cinematographer, music director, actors etc from the field who actually shoot the ad.

A storyboard is a graphical representation of how your ad will play shot by shot. It can be a series of cartoons draw in rectangular shapes that resembles with television screens.
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**Production manager:** The role of a production manager in an advertising agency is to coordinates with the concerned departments to organize the production of advertising, according to a set timetable, so that advertisements are delivered to the media on time.

### **1.10 Advertising Ownership and Agency Compensation**

Advertisement or any promotional material that an advertising agency creates or produced is actually its client's property. The agency is hired for the specific work. There is an agreement between the client and the agency. The agreement includes their terms and conditions. The agreement may be for a year or for a specified time period until cancelled by either party or by the agency.

Agencies get paid for their services through

- (a) Commission
- (b) Fee
- (c) Percentage Charges
- (d) Incentive Based System

**Commission:** It is the most traditional method of compensating the advertising agency. In this, the agency is paid a fixed commission from media on any advertising space purchased. For example if a agency purchase a slot of electronic media for its client costing 1,00,000 and if the commission is 15% then the agency will get (1,00,000 less 15%) 15000/- from the media.

**Fee:** Apart from the commission, the agency can charges a fee based on its service provide. For example if an agency produced the ad for its client then it charge a fee of its creative work done.

**Percentage charges:** When an agency hire other organization for services like production, printing etc then it adds some percentage of charges on its billing . For example if the printing cost is 50000/- then the agency may add 10% charges on its billing. So the total bill is 55000/- . The agency will earn 5000/- as percentage charge.

**Incentive based system:** Some companies compensate the advertising agency in incentive based system. It depends on the performance of the advertising agency as how it impacts the overall



goals of the advertisers, how it contributes the sales growth, market share etc. It is a complicated process as it depends on many criteria.

### **Stop To Consider-3**

- Advertising agencies vary by size and financial strength.
- The four main departments are creative, account service, marketing service, and administration.
- Large agencies may have additional departments like research and HR.
- Account executives maintain client relationships and coordinate agency activities.
- Media planners select media channels based on target audience and budget.
- Media buyers negotiate rates and purchase advertising space.
- Copywriters craft persuasive ad messages tailored to different media.
- Art directors, visualisers, and layout artists create ad visuals.
- Agencies earn through commission, fees, percentage charges, and incentives.

### **Check Your Progress-3**

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. Write about the different departments of an ad agency.

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2. What is commission method?

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3. Write the function a layout artist.

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4. Who acts as the link between the client and the agency and is responsible for interpreting the client's requirements?

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5. What is the main difference between a media planner and a media buyer in an advertising agency?

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6. What does a copywriter do in an advertising agency, and why is their role important?

### 1.11 Let Us Sum Up

Advertising agencies play a crucial role in shaping brand communication by providing a range of services, including market research, media planning, creative development, public relations, and performance analysis. These agencies are structured into various departments, each responsible for specific functions such as account management, creative services, media planning, and client servicing. Ad agencies can be classified into different types, including full-service agencies, specialized agencies, and in-house agencies, each

catering to specific marketing needs. A full-service agency handles all aspects of advertising, from strategy development to execution and analysis. The effectiveness of an ad agency depends on its organizational structure, coordination between departments, and ability to adapt to market trends.

Early advertising agencies in India laid the foundation for the industry's growth, contributing to the evolution of modern advertising practices. Today, ad agencies continue to innovate, leveraging digital platforms to enhance brand visibility and consumer engagement.

### **1.12 References and Suggested Readings**

1. Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of Journalism and Mass Communication*. Concept Publishing Company.
2. Jefkins, F. (2002). *Advertising*. Macmillan India Ltd.
3. Kumar, K. J. (2020). *Mass Communication in India*. Jaico Publishing House.
4. Vilanilam, J. V., & Varghese, A. K. (2004). *Advertising Basics!: A Resource Guide for Beginners*. SAGE Publications.

### **1.13 Model Questions**

1. What do you mean by advertising agency? State its types and functions.
2. Discuss the criteria for selection of advertising agency.
3. Write a short note on history of advertising agency in India.
4. What is media buying? Does media buying is different from media planning. If yes give reasons.

5. Advertising agency is an integral part of advertising world-  
Justify your answer.

#### 1.14 Answers to Check Your Progress

##### Check Your Progress-1

1. An advertising agency is an independent firm that creates, prepares, and places ads for businesses to promote their products and services.
2.  
It helps businesses with strategic planning, market research, and media selection to ensure effective promotion and increased sales.

##### Check Your Progress-2

#### 1. Functions of Advertising Agencies:

- **Market Research:** Understanding consumer behavior and trends.
- **Media Planning & Buying:** Choosing the right platforms and purchasing ad space.
- **Creative Development:** Designing advertisements and content.
- **Brand Strategy:** Building a strong brand image.
- **Client Servicing:** Managing communication between clients and media.
- **Public Relations & Promotions:** Enhancing brand visibility.
- **Performance Analysis:** Evaluating campaign effectiveness.

#### 2. Early Advertising Agencies of India:

Some of the first advertising agencies in India include:

- **B. Dattaram & Co.** (established in 1905)
- **The India Press Agency**

- **National Advertising Service**
- **J. Walter Thompson (JWT) India** (entered India in 1929)
- **Lintas (Lever International Advertising Services)**
- **Ogilvy & Mather India**

### **3. Functions of a Full-Service Agency:**

- **Advertising Strategy:** Crafting marketing plans.
- **Creative Production:** Designing visuals and content.
- **Media Planning & Buying:** Managing ad placements.
- **Digital Marketing & PR:** Handling online presence and public relations.
- **Market Research & Analytics:** Studying consumer behavior and campaign impact.

### **4. Three broad categories of advertising agencies are:**

- **Full-Service Agencies:** These agencies handle all aspects of an advertising campaign, including research, creative development, media buying, ad placement, and feedback evaluation. They provide a comprehensive range of services for their clients.
- **Media Buying Services:** These agencies specialize in purchasing media space and time for clients. They focus on ensuring ads are placed correctly and on time across various media platforms, reselling space to other agencies if necessary.
- **Creative Boutiques:** These agencies focus on the creative side of advertising, including ad concept development, copywriting, and the production of ads. They do not handle media buying or full-service campaign management.

**5.** A creative boutique focuses solely on the creative aspects of advertising, such as brainstorming, ad copywriting, and producing the final ads. In contrast, a full-service advertising agency manages the entire advertising process, from research and strategy

development to creative production and media buying, making them more comprehensive in their approach.

### **Check Your Progress-3**

#### **1. Different Departments of an Ad Agency:**

An advertising agency typically consists of four main departments:

- **Creative Department:** Responsible for producing advertisements, including writing copy, selecting illustrations, preparing artwork, and handling audio-visual production.
- **Account Service Department:** Maintains client relationships, secures business, and ensures smooth communication between the agency and advertisers.
- **Marketing Service Department:** Publishes advertisements in different media, collects media data, selects appropriate outlets, and manages sales promotions.
- **Administration Department:** Handles daily administrative activities and ensures smooth agency operations.

#### **2. Commission Method:**

The commission method is a traditional way of compensating advertising agencies. In this system, the agency receives a fixed commission from media outlets for purchasing advertising space or time. For example, if an agency buys an electronic media slot for ₹1,00,000 and the commission rate is 15%, the agency earns ₹15,000 from the media.

#### **3. Function of a Layout Artist:**

A layout artist converts the visualiser's plan into the final advertisement. They ensure a balanced and accurate layout using computer software. Their work involves arranging text, images, and design elements to create an effective and visually appealing ad. After approval from the client, the layout is sent to the

production department for final execution.

4. The **Account Executive** acts as the link between the client and the agency and is responsible for understanding and interpreting the client's requirements.
5. A **media planner** selects the most appropriate media and plans the advertising campaign based on audience habits, media value, and budget, whereas a **media buyer** negotiates and purchases the media space or time at the best possible rate.
6. A **copywriter** writes the advertising content or script. Their role is important because they craft persuasive messages that highlight the product's USP and influence the audience to take action, often within tight word or time limits.

**Paper-MMC 2025(Advertising)**  
**Block-3(Advertising Agency and Advertising Media)**  
**Unit: 2**  
**The Current Status of the Ad Agencies in the World**  
**Perspective and Indian Perspective**

**Unit Structure**

- 2.1 Introduction**
- 2.2 Learning Objectives**
- 2.3 Advertising Agencies in the World**
- 2.4 Advertising Agencies in India**
- 2.5 Let Us Sum Up**
- 2.6 References and Suggested Readings**
- 2.7 Model Questions**
- 2.8 Answers to Check Your Progress**

**2.1 Introduction**

In this unit, we will delve into the evolving role and status of advertising agencies within the rapidly changing advertising landscape. Our exploration will cover the current global scenario as well as the unique developments taking place in India.

An advertising agency is a specialized professional organization dedicated to designing and executing impactful advertising campaigns for its clients. These agencies are instrumental in helping businesses achieve critical marketing objectives, such as building brand awareness, promoting products and services, and driving sales.

Advertising agencies provide a comprehensive range of services that cater to various aspects of marketing and communication. These include conducting market research, planning and budgeting for



advertising initiatives, media buying and planning, creative content development, and public relations management. With expertise in the fields such as copywriting, art direction, strategic planning, and media execution, they bring a well-rounded approach to crafting effective advertising solutions.

In today's competitive marketing environment, advertising agencies hold a pivotal position. They help businesses connect with their target audiences, deliver compelling messages, and achieve specific marketing goals. By leveraging their expertise and resources, these agencies play a crucial role in shaping brand narratives and driving the success of marketing campaigns.

## **2.2 Learning Objectives**

After going through this unit, you will be able to--

- Define an advertising agency and its necessity.
- Explain the present status of ad agencies around the world.
- Discuss the situation of ad agencies in India.
- Analyze the challenges faced by ad agencies.

## **2.3 Advertising Agencies in the World—**

Advertising agencies worldwide play a crucial role in shaping brand communication in an increasingly digital and competitive market. They offer diverse services, from creative content development and media planning to market research and public relations. Global advertising agencies have adapted to advancements in technology, leveraging digital platforms, data analytics, and Artificial Intelligence(AI) to design targeted campaigns. These agencies not only help brands connect with audiences but also drive innovation, enabling businesses to navigate cultural and regional nuances effectively. Their adaptability ensures they remain key players in a dynamic global marketing ecosystem.

### **2.3.1 Current Status of Ad Agencies in the World--**

The advertising industry has witnessed remarkable transformations over the past decade, fueled by rapid technological advancements, shifting consumer behaviour, and the evolution of marketing strategies. Digital platforms like social media and streaming services have revolutionized how brands engage with audiences, replacing traditional channels such as print media and television for many campaigns. For instance, the rise of programmatic advertising has enabled highly targeted ads based on user data, while influencer marketing on platforms like Instagram, has become a preferred strategy for reaching younger demographics. Additionally, technologies such as Artificial Intelligence (AI) have facilitated personalized ad experiences, such as Netflix recommending shows based on viewing history or Amazon suggesting products tailored to customer preferences. These examples underscore the dynamic and adaptive nature of the modern advertising landscape. The following conditions need to be considered in relation to the changes perceived in the advertising scenario in the last ten years---

- **Rise of Digital Advertising--**Most of the time, traditional forms of advertising, such as print media, electronic media, and outdoor options like billboards, struggle to effectively reach certain segments of the audience. This limitation is increasingly evident as a large portion of media consumers today spend significant time engaging with new media platforms, necessitating a shift towards digital advertising to capture these demographics. Additionally, traditional media offers limited opportunities for interactivity, which has become a key aspect of modern consumer engagement.

With the rise of internet, advertising has undergone a significant transformation. For instance, the advent of 'Search Ads' enables businesses to target users who actively search for specific products

and services. For example, when a user searches for "mobile phones," a mobile phone company can strategically place its ads to appear in the search results.

Moreover, the growing user base on social media platforms presents a goldmine of data for advertisers. Platforms like Facebook and Instagram allow advertisers to leverage 'user data' to create highly targeted campaigns based on interests, location, and online behaviour. Digital advertising also offers real-time data analysis capabilities, allowing businesses to track metrics like clicks, impressions, and conversions.

For example, an e-commerce brand selling fitness gear can use Instagram's advertising tools to target users who frequently engage with fitness-related posts. Similarly, a streaming service can promote specific shows or genres to users based on their viewing history. These examples highlight how digital advertising facilitates precision targeting and enhances campaign efficiency, making it indispensable in today's advertising landscape.

➤ **Rise of Mobile Devices--** The advancements in mobile technology have paved the way for a new and impactful form of advertising—mobile advertising. This includes the video ads and interactive features, we often encounter while using mobile apps. The widespread proliferation of smart phones has provided advertisers with the unique ability to reach consumers anytime and anywhere, breaking the limitations of traditional advertising channels.

Mobile advertising offers unparalleled precision, as advertisers can target audiences with personalized and contextually relevant ads. For example, a food delivery app can display promotional offers during lunch hours or dinner time based on the user's location and dining habits. Similarly, a fitness app may promote workout gear or protein supplements tailored to the user's activity patterns.

In recent years, technologies like Artificial Intelligence (AI) and Virtual Reality (VR) have further transformed the digital advertising landscape. AI-powered algorithms can process vast amounts of data to identify patterns in consumer behaviour, enabling advertisers to create highly personalized ad experiences. For instance, an e-commerce platform like Amazon uses AI to recommend products based on a user's browsing and purchase history.

Additionally, virtual reality is reshaping how brands interact with their audiences by offering immersive experiences. For example, IKEA's AR-enabled app allows users to visualize how furniture would look in their homes before making a purchase, making advertising both interactive and engaging. These technological advancements are revolutionizing mobile advertising, allowing businesses to connect with consumers in more meaningful and innovative ways.

➤ **Rise of Influencer Marketing--** Influencer Marketing has emerged as a highly effective and popular form of advertising in recent years, thanks to the rapid rise of social media platforms such as Instagram, Facebook, YouTube etc. Brands increasingly collaborate with influencers—individuals who have built substantial followings on these platforms—to promote their products or services. These influencers have the power to shape consumer perceptions and behaviours due to their established credibility and connection with their audience.

Influencer marketing allows brands to reach their target demographics in a more authentic and engaging way, as the endorsement comes from someone who is already trusted by their followers. For example, beauty brands often partner with skincare influencers who create tutorials or reviews, showcasing how their products improve skin health. Similarly, fitness brands collaborate with influencers to promote athletic wear, workout gear, or

supplements, utilizing their expertise and personal fitness journeys to connect with potential customers.

One of the most notable examples of influencer marketing is seen with fashion brands. Many influencers, such as those on Instagram, regularly post about the latest clothing trends and tag the brands they are wearing. For instance, a fashion influencer may post a styled look featuring a specific clothing brand, with a discount code for their followers to use, driving both brand visibility and sales.

This type of marketing has proven to be a powerful tool for brands to enhance their visibility, build brand loyalty, and engage in meaningful conversations with their target audience. Through authentic content created by influencers, brands can foster a deeper connection with consumers, making influencer marketing one of the most influential advertising strategies today.

➤ **Data-Driven Marketing--** Data analytics plays a crucial role in modern advertising by providing deep insights into a brand's audience or consumer base. By analyzing a variety of factors such as demographics, browsing behaviour, preferences, and interests, advertisers can build detailed consumer profiles. This information allows advertisers to tailor their campaigns to suit the specific tastes and needs of their target audience, increasing the likelihood of attracting and influencing potential customers.

For example, e-commerce platforms like Amazon use data analytics to recommend products to users based on their browsing and purchase history. If a user previously searched for smart phones, they might later see targeted ads for mobile accessories or phone insurance. Similarly, Netflix leverages data analytics to personalize content recommendations based on viewing history, creating an individualized experience for each user.

Additionally, data analytics enables advertisers to segment their audience into smaller, more specific groups with shared interests or

behaviours. For instance, a fitness brand might create separate ad campaigns for different segments, such as yoga enthusiasts, weightlifters, or runners, using tailored messages and visuals that resonate with each group's unique preferences. This approach enhances the relevance of ads, making them more likely to capture the attention of each segment.

Dynamic ad creation is another key benefit of data analytics. It allows advertisers to adjust their messages in real-time based on user actions. For example, if a consumer adds an item to their online shopping cart but does not complete the purchase, they may be retargeted with an ad offering a discount or free shipping, encouraging them to finalize the transaction. These personalized ads are often more effective because they directly address the consumer's previous behaviour.

Furthermore, data analytics provides valuable tools for measuring the performance of ad campaigns. By tracking metrics such as engagement rates, click-through rates (CTR), and conversion rates, advertisers can evaluate how well their ads are performing in real-time and make adjustments as needed to optimize the campaign. For instance, if an ad isn't performing well, an advertiser can tweak the visuals or messaging to better resonate with the audience.

Finally, data analytics helps advertisers calculate the return on investment (ROI) of their campaigns. By comparing the costs of running the ads to the revenue generated from conversions, advertisers can assess the financial effectiveness of their campaigns. For example, if a brand spends \$10,000 on an online ad campaign and generates \$50,000 in sales, the ROI calculation would help determine the campaign's profitability and guide future marketing investments.

In summary, data analytics empowers advertisers to create more targeted, personalized, and effective campaigns, enhancing both the

customer experience and the overall success of advertising strategies.

➤ **Evolving Agency Model--** As the advertising landscape evolves, agencies are adjusting their strategies to stay competitive. They are incorporating new technologies, such as data analytics, AI, and social media platforms, to reach consumers more effectively. Agencies are embracing digital advertising, influencer marketing, and personalized campaigns to meet the demands of a tech-savvy audience. This adaptability allows agencies to remain relevant in a fast-changing environment and helps brands connect with consumers in more meaningful ways. Some of the approaches adopted by the ad agencies are---

- **Continuous Learning-** Advertising agencies are making concerted efforts to stay ahead in a rapidly evolving market by investing in the continuous training and development of their workforce. Recognizing the increasing importance of digital platforms and advanced technologies, these agencies are equipping their teams with essential skills in areas such as digital marketing, data analytics, and emerging technologies like Artificial Intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR). For instance, with AI, agencies are teaching their staff how to use AI-powered tools for predictive analytics, personalized marketing, and automating ad placements to increase efficiency and accuracy. By incorporating VR and AR, agencies can create immersive experiences that engage customers more deeply and create memorable brand interactions, as seen in campaigns like IKEA's use of AR for virtual furniture placement in customers' homes.

Additionally, agencies are educating their teams on the nuances of data analysis, allowing them to track consumer behaviour and optimize campaigns in real time. This helps brands target their ideal audience with precision. For example, agencies that specialize in programmatic advertising leverage data to serve personalized ads at the right time, based on user behaviour and demographic information.

Staying up to date with trends is crucial for agencies to remain competitive. With the rise of social media platforms, agencies need to be well-versed in the latest social media algorithms and how to create viral, short-form content that resonates with younger, digitally-native audiences. Several brands have successfully adapted to these platforms, launching campaigns that feel native to the platform's style while reaching vast, targeted audiences.

Overall, the advertising industry's rapid transformation is driving agencies to embrace new strategies and technologies, ensuring they remain relevant and effective in an increasingly digital and data-driven world.

- **Focus on Data Driven Marketing-** As mentioned earlier, data analytics plays a crucial role in shaping modern advertising strategies. In response, many advertising agencies are establishing dedicated data analytics teams tasked with interpreting vast amounts of consumer data to better understand target audiences and craft more effective ad campaigns. By leveraging data-driven insights, agencies can make more informed decisions and tailor their advertisements to match the unique preferences, behaviours, and needs of different consumer segments. This shift allows agencies to create highly personalized and relevant marketing messages that resonate more with consumers, leading to higher engagement and conversions.



The focus of advertising agencies is also shifting from simply increasing brand awareness to delivering measurable value through data-driven metrics. Instead of just counting impressions, agencies now measure the effectiveness of campaigns based on tangible outcomes, such as click-through rates, sales conversions, and customer lifetime value. For example, e-commerce brands like Amazon rely heavily on data analytics to optimize their advertising efforts by targeting users based on past purchases, browsing history, and demographic data. This approach leads to highly targeted ads that not only raise brand awareness but also drive immediate sales.

Another example is the use of retargeting techniques. Using data analytics, agencies can track online user behaviour and re-engage visitors who didn't complete a purchase by showing them targeted ads on other platforms or websites. Brands like Adidas and Sephora use such tactics to remind potential customers of the products they viewed but did not buy, often resulting in increased conversion rates.

Moreover, data analytics helps agencies refine and optimize campaigns in real-time. For instance, platforms like Google Ads and Facebook Ads offer sophisticated tools for measuring ad performance and adjusting targeting or creative strategies on the fly. This agility allows agencies to maximize the return on investment (ROI) for their clients, ensuring campaigns are continuously fine-tuned for the best results.

Ultimately, by focusing on data analytics, advertising agencies are moving towards a more outcome-oriented approach, where the success of campaigns is directly linked to the value delivered to clients, rather than just the traditional focus on visibility and reach.

- **Adopting Agile Workflows-** As an advertising agency, staying responsive to shifting market conditions and audience behaviour is crucial for crafting successful ad campaigns. In today's fast-

paced advertising environment, it's important for agencies to track consumer actions, trends, and campaign performance in real time. By monitoring these factors continuously, agencies can quickly adjust their strategies and optimize campaigns based on new insights or changes in consumer preferences. For example, if an online campaign for a retail brand is performing well with a specific demographic, the agency can capitalize on this by increasing the ad spend or introducing similar messaging to target other segments. Conversely, if the campaign isn't resonating as expected, swift adjustments—such as tweaking the creative or targeting different audience segments—can help course-correct before substantial losses are incurred.

Traditionally, advertising agencies operated in silos, where different teams—such as creative, media, and data analytics—worked separately, with limited collaboration. This model often slowed down decision-making and response times. However, in the current advertising landscape, effective collaboration is paramount. The integration of data analytics into campaign strategy has made cross-departmental teamwork essential. For example, creative teams now work closely with data analysts to ensure that the messaging aligns with audience preferences and trends. Media buyers also rely heavily on insights from analytics to adjust spending strategies across platforms, ensuring ads are seen by the right people at the right time.

One example of this integration is the partnership between creative teams and data analysts at companies like Nike. When Nike launches a new product, its creative team develops campaigns based on audience research, while data analysts monitor engagement in real time. Media buyers then adjust the media plan based on the data to ensure the ads are shown to the right consumers on platforms like

Instagram and YouTube. This combined effort results in highly effective campaigns that are adaptable to real-time feedback.

Overall, by working together, these teams can deliver more dynamic, relevant, and effective advertising campaigns, ensuring that brands stay competitive and responsive in an ever-changing market.

- **Expanding Services-** Advertising agencies today are evolving beyond traditional advertising campaigns, focusing more on creating interactive and engaging content that can be shared across various digital platforms, such as social media, mobile apps, and websites. These campaigns are designed not only to promote products but also to foster deeper relationships with consumers. By developing strategies that span multiple devices and platforms, agencies aim to create a seamless brand experience, ensuring the message reaches the audience in diverse and accessible formats.

One key aspect of this approach is enhancing the customer experience, which may include initiatives like loyalty programs, personalized interactions, and community-building efforts. For instance, brands like Starbucks have capitalized on loyalty programs, offering a rewards system that encourages repeat business and customer engagement. Through their app, Starbucks members earn points for every purchase, which can be redeemed for rewards such as free drinks or food items. This program not only drives sales but also strengthens customer loyalty by providing tangible benefits for continued engagement.

Another example is Nike's use of social media and its app to engage customers with personalized fitness challenges and rewards, encouraging customers to stay active while building a stronger connection to the brand. These types of interactive and value-driven campaigns are transforming the advertising landscape, making

brand-consumer relationships more dynamic and ongoing rather than just transactional.

- **Adopting New Business Models-** Many advertising agencies are evolving their business models to stay competitive in the rapidly changing landscape. Instead of relying solely on traditional billing structures, such as hourly rates or fixed fees, agencies are now offering a combination of fixed fees and performance-based pricing models. This shift allows agencies to align their compensation with the success of the campaigns they create. For example, performance-based pricing may involve agencies being paid according to metrics like sales conversions, website traffic, or social media engagement, ensuring that both the agency and the client are focused on achieving measurable results.

To stay ahead of the competition, many agencies are also forming strategic collaborations with other agencies, tech firms, and specialized vendors to access cutting-edge tools, technologies, and expertise that they might not have in-house. These partnerships help agencies deliver more effective, innovative campaigns that leverage the latest advances in areas like data analytics, artificial intelligence, and augmented reality. For instance, an agency might partner with a tech company to incorporate AI-powered analytics into their campaigns, allowing them to deliver highly personalized experiences to consumers.

The traditional "one-size-fits-all" approach to advertising is no longer effective, so agencies are shifting towards more data-driven, personalized, and integrated marketing strategies. For example, instead of using generic ads that target broad demographics, agencies are now using data analytics to create tailored content that resonates with specific consumer segments. Companies like Coca-Cola and Amazon have embraced this trend, using data to

personalize their ads based on consumer behaviour and preferences, creating more engaging and relevant experiences for their audiences. This integrated, personalized approach is helping agencies provide more targeted solutions that drive better results for their clients.

➤ **Impact of Technology--** The advertising landscape is experiencing a transformation due to advancements in artificial intelligence (AI), automation, and virtual reality (VR). AI plays a crucial role in understanding consumer behaviour by analyzing vast amounts of data, which helps advertisers better target their audiences. For example, AI-driven tools can identify patterns in purchasing behaviour, enabling companies to deliver personalized ads and offers based on a customer's preferences and previous interactions. AI can also enhance customer interactions through chatbots, providing immediate responses to queries, which improves customer service and engagement. These chatbots are capable of resolving issues, offering product recommendations, and even addressing common questions, all in real-time. In addition, AI is streamlining tasks that once required human intervention, such as scheduling meetings or automating content distribution.

Virtual Reality (VR), on the other hand, offers an immersive and interactive experience that allows customers to engage with products or services in a unique way. For example, real estate companies use VR to offer virtual tours of homes, letting potential buyers explore properties from the comfort of their homes. Similarly, automotive brands like Audi and BMW use VR to offer virtual test drives, giving customers the experience of driving a car before making a purchase. These advancements in technology are reshaping advertising strategies, making them more interactive, personalized, and customer-centric, while also streamlining operations and improving overall efficiency.

### STOP TO CONSIDER-1

#### Advertising Agencies and Technological Impact

- **Technological Advancements:** Artificial Intelligence(AI), Virtual Reality(VR), automation, and data analytics are revolutionizing advertising.
- **Rise of Digital Advertising:** Traditional media struggles to engage digital-native audiences; platforms like social media and search ads are crucial.
- **Mobile Devices:** Mobile advertising allows precise targeting and engagement, aided by AI and VR technologies.
- **Influencer Marketing:** Social media influencers drive authentic engagement and brand visibility.
- **Data-Driven Marketing:** Agencies leverage data analytics for personalized campaigns and real-time performance tracking.
- **Agency Evolution:** Agencies focus on continuous learning, adopting new technologies, agile workflows, and performance-based pricing models.
- **Impact of AI and VR:** AI personalizes ads; VR offers immersive customer experiences (e.g., virtual product demos).

### Check Your Progress- 1

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Question 1. What is an ad agency?

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Question 2. What is the meaning of digital advertising? Give one example.

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Question 3. What has significantly transformed the advertising industry in the past decade?

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Question 4. What is the primary advantage of digital advertising over traditional advertising?

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Question 5. How has mobile advertising been impacted by technological advancements?

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Question 6. What is one key benefit of data analytics in modern advertising?

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Question 7. How are advertising agencies adapting to the changing market environment?

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## **2.4 Advertising Agencies in India--**

The advertising industry in India has undergone significant evolution over time reflecting the nation's social, economic and technological progress. Initially, advertising in India was primarily through print media. The industry witnessed a pivotal moment in the 1920s when the first advertising agency, J. Walter Thompson was established in Mumbai. It marked the beginning of modern advertising practices in India. Subsequently, the cinema advertising in the 1930s and entry of radio and television in the advertising landscape opened several new avenues for brands. In the last few decades, the digital revolution has reshaped advertising in India, with the proliferation of online advertising, social media campaigns and influencer marketing. Brands utilized the social media platforms to connect with the tech savvy consumers/audiences. The industry has also embraced regionalization and cultural sensitivity, creating region specific advertisements to resonate with the unique cultural nuances of different parts of the country.

The advertising industry in India is quite diverse with a number of advertising agencies offering a wide range of services to cater to the needs of businesses across different sectors. Some of the important ad agencies include Ogilvy, which is one of the largest and most renowned advertising agencies in the world. They offer a wide range of services including advertising, digital marketing, public relations and branding. JWT (J. Walter Thompson), now part of the Wunderman Thompson Network, is another important agency in Indian ad industry, which provide services such as brand strategy,



advertising, digital marketing and content creation. McCann, another prominent global ad agency which has a significant presence in India, offer integrated marketing solutions, including advertising, branding, digital marketing and PR. DDB Mudra Group, one of the largest advertising and communications networks in India, offer services across advertising, digital marketing, design and branding. Lowe Lintas provides services such as advertising, brand consulting, digital marketing and content creation. Leo Burnett, part of the Publicis Groupe, is known for its creative advertising campaigns. Their services include advertising, brand strategy, digital marketing and content creation. Another global ad agency with a strong presence in India, the Grey Group offers advertising, digital marketing, brand consulting and PR services. Havas Group is a multinational advertising and communications company providing services in India such as advertising, digital marketing, media planning and brand consulting. There are numerous other agencies providing services to various clients over diverse sectors.

Advertising agencies in India play an important role in shaping the marketing landscape of one of the most populous nations of the world. The industry is a growing market in India and it has undergone several changes with the advancements in technology in the recent times. This growth has been fueled by the increasing internet usage in the country and escalating usage of mobile phones. The rising middle class could be considered another vital reason for the changing marketing scenario of the country. With the rise in digital advertising around the globe, Indian ad industry is also not left untouched by this phenomenon. It is driven by Search Engine Marketing (SEM), Social Media Marketing (SMM) and Programmatic Advertising. Search Engine Marketing is a digital marketing strategy that involves using paid advertisements to

increase the visibility of a website in search engine results pages. Social Media Marketing is a digital marketing strategy that leverages social media platforms like Facebook, Instagram, Twitter to promote businesses to a wide audience. Programmatic Advertising is an automated media-buying process that utilizes Artificial Intelligence(AI) and machine learning to segment audience data, identify efficient ad placements, run auctions and sell digital ad impressions in real time. Another vital aspect of Indian ad scenario is the rise of the vernacular advertising. With the deeper reach and access of internet in the country, more and more people are using social media platforms. This has prompted the brands to create content and campaigns in regional languages to connect more with its audiences.

The advertising agency landscape of India is a blend of international advertising agencies and domestic ad agencies. The big international ad agencies have the advantage of global expertise and established networks whereas the domestic ad agencies have a better understanding of the local market and consumers. In the recent times, independent ad agencies are also taking over the market as they provide more flexibility and agility to its clients as compared to the traditional ad agencies.

#### **2.4.1 Present Status of Ad Agencies in India--**

The current status of advertising agencies in India showcases a vibrant and rapidly expanding industry, driven by significant technological advancements, shifting consumer behaviours, and evolving market dynamics. With the rise of digital platforms and the increasing penetration of smartphones and the internet, agencies are leveraging data analytics, artificial intelligence(AI), and programmatic advertising to deliver more personalized and impactful campaigns.

Consumer preferences have undergone a substantial transformation, favouring interactive, authentic, and purpose-driven content over traditional approaches. This shift has compelled agencies to innovate constantly, integrating creativity with technology to meet diverse market demands. Additionally, the competitive landscape has intensified, with agencies adopting hybrid models and offering integrated marketing solutions to cater to brands seeking cohesive and streamlined communication strategies.

India's advertising sector is also increasingly focused on regional and vernacular content, reflecting the growing importance of local languages and cultures in engaging the country's diverse audience base. This dynamic environment ensures that Indian advertising agencies remain at the forefront of creativity, adaptability, and growth.

These are some of the key aspects shaping the present status of ad industry in India-

- ✓ **Dominance of Digital Advertising:** The rapid growth of digital media has transformed advertising strategies, positioning digital advertising as an essential element of modern marketing campaigns. Brands are increasingly leveraging the expansive reach and versatility of social media platforms, online videos, and influencer marketing to connect with their audiences in more meaningful ways. By utilizing data-driven insights, they can create highly personalized content tailored to specific demographics, preferences, and behaviours, ensuring greater engagement and relevance.

Additionally, digital platforms provide real-time analytics, enabling brands to measure campaign performance and make swift adjustments to optimize outcomes. These advancements have empowered businesses to engage with their target audience more

effectively, fostering deeper connections and enhancing brand visibility in an ever-evolving digital landscape.

- ✓ **Data- Driven Marketing:** Data analytics and AI-powered technologies are playing an increasingly pivotal role in the advertising industry, revolutionizing how campaigns are designed and delivered. Advertising agencies now rely heavily on consumer data to craft personalized advertising campaigns that resonate with specific audience segments. This data-driven approach allows brands to understand consumer preferences, behaviours, and demographics in greater detail, enabling the creation of tailored messages that foster deeper connections with the target audience.

Moreover, data analytics and AI are essential for enhancing consumer targeting, ensuring that advertisements reach the right audience at the right time, thereby, maximizing engagement and conversions. These technologies also play a crucial role in evaluating the effectiveness of advertising efforts, offering real-time insights into metrics like click-through rates, impressions, and conversions. By leveraging these tools, agencies can continuously refine their strategies, optimize campaigns, and achieve better results for their clients.

- ✓ **Shift to Online Platforms:** With the surge in e-commerce and the widespread use of online platforms, brands are reallocating significant portions of their budgets to digital advertising channels like Google Ads, Facebook Ads, YouTube, and Over The Top(OTT) platforms. These platforms provide unparalleled opportunities for precise targeting and audience engagement. To leverage this shift, advertising agencies are revamping their strategies, focusing on creating impactful digital campaigns that maximize reach, enhance user interaction, and deliver measurable results in an increasingly digital-first marketplace.

- ✓ **Creativity and Innovation:** Creativity and innovation have become central to the strategies of advertising agencies, with a strong emphasis on producing high-quality, innovative content tailored for diverse platforms. This content ranges from visually appealing videos and interactive advertisements to immersive experiences that capture attention and resonate with audiences. By prioritizing creativity, agencies aim to not only engage consumers but also build meaningful connections, ensuring their campaigns stand out in a crowded digital landscape.
- ✓ **Integrated Marketing Communication:** Advertising agencies involve strategic coordination of various communication tools and channels to create a message and deliver to its target audience for significant impact. The process of integrated communication requires agencies to align their messages, strategies and creative elements delivering a consistent message for the desired impact on the audiences.
- ✓ **Rise of Regional Advertising:** Regional advertising emphasizes the importance of understanding and respecting local cultures to effectively engage with the communities. Brands are focusing on creating content in regional languages, utilizing skilled workforce having local knowledge. Ad agencies tailor campaigns according to local culture, language and preferences to take hold of the local markets.
- ✓ **Adoption of New Technologies:** Cutting-edge technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR) are increasingly being incorporated into advertising campaigns. These technologies enable brands to create immersive and interactive experiences, enhancing audience engagement and making campaigns more memorable. By leveraging these innovations, advertisers can connect with

consumers on a deeper level and stay ahead in the competitive digital landscape.

- ✓ **Rise of Boutique Agencies:** Boutique agencies are gaining prominence in the country, offering specialized services, tailored approaches, and innovative strategies that cater to specific client needs. Unlike traditional full-service agencies, these boutique firms focus on niche markets and provide highly personalized solutions. Their growth reflects a rising demand for customized, client-focused advertising services that prioritize creativity and flexibility. This trend highlights a shift in the industry towards more agile and specialized partnerships, appealing to brands seeking unique and impactful campaigns.

#### 2.4.2 Challenges

Advertising agencies in India face various challenges which might impact their functioning and success. Some of them are--

- ❖ **Increased Competition:** The industry is highly competitive which makes it very challenging for the agencies to stand out in the market due to the very high number of agencies. This high level of competition constantly pressurizes the agencies to deliver innovative and exceptional work to retain clients.
- ❖ **Talent Retention:** Most of the time, the skilled and talented workforce of the ad agencies are shifting towards startups or streaming platforms due to the factors like better pay packages, work-life balance and growth opportunities. It is crucial for the agencies to retain skilled professionals for continuous delivery of good quality campaigns and market retention.
- ❖ **Technological Advancements:** The rapid advancements of technology acts as a challenge for the ad agencies as they are required to adapt constantly and leverage new tools and platforms at a rapid pace. They are required to stay updated with

the digital trends, Artificial Intelligence(AI) integration and data driven strategies to retain their position in the highly competitive scenario as well as to meet the expectations of the clients.

- ❖ **Client Expectations:** Agencies are increasingly tasked with crafting strategies that align with their clients' specific goals while ensuring measurable outcomes. This often involves balancing creative ideas with the need to deliver tangible results, such as increased sales, brand awareness, or customer engagement. Meeting these expectations can be challenging, as clients demand both innovative, attention-grabbing campaigns and demonstrable success. As the market becomes more competitive, agencies must continually adapt and refine their approach to satisfy client demands, ensuring both creativity and effectiveness in every campaign.
- ❖ **Communication and Transparency:** Effective communication is essential to maintain strong client relationship. Poor communication and lack of transparency may lead to misunderstanding, dissatisfaction and strained relationship between the agency and its clients. The agencies must ensure transparency in their processes and provide regular updates on the campaigns, while promptly addressing the concerns of the clients.
- ❖ **Changing Consumer Behaviour:** Understanding and adapting to the changing consumer behaviour and preferences pose as a challenge to the advertising agencies. Agencies are required to create ad campaigns as per the media consumption behaviour of diverse audiences across diverse platforms to create brand loyalty and engagement. This requires an in-depth research into the changing consumer behaviour and their needs.
- ✓ **Regulatory Compliance:** Advertising agencies often face challenges in ensuring their campaigns comply with the complex

regulations and guidelines established by governing bodies. This includes adhering to legal requirements, ethical standards, and industry best practices to avoid penalties, legal disputes, and reputational damage. Ensuring compliance can be time-consuming, as it requires agencies to stay updated on constantly evolving laws and regulations. To effectively manage this, agencies may need to allocate resources, such as a dedicated compliance team, to oversee campaigns, review content, and ensure that all materials are within the legal and ethical boundaries, thereby, maintaining trust with clients and consumers.

Addressing these challenges would require the ad agencies of India to be more innovative and strategic in their approach. By staying updated about industry trends, by embracing technology and by understanding consumer behaviour, the agencies would be able to retain their positions in this highly competitive industry.

#### **STOP TO CONSIDER-2**

##### **➤ Advertising Agencies in India--**

- **Historical Evolution:** The advertising industry in India evolved from print to digital, with key milestones like the establishment of J. Walter Thompson in the 1920s and the rise of cinema, radio, and television.
- **Digital Transformation:** Digital advertising, including social media, influencer marketing, and online videos, now drives much of the industry, capitalizing on India's internet and mobile growth.
- **Regional and Vernacular Advertising:** Agencies are focusing on regional languages and cultural nuances to engage diverse audiences across India.
- **Prominent Agencies:** Key players include Ogilvy, JWT,



McCann, DDB Mudra, and others, offering services from traditional advertising to digital marketing and PR.

➤ **Key Trends:**

- **Data-Driven Marketing:** AI and data analytics are central to personalized advertising.
- **Shift to Online Platforms:** Brands are reallocating budgets to digital channels like Google Ads and OTT platforms.
- **Creativity and Innovation:** Agencies prioritize creating high-quality, innovative content across platforms.
- **Adoption of New Technologies:** AI, AR, and VR are being integrated into campaigns for immersive experiences.
- **Rise of Boutique Agencies:** Smaller, specialized agencies are growing, offering tailored and flexible services.

• **Challenges:**

- **Competition:** High competition pressures agencies to deliver innovative work.
- **Talent Retention:** Skilled professionals are leaving for startups or streaming platforms.
- **Technological Adaptation:** Agencies must keep up with rapid technological advancements.
- **Client Expectations:** Balancing creativity with measurable results can be challenging.
- **Regulatory Compliance:** Adhering to regulations and legal standards is essential but time-consuming.

**Check Your Progress-2**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

Question 1. Mention any two prominent ad agencies of India.

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Question 2. Why is it important for an ad agency to be transparent to its clients?

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**Question 3:** What marked the beginning of modern advertising practices in India?

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**Question 4:** What has significantly reshaped advertising in India in recent decades?

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**Question 5:** What role does data-driven marketing play in the advertising industry in India?

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**Question 6:** What is a key challenge faced by advertising agencies in India?

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**Question 7:** How are regional and vernacular advertising approaches influencing Indian advertising?  
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## 2.5 Let Us Sum Up

- ✓ **Digital Advertising Growth:** Traditional advertising struggles to target newer, tech-savvy audiences. Digital platforms, social media, and mobile apps provide targeted, data-driven campaigns with real-time analytics.
- ✓ **Mobile Advertising:** Smart phones allow for personalized, context-aware ads based on user behaviour, enhancing reach and engagement.
- ✓ **Influencer Marketing:** Brands collaborate with trusted influencers to promote products, fostering authentic connections with consumers.
- ✓ **Data-Driven Marketing:** Data analytics enables highly personalized, targeted ad campaigns and real-time performance optimization.
- ✓ **Evolving Agency Models:** Agencies focus on continuous learning, data-driven strategies, agile workflows, and offering expanded services to stay competitive.
- ✓ **Technology's Impact:** AI, automation, and VR are revolutionizing advertising with personalized, immersive, and efficient customer experiences.
- ✓ **Evolution:** Indian advertising evolved from print to digital, with significant shifts driven by technology, consumer behaviour, and regionalization.

- ✓ **Key Agencies:** Major players include Ogilvy, JWT, McCann, DDB Mudra, Lowe Lintas, Leo Burnett, and others.
- ✓ **Growth Drivers:** Increased internet usage, mobile penetration, and digital advertising growth (SEO, social media, programmatic).
- ✓ **Current Trends:** Focus on data-driven marketing, regional content, creativity, and integration of Artificial Intelligence(AI), Augmented Reality(AR) & Virtual Reality(VR) technologies.
- ✓ **Challenges:** High competition, talent retention, technological adaptation, client expectations, regulatory compliance.

## 2.6 References and Suggested Readings

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2. Reeves, R. (1961). *Reality In Advertising*. Imusti.
3. Sharp, B. (2010). *How Brands Grow: What Marketers Don't Know*. Oxford University Press.
4. Sissors, J. Z., & Baron, R. B. (2017). *Advertising Media Planning*. McGraw-Hill Education.

## 2.7 Model Questions--

- Q.1. What are the current challenges faced by advertising agencies, and what strategies can they adopt to overcome these obstacles? Please provide relevant examples.
- Q. 2. How will Artificial Intelligence(AI) shape the future of advertising agencies, and how are these agencies adjusting to these changes? Please provide relevant examples.
- Q.3 How are the ad agencies utilizing data analytics and latest technologies to stay relevant in the competitive age? Cite suitable examples.

Q. 4. What challenges do advertising agencies in India encounter with client servicing, and how can these be addressed? Please provide relevant examples.

Q. 5. Describe the recent status of advertising agencies in India, providing relevant examples.

Q 6. How can influencer marketing affect the advertising agencies? Please provide relevant examples.

Q 7. How can an ad agency stay relevant in the changing advertising scenario? Please provide relevant examples.

Q 8. Explain the importance of data-driven marketing for an ad agency. Please provide relevant examples.

## **2.8 Answers to Check Your Progress**

### **Check Your Progress- 1**

1. An advertising agency is a professional firm that specializes in creating and executing advertising campaigns for clients.
2. Digital advertising means the practice of promoting products or services through online channels.
3. Technological advancements, shifting consumer behaviour, and the evolution of marketing strategies.
4. Digital advertising offers precision targeting and real-time data analysis.
5. Mobile advertising allows for personalized and contextually relevant ads, with examples such as promotions based on user location and habits.
6. Data analytics allows advertisers to create personalized, targeted campaigns based on consumer behaviour and preferences.
7. Advertising Agencies are incorporating new technologies, focusing on data-driven marketing, and adopting agile

workflows.

### **Check Your Progress-2**

1. JWT (J. Walter Thompson) & DDB Mudra Group.
2. Poor communication and lack of transparency may lead to misunderstanding, dissatisfaction and strained relationship between the agency and its clients. The agencies must ensure transparency in their processes and provide regular updates on the campaigns, while promptly addressing the concerns of the clients.
3. The establishment of the first advertising agency, J. Walter Thompson, in Mumbai in the 1920s.
4. The digital revolution, including online advertising, social media campaigns, and influencer marketing.
5. Data analytics and AI-powered technologies are used to craft personalized advertising campaigns and enhance consumer targeting.
6. Increased competition, which makes it difficult for agencies to stand out in the crowded market.
7. Brands are focusing on creating content in regional languages and tailoring campaigns to local cultures and preferences.

**Paper : MMC 2025 : Advertising**  
**Block 3: Advertising Agency and Advertising Media**  
**Unit: 3**  
**AAAI, DAVP, DIPR**

**Unit Structure**

**3.1 Objectives**

**3.2 Introduction**

**3.3 AAAI**

**3.4 Erstwhile DAVP (Now, the Central Bureau of Communication (CBC))**

**3.5 DIPR**

**3.6 Let Us Sum Up**

**3.7 References and Suggested Readings**

**3.8 Model Questions**

**3.9 Answers to Check Your Progress**

**3.1 Objectives**

After going through this unit, you should be able to---

- comprehend the organizational structure of the Advertising Agencies Association of India (AAAI)
- understand the organizational structure of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP) (currently the Central Bureau of Communication (CBC))
- comprehend the organizational structure and significance and functions of the Directorate and Information and Public Relations (DIPR)

### **3.2 Introduction**

In this Unit-3 of Block-3(Advertising Agency and Advertising Media) under the Paper-MMC-2025(Advertising), we will begin by trying to acquaint you with the organizational structure as well as the functions and significance of the Advertising Agencies Association of India (AAAI). The Advertising Agencies Association of India (AAAI) is a professional organization that represents the interests of the advertising agencies in India. The AAAI also works closely with other industry bodies, such as the Indian Broadcasting Foundation (IBF) and the Indian Society of Advertisers (ISA), to develop and implement industry-wide policies and standards. The AAAI is committed to promoting ethical practices in advertising and ensuring that its members adhere to the highest standards of professionalism and integrity. The Advertising Agencies Association of India (AAAI) is a national organization of the advertising agencies which has been formed to promote the interests of the ad agencies so that they continue to make an important and increasing contribution to the nation. In this particular unit, we will try to acquaint you with the significance and functions as well as the other related aspects of the AAAI. As students of Mass Communication and Journalism, this knowledge on the AAAI which you will be able to acquire by means of skimming through this particular unit, will be of immense help for you in the future course of your professional ventures if you choose advertising as your professional domain. More so, in this particular unit, we will try to acquaint you with the various aspects of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP) (Now, the Central Bureau of Communication (CBC)). The Erstwhile Directorate of Advertising and Visual Publicity(DAVP)( Now, the Central Bureau of Communication (CBC)) was the nodal agency of the Government of India for advertising by various Ministries and



organizations of the Government of India, including the Public Sector Undertakings(PSUs) and the autonomous bodies.

### **3.3 AAAI**

The Advertising Agencies Association of India (AAAI) is a professional organization that represents the interests of the advertising agencies in India. The Advertising Agencies Association of India (AAAI) was registered as a society in Kolkata (Earlier Calcutta) on September,21, 1945. Four agencies from Kolkata — D J Keymer, General Advertising Agency, J Walter Thomson Company and Press Syndicate — and three agencies from Mumbai — Adarts, Lintas and National Advertising Service — were the signatories in the registrar's office doing the honours. Initially, the registered office of the Association was located at 37, Chowringhee, Kolkata, a vibrant commercial city under the British Raj. In the year 1961, it was shifted to Bombay (now Mumbai).

The AAAI serves as a platform for advertising agencies in India to come together and discuss industry-related issues, share knowledge and expertise and promote the growth and development of the advertising industry in India. The AAAI also works closely with other industry bodies, such as the Indian Broadcasting Foundation (IBF) and the Indian Society of Advertisers (ISA), to develop and implement industry-wide policies and standards. The AAAI is committed to promoting ethical practices in advertising and ensuring that its members adhere to the highest standards of professionalism and integrity.

The Government's own Press Commission in the year 1953 noted that the value of print advertising was Rs. 35 million. Other media spends were estimated at another Rs. 15 million. In such an era, those were some real bold men who felt the need to create a platform to promote advertising, as a professional activity! After

India became a Republic in the year 1950, successive governments promoted the policy of self-reliance and import substitution. For three decades — from 1951 to 1980, advertising in India had limited purpose to play. Till the 1980s, while the government did not encourage competition, it did grudgingly acknowledge the importance of communication in social aspects like in family planning programmes, nutrition, education, modernization of agriculture and ushering in the green revolution.

AAAI members were called upon to provide support to the government's efforts in some of these critical areas. The government also had a healthy respect for AAAI and always consulted it in matters of consequence. For example, it was at AAAI's insistence that the Government permitted foreign equity holding in ad agencies in the late 1980s. Whenever required, AAAI has stepped in to protect its business interests and to regulate orderliness in the industry. It has been instrumental in restoring the 15% commission / trade discount for Government business in Government-owned media, or in lobbying for removal of tax on advertising, way back in the year 1965 and subsequently in 1978 and 1983.

AAAI's contribution in regulating the industry is no less significant. In 1987 when TV-sponsored programmes became a reality, it determined how the income should be shared between the placing agency and the creative agency. In 1988 and 1990, AAAI was actively involved in determining the procedures and policies of the electronic media i.e. Doordarshan.

In 1983, AAAI was involved in a serious dialogue with Indian Newspaper Society (INS) when the credit period was proposed to be reduced from 75 to 45 days. Eventually, they agreed on 60 days, with the rider that "no changes would be made in the Accreditation Rules without mutual consultation and consent" of INS and AAAI. In the year 1991, when the proposal came to reduce these 60 days to

45 days, it was persuasively defeated. Since then, INS and AAI meet regularly with respect to matters that concern both the bodies.

AAI is behind the National Readership Survey (NRS) as a joint industry initiative in collaboration with the Indian Newspaper Society (INS) and the Audit Bureau of Circulation (ABC). Having felt the need for a self-regulating body in advertising, AAI was highly supportive to the formation of the Advertising Standards Council of India (ASCI).

Similarly, AAI encouraged the formation of the Indian Broadcasting Foundation (IBF) so that it could address the needs of TV channels. AAI also enjoys a healthy relationship with the Indian Society of Advertisers (ISA). Time and again, its members have called upon AAI to resolve disputes with advertisers for which formal arbitration proceedings have been conducted. The body also assists its members to collect payment from defaulting advertisers.

In a nutshell, AAI, over the years has stood by its members, thereby, protecting their business interests, be it in terms of dialogue with the government, media bodies or advertisers or any other related aspect. It has regulated its members in the orderly conduct of their business affairs, whenever the need arose; And last but not the least, AAI provides a platform for training advertising professionals, recognition of creative work through its coveted Triple-A awards and honoring outstanding advertising men through its AAI Premnarayan Award.

AAI is the official, national organization of advertising agencies, formed to promote their interests so that they continue to make an essential and ever-increasing contribution to the nation, by working towards the following objectives---

1. To benefit Indian consumers and to protect their interests by helping ensure that advertising is honest and in good taste.

2. To benefit Indian advertisers by promoting their sales, increasing their sales and increasing productivity, profitability, stimulating business and industrial activity etc.
3. To benefit media by establishing sound business practices between advertisers and advertising agencies and each of the various media owners.
4. To benefit the nation by harnessing advertising for the good of the country, its institutions, its citizens, cooperate with the government in promoting social objectives and the task of nation-building.
5. To question advertising practice that is wasteful and extravagant, make it possible for small entrepreneurs to grow through advertising and to compete with the biggest, encourage market and media research, serve the society by meeting its social responsibilities.
6. To encourage the interests of young individuals in the business of communication, to assist in education and training programmes and to provide information of benefit to its members. Non-members are also provided this service for a fee.
7. To establish a common platform in building and sustaining the prestige of the advertising profession and to serve as a spokesman against unwarranted attacks or restrictions on the profession.
8. To establish a forum where representatives of advertisers, advertising agencies, media owners and government can meet on mutual grounds and examine problems of mutual concern.
9. To offer effective cooperation and liaison with government officials and bodies for the purpose of broadening their understanding of the role of advertisers, advertising and advertising agencies.
10. To cooperate with government bodies in discussion of matters such as taxes, radio and TV advertising, legislation, political campaign advertising, controls on pharmaceuticals, tobacco or

liquor advertising and other subjects of similar complexity and sensitivity.

Its activities cover all the areas of vital importance of the advertising industry in the country. Some of these include---

- Government & Public Relations--- Improving the overall image of the advertising industry in India and focusing on its role in economic development and employment through campaigns, seminars, press relations and direct contact with government ministries.
- IBF/Doordarshan & AIR/Other FM Channels--- Protection of members' interests on issues related to Guidelines and Rules of Commercial Broadcast, sponsorship, rates, commission and accreditation, working towards full service operations at all TV Channels/Doordarshan Kendras and Radio Channels, setting up an independent monitoring body for commercials.
- INS---Protection of members' interest in matters relating to Indian Newspaper Society (INS) policies, credit periods, rules for accreditation and streamlined operations; promotion of better production values and effective advertising purchases.
- Professional Practices--- Improving the quality of professional relationships between agencies and clients through seminars, the AAAI Handbook and the evolution of uniform guidelines, codes and norms.
- Client Disputes--- Helping settle disputes through evolution of guidelines, procedures and uniform practices; mediating between agency-client, agency-agency and agency-media to ensure quick resolution of disputes.
- Statutes and Laws---Constantly examining all relevant laws and statutes affecting the advertising industry including ESIS, Sales Tax, other taxes, arbitration, MRTP guidelines; seeking professional advice and presenting a common viewpoint at

relevant forums to protect members' interests; pursuing new avenues like Credit Insurance cover, etc.

- Training & Development--- Organizing seminars and workshops on effective advertising skills in creative, copywriting, print and production, client servicing, television production, media operations, media planning, advertising as a career, etc; maintaining a fully-stocked reference library with a reprint service for members.
- Member Communications---Constantly communicating with members through circulars and correspondence, periodic publication of an updated membership directory, regular regional meetings for members and their employees.
- Public Service---Offering the services of the Association and members in significant projects, e.g. for Family Planning, the National Wastelands Development Board, Gujarat Earthquake relief, etc; encouraging the creation of such advertising by members. There are innumerable instances of successful AAAI activities, with benefits to the entire advertising industry and all others associated with it.

This august body(AAAI) functions through active voluntary and honorary services of a President, Vice-President, Honorary Secretary, Honorary Treasurer and an Executive Committee assisted by a full-time Secretary-General and his staff. AAAI has its office at B-502, Marathon Futurex, N M Joshi Marg, Lower Parel, Mumbai, Maharashtra 400013.

Conventionally, a very senior agency person represents each member agency in the forum. The President and the other office-bearers are elected every year by the general body, which comprises of all the representatives of member agencies. Also an effort is made to ensure that all zones and groups of agencies (by size) are

represented on this Committee. Assisting the above groups are various Sub-committees, each looking after specific activity areas, and Regional Convenors who co-ordinate members' activities in different regions of the Country. The Executive Committee, the Regional Convenors and various Sub-Committees meet very regularly and information is constantly shared among all the members. Thus, AAAI is a true association in the sense that nearly half of all the members are directly involved with one or more of the active committee groups and the remaining members are in touch through direct communication. In short, the Advertising Agencies Association of India (AAAI) in Lower Parel, Mumbai is a top player in the category Associations in the Mumbai. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Mumbai.

#### **Stop to Consider-1**

- The Advertising Agencies Association of India (AAAI) is a professional organization that represents the interests of the advertising agencies in India.
- The AAAI also works closely with other industry bodies, such as the Indian Broadcasting Foundation (IBF) and the Indian Society of Advertisers (ISA), to develop and implement industry-wide policies and standards.
- The AAAI is committed to promoting ethical practices in advertising and ensuring that its members adhere to the highest standards of professionalism and integrity.
- In a nutshell, AAAI, over the years has stood by its members, thereby, protecting their business interests, be it in terms of dialogue with the government, media bodies or advertisers or any other related aspect.

### Check Your Progress-1

**Notes**—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

- 1) The Advertising Agencies Association of India (AAAI) was registered as a society in ..... on....., 1945.
- 2) Four agencies from Kolkata — ....., ..... and.....were the signatories in the registrar's office doing the honours.
- 3) Write down the full forms of IBF and ISA.  
.....  
.....  
.....
- 4) In the year....., AAAI was involved in a serious dialogue with .....
- 5) Enumerate a few of the activities of the AAAI.

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

### 3.4 Erstwhile DAVP (Now, the Central Bureau of Communication (CBC))

The Erstwhile Directorate of Advertising and Visual Publicity (DAVP) was the nodal agency of the Government of India for advertising by various Ministries and organizations of the Government of India, including the Public Sector Undertakings (PSUs) and the autonomous bodies. In other words, the Erstwhile Directorate of Advertising & Visual Publicity (DAVP) was the nodal agency to undertake multi-media advertising and publicity for



various Ministries and Departments of Government of India. Some of the Autonomous Bodies also did route their advertisements through the Erstwhile DAVP. However, the Central Bureau of Communication (CBC) was set up on December, 08, 2017 by integration of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD). As already stated, the Erstwhile DAVP is now known as the Central Bureau of Communication (CBC) which was set up on December, 08, 2017 by integration of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP), the Directorate of Field Publicity (DFP) and the Song & Drama Division (S&DD). The Central Bureau of Communication (CBC) aims at providing 360 degrees communication solutions to the Ministries/Departments/Public Sector Undertaking (PSUs)/Autonomous Bodies of India. It (The CBC) acts as an advisory body to the Central Government/Government of India on media strategy. With 23 Regional Outreach Bureaus (ROBs) and 148 Field Outreach Bureaus (FOBs), the Central Bureau of Communication (CBC) is engaged in educating people, both rural and urban, about the Central Government's policies and programmes to evoke their participation in developmental activities. This is ensured by the Bureau using different vehicles of communication viz. Print Media Advertising, Audio Visual (AV) Campaigns, dissemination through Exhibitions, Outdoor Campaigns and New Media etc.

Branding of the Government as prime facilitator of people's empowerment and positioning of messages through Print, Audio-Visual (AV), Outdoor, Digital Media to realize the same, is Central Bureau of Communication's (CBC's) mandate. The Policy guidelines have been adapted in synchronization(sync.) with

emerging media scenario in order to maximize the reach of information dissemination.

Advertising and Visual communication Division (Erstwhile DAVP) of Central Bureau of Communication (CBC) is the nodal division of CBC for dissemination of information about various schemes and policies of different Ministries & Departments of the Government of India, Public Sector Undertakings (PSUs) and Autonomous Bodies. The CBC undertakes campaigns to inform and educate rural and urban people about the Central Government's (Government of India's) policies and programmes through available vehicles of communication viz. Print, Audio Visual (AV), Outdoor, Digital and New Media.

Folk Communication Division of the CBC carries out inter-personal communication through live media, utilizing wide range of performing arts such as Drama, Dance-Drama, Composite-Programme, Puppetry, Ballets, Operas, Folk and Traditional Recitals, Mythological Recitals and other Local Folk & Traditional Forms maximizing outreach of Policies, Programmes and Schemes of the Government. The main function is to create awareness and ensure emotional receptivity with the sense of belongingness and ownership.

The Field Communication Division of the Central Bureau of Communication (CBC) undertakes direct and interpersonal communication programmes to create awareness amongst the masses, particularly in rural and semi urban areas. Regional Outreach Bureau (ROBs) and Field Outreach Bureau (FOBs) accordingly seek to empower people through information to enable them to avail the benefits from such programmes/schemes. It organizes ground activation and outreach programmes. Special Outreach Programmes (SOPs) are organized with the support of various stakeholders viz. the State Government and local

functionaries, society groups etc. As they are in the local languages and at nearby venues, the impact of these communication programmes is more and it enables a greater understanding of the Government's schemes among the masses. These efforts are complemented by the use of traditional and folk media and other conventional and non-conventional methods.

With integration of the Erstwhile DAVP, DFP and S&DD, programmes are increasingly organized in integrated manner with special outreach and folk components together. These Integrated Communication and Outreach Programmes (ICOPs) aim at leaving a greater impact, ensuring behavioural change and creating stakes in developmental process.

In short, the mandates of the newly formed Central Bureau of Communication (CBC) with the integration of the Erstwhile DAVP, DFP and S & DD, are as follows---

- Work towards creating an informed citizenry.
- People Centric Communication approach.
- Disseminate information on schemes and programmes of the Government of India. using different Media Vehicles.
- Formulate Communication (IEC) strategy for the Government.
- Put in place appropriate policy framework for use of different media vehicles and determine rates for the same.
- Conducting Integrated Communication & Outreach Programmes (ICOPs) at central, regional and rural levels.
- Disseminate information on schemes and programmes of the Government of India. by the means of folk art.

Now, let us acquaint you with the Organizational Structure of the Newly Formed Central Bureau of Communication (CBC).

### **Organisational Structure**

The Central Bureau of Communication (CBC) is headed by a Director General (DG) with its headquarters at Sookhna Bhawan, New Delhi. The Central Bureau of Communication (CBC) operating from Delhi, the Regional Outreach Bureaus (ROBs) from regions and the Field Outreach Bureaus (FOBs) at the field level are manned by the officers of Indian Information Service(IIS) and Ex-cadre personnel of the erstwhile Directorate of Advertising & Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S & DD). The personnel from multiple disciplines like Media Planning, Production, Studio Design, Print Production, Exhibition, Song and Drama Division are amongst others the in house talent with expertise in handling campaign requirements of the client ministries.

Given the massive regional and linguistic diversity in India, the country has been divided into five zones, each headed by a DG level officer, below which there are regional offices and field offices. At the regional level, the media units are integrated into the Regional Outreach Bureaus (ROBs) with an Additional Director General(ADG) level officer as the head of the department. The Field Outreach Bureaus (FOBs) at the local level are manned by Field Publicity Officers/ Field Publicity Assistants/ Field Exhibition Officers etc. At present the Central Bureau of Communication(CBC) has a network of 23 Regional Outreach Bureaus(ROBs) and 148 Field Outreach Bureaus(FOBs) spread all across the country. All communication activities are undertaken in the regional languages as per the need of the campaign.

A 360-degree approach to awareness generation and behavioural change would require the flawless integration of both communication and outreach initiatives. The Central Bureau of Communication(CBC) as a nodal government organization has been

working tirelessly towards this goal for effectively taking the message of the Government of India to the people of the country.

Let us have a look at the Functional Set-Up of the Central Bureau of Communication(CBC)----

**Bureau of Outreach and Communication**

**COMMUNICATION**

- Campaign Wing
- Advertising Wing
- Outdoor Wing
- Print Wing
- Audio-Visual(AV) Wing
- New Media Wing

**OUTREACH**

- \* Outreach Wing
- \* Song and Drama Wing
- \* Exhibition Wing

**OTHERS**

- \* Administration
- \* Accounts Wing

**Advertising**

Advertising using Audio-Visual (AV), Print, Outdoor and Personal Media to take government schemes to people.

**Outreach**

Integrated Communication and Outreach Programmes(IOCPS)

**New Media**

Communication through Social Media, Websites, Mobile Phone Apps and Other Digital Platforms Owned, Earned and Shared.

**Song and Drama**

Engaging people through Dance, Drama and Music programmes.

**Printed Communication Materials**

Distribution of Fliers, Posters, Brochures etc.

**Exhibition**

Putting Up Exhibitions of Themes of Public Welfare.

**Demonstrations**

Demonstrations of activities such as Proper Hand Washing

**Rallies**

Rallies and Mass Meetings to Generate Awareness

**Seminar**

Classes and Seminars to Impart Knowledge about Health, Family, Welfare and Legal etc.

**Competitions**

Competitions, especially for students to encourage fun learning.

Under the ambit of the Outreach of the Central Bureau of Communication(CBC), there are the Field Communications, Exhibitions and Folk Communications. Initially, there was the Bureau of Outreach and Communication(BOC) which was later renamed as the Central Bureau of Communication(CBC). In other words, the Bureau of Outreach and Communication(BOC) which came into being after the integration of the three media units namely, the Erstwhile Directorate of Advertising and Visual Publicity(DAVP), Directorate of Field Publicity(DFP) and the Song and Drama Division(S & DD), has been changed to the Central Bureau of Communication(CBC). The BOC was constituted as the Integrated Unit at the Headquarter Level, while the Regional and

Field Integrated Units were given the nomenclature of Regional Outreach Bureau(ROB) and Field Outreach Bureau(FOB). The change was made to maintain the uniformity in nomenclature within the organization and across its regional and field verticals.

The Erstwhile DAVP was founded on March, 01, 1942. At the time of the Second World War(1939-42), the Government of India asked the then leading advertising agencies of the country to form a consortium and set up a publicity unit in Shimla to handle war propaganda, tackle rumour mongering, put out messages about black-outs and handle recruitment to the armed forces.

When the war ended, this consortium was converted into its present form. It was established in the year 1955 and had its headquarters in New Delhi and regional offices in Bengaluru and Guwahati. Its work was further facilitated by two regional distribution centres at Kolkata and Chennai. The Directorate included 4 Campaign wings, an Advertising Wing for Print Media, Audio-Visual (AV) Wing, New Media & Personal Media Wing, Exhibition Wing, Mass Mailing Wing, Outdoor Publicity Wing, Research Wing, Distribution Wing and Language Wing in addition to an Audio Visual (AV) Publicity Cell. The Ministry of Information and Broadcasting (MIB), Government of India was the President of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP).

As a service agency, the endeavour of the Erstwhile DAVP was to communicate with the grass roots level on behalf of the various Central Government Ministries. The origin of Erstwhile DAVP can be traced back to the times of the World War-II(1939-42). Immediately after the out-break of the Second World War in September,1939, the Government of India, under the British at that time, appointed a Chief Press Advisor. Besides other things, advertising was also the responsibility of this officer under whom a post of Advertising Consultant was created in June, 1941. This is

where the Erstwhile DAVP has its roots. On March,01, 1942, the Advertising Consultant Office became the Advertising Branch of the Department of Information & Broadcasting (I & B). Following the expansion in its scope, functions and activities, this unit was declared as an attached Office of the I & B Ministry on October, 01, 1955. The office also assumed the name DAVP. The Erstwhile DAVP did work as a catalyst of social change and economic growth over the years. It had been instrumental in creating awareness amongst the masses on socio-economic themes, seeking their participation in developmental activities and for eradication of poverty and social evils. Its brief included - To perform the functions of a multi-media advertising agency as well as to act as a service agency for the Central Government Ministries / Departments to meet their publicity needs like production of media inputs as well as dissemination of messages/information and to help Central Government Departments in formulating communication strategies / media plans and to implement them at the grass-root level by providing multi-media support, etc. The channels of communication used were:

- Advertisements - Release of Press Ads
- Exhibitions - Putting Up Exhibitions
- Outdoor Publicity - Display of hoardings, kiosks, bus panels, wall paintings, cinema slides, banners, etc.
- Printed Publicity - Booklets, folders, posters, leaflets, calendars, diaries, etc.
- Audio & Visual Publicity - Spots / Quickies, jingles, sponsored programmes, short films, etc.
- Mailing of publicity material - Distribution of publicity material.

The main set-up of the Erstwhile DAVP at the headquarters did consist of---



- Campaign Wing - for coordinating publicity campaigns
- Advertising Wing - for release of press advertisements
- Outdoor Publicity Wing - for display of outdoor publicity materials
- Printed Publicity Wing - for printing of publicity materials
- Exhibition Wing - for putting-up exhibitions
- Mass Mailing Wing - for distribution of publicity material
- Audio-Visual Cell - for production of audio / video programmes
- Studio with DTP facility - for designing
- Copy Wing - for making copy
- Coordination Cell - for coordinating Parliamentary Questions, Parliamentary Committees
- Electronic Data Processing Centre - for processing of bills
- Accounts Wing Administration Wing

The Erstwhile DAVP had a network of offices spread all over the country.

The Erstwhile DAVP had---

1. Two Regional Offices in Bengaluru and Guwahati to coordinate the Directorate's activities in these regions.
2. Two Regional Distribution Centres in Kolkata and Chennai to look after distribution of publicity material in eastern and southern regions, respectively.
3. 35 Field Exhibition Units with mobile exhibition vans, seven family welfare units and 21 general field exhibition units.
4. Regional Exhibition Workshop in Chennai and
5. Exhibition Kit Production Centre in Guwahati to assist the Exhibition Division at headquarters in designing and fabricating exhibits.

Some of the important subjects publicized by the Erstwhile DAVP did include---

1. Health & Family Welfare
2. Drug Abuse & Prohibition
3. Women & Child Development
4. Upliftment of the Girl Child
5. Education
6. Adult Education
7. Non-Conventional Energy Sources
8. Mahila Samridhi Yojana
9. National Integration & Communal Harmony
10. Creating public opinion against dowry, female infanticide, child labour, beggary, etc.
11. Blood Donation
12. AIDS Awareness
13. Consumer Protection
14. Safe Drinking Water
15. Welfare of the Handicapped
16. Water-Borne Diseases
17. Handicrafts
18. Social Welfare Programmes
19. Agriculture
20. Food & Nutrition
21. National Social Assistance Programmes
22. Training of Rural Youth for Self-Employment (TRYSEM)
23. Integrated Rural Development Programme
24. Development of Women and Children in Rural Areas (DWCRA)
25. Employment Assurance Scheme
26. Jawahar Rozgar Yojana
27. Panchayati Raj and
28. Commemoration of 60 Years of India's Independence

### Stop to Consider-2

- The Erstwhile Directorate of Advertising and Visual Publicity (DAVP) was the nodal agency of the Government of India for advertising by various Ministries and organizations of the Government of India, including the Public Sector Undertakings (PSUs) and the Autonomous Bodies.
- The Erstwhile DAVP is now known as the Central Bureau of Communication (CBC) which was set up on December, 08, 2017 by integration of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP), the Directorate of Field Publicity (DFP) and the Song & Drama Division (S&DD).
- Advertising and Visual communication Division (Erstwhile DAVP) of Central Bureau of Communication (CBC) is the nodal division of CBC for dissemination of information about various schemes and policies of different Ministries & Departments of the Government of India, Public Sector Undertakings (PSUs) and Autonomous Bodies.
- The CBC undertakes campaigns to inform and educate rural and urban people about the Central Government's (Government of India's) policies and programmes through available vehicles of communication viz. Print, Audio Visual (AV), Outdoor, Digital and New Media.

### Check Your Progress-2

**Notes**—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Write down the full forms of CBC, ROB, FOB and SOP.

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

- .....
- .....
- .....
- 2) In which year and by the integration of which three organizations, the CBC was set up ?
- .....
- .....
- .....
- .....
- 3) The.....Division of the CBC undertakes direct and interpersonal communication programmes to create awareness amongst the masses, particularly in rural and semi urban areas.
- 4) Enumerate a few of the mandates of the CBC.
- .....
- .....
- .....
- .....
- 5) Under the ambit of the.....of the CBC, there are the..... Communications, .....and ..... Communications.

### 3.5 DIPR

The Directorate of Information and Public Relations(DIPR) is entrusted with the job of informing and publicizing the plans, programmes and policies, activities and achievements of the State Government by using different means of active publicity media for welfare of the public throughout the state. In other words, the DIPR utilizes multi-media systems for effective publicity and performs a

signal service in acting as a bridge between the people and the state governments and creates awareness among all sections of the people on state government policies, plans and programmes intended for their welfare and development. In simple terms, it can be stated that the Directorate of Information and Public Relations(DIPR) is the sole agency to release all state government advertisements to the media. State Government releases and pays for the advertisements released through DIPR. In different states of the country, there is a Directorate of Information and Public Relations(DIPR) for the purpose of predominantly, giving wide publicity to the various state government schemes and other activities by means of publishing special advertisements in different newspapers and as well as other publications. In Assam, also we have the DIPR, Assam, which is also called JANASANJOG, Assam.

The Directorate of information and Public Relations(DIPR) designates specific work to various wings to facilitate smooth functioning of the department. The departments are such as---

- Press Liaison Section--- This section prepares, handles and disseminates official news backed by photographs (where necessary) to the print and electronic media. Clarification against faulty news and views published in the media are issued by this section. Another major responsibility of this section is to prepare speeches and messages etc. for VIPs on all the important occasions. Moreover, the coverage of state Government functions and VIP programmes are also done by this Section.
- Press Research Section----- This section constantly monitors what is reported in the print media concerning the State and the functioning of the Government. Clippings of news and views are regularly made and sent to concerned Ministries and officials with entry into a live Register.

- Archive----- This section has to photograph and preserve almost all important official functions. These are distributed for publication in mass media. Moreover, Daily newspapers are also preserved in the Section.
- Advertisement Section----- The Government has always laid adequate stress on this powerful medium. DIPR is the sole agency to release all government advertisements to the media. State Government releases and pays for the advertisements released through DIPR.
- Cultural Wing----- Songs, street plays, dances etc. are profusely used to propagate messages of community involvement in the administration and development of society.
- Exhibition Wing----- Display of important photographs, artifacts etc. done in an artistic way always attract people's interest. DIPR has a wing exclusively meant for preparation and shaping of field level exhibition.
- Technical Section----- DIPR covers important official functions through Public Address System also. They have a team of trained staff and officers in this section. Moreover, this section handles a huge network of Fixed Loudspeaker System (FLS) in almost all important towns of the state which acts as a local broadcasters.
- Information Centre----- DIPR has a modest Information Center with sufficient books and reference materials under the supervision of a Senior Departmental Officer. The Centre is meant for anyone interested to know about various facts of the state.
- Publication Section----- Important Government policy matters, views, proceedings, interpretation etc. along with topical matters concerning public welfare and important speeches of dignitaries on various occasions are compiled and published by the DIPR

through this section. Besides publishing periodicals, pamphlets, booklets etc. this section brings out regular weekly newspapers at times.

- Regional Office----- DIPR use to set-up Regional Offices with Senior Officers at the helm of affairs in various parts of the State and outside State, so as to streamline Departmental functioning. These offices incorporate all the functioning of the directorate and also coordinates activities of the DIPR field offices in their respective jurisdictions.
- District and Sub-Divisional Offices----- DIPR use to possess well monitored networks of departmental officers and staff spread across the State. These District and Sub-divisional Information and Public Relations Officers are entrusted to function as ear and voice of the State Government in the field level. These officers frequently organize various exercises to generate and mould public opinion in support of the policies of the Government by means of audio, visual media etc. These field offices also run a Fixed Loudspeaker System (FLS) at important places for broadcasting official announcement needing immediate public attention. Prior to the advent of easy satellite broadcast, these DIPR field officers were very popular with their mobile news and cinema shows, cultural programmes etc. These offices also function as a good library for the public with its stock of valuable books, periodicals etc.

#### Aims of DIPR----

1. Use Information, Education and Communication (IEC) technologies for dissemination of information about Plans, Policies and various Welfare Schemes and programmes of the State Government through all means of Media.

2. Use electronic media for awareness generation and social media for promoting communication between the people and the Government.
3. Implementation of welfare schemes relating journalists.
4. Promotion of feedback to the Government.
5. Use of its multi-media systems for effective publicity of development and welfare programmes.
6. Improving internal efficiency/Responsiveness/Service Delivery of Department.

So, it can be concluded that the Directorate of Information and Public Relations(DIPR) is the Publicity Wing of the various State Governments of the country.

### **Stop to Consider-3**

- The Directorate of Information and Public Relations(DIPR) is entrusted with the job of informing and publicizing the plans, programmes and policies, activities and achievements of the State Government by using different means of active publicity media for welfare of the public throughout the state.
- the DIPR utilizes multi-media systems for effective publicity
- The main objective of the DIPR is, keeping the State Government informed of the people's reaction (feedback from the public) to its policies and programmes.



### Check Your Progress-3

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Enumerate a few of the wings of the DIPR.

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2) The DIPR, Assam is also called.....

3) Write down the main objectives of the DIPR.

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### 3.6 Let Us Sum Up

In this Unit-3 of Block-3 under Paper-2025, you have been acquainted with the organizational structure as well as the functions and significance of the AAI, Erstwhile DAVP (Now, the Central Bureau of Communication (CBC)) and the DIPR. Now, let us summarize the key points which you can learn by going through this particular unit---

- The Advertising Agencies Association of India (AAAI) is a professional organization that represents the interests of the advertising agencies in India.
- The AAAI serves as a platform for advertising agencies in India to come together and discuss industry-related issues, share

knowledge and expertise and promote the growth and development of the advertising industry in India.

- The AAAI is committed to promoting ethical practices in advertising and ensuring that its members adhere to the highest standards of professionalism and integrity.
- In a nutshell, AAAI, over the years has stood by its members, thereby, protecting their business interests, be it in terms of dialogue with the government, media bodies or advertisers or any other related aspect.
- The Erstwhile Directorate of Advertising and Visual Publicity(DAVP) was the nodal agency of the Government of India for advertising by various Ministries and organizations of the Government of India, including the Public Sector Undertakings(PSUs) and the autonomous bodies.
- The Erstwhile DAVP is now known as the Central Bureau of Communication (CBC) which was set up on December,08, 2017 by integration of the Erstwhile Directorate of Advertising and Visual Publicity (DAVP), the Directorate of Field Publicity (DFP) and the Song & Drama Division (S&DD).
- The CBC undertakes campaigns to inform and educate rural and urban people about the Central Government's (Government of India's) policies and programmes through available vehicles of communication viz. Print, Audio Visual (AV), Outdoor, Digital and New Media.
- The Directorate of Information and Public Relations(DIPR) is entrusted with the job of informing and publicizing the plans, programmes and policies, activities and achievements of the State Government by using different means of active publicity media for welfare of the public throughout the state.

- The main objective of the DIPR is basically two fold i.e. informing the public about the plan, policies and programmes of the State Government on one hand and on the other hand, keeping the State Government informed of the people's reaction (feedback from the public) to its policies and programmes.

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10. Paper-III(*Advertising*); The Self Learning Material(SLM) of Master of Communication and Journalism(MCJ) under GUCDOE(Formerly Known as GUIDOL), Guwahati

11. Paper-BMC(F) 03—*Advertising*; The Self Learning Material(SLM) of the Bachelor of Mass Communication(BMC) under the KK Handique State Open University(KKHSOU), Guwahati

### 3.8 Model Questions

- 1) Elaborate in your own words, about the organizational structure as well as the functions and significance of the Advertising Agencies Association of India(AAAI).
- 2) Elucidate the organizational structure, significance and functions of the Central Bureau of Communication (CBC)and make a comparative analysis of the same with the Erstwhile DAVP.
- 3) Explain in your own words, the significance, functions and the aims of the DIPR.

### 3.9 Answers to Check Your Progress

#### Check Your Progress-1

- 1) Kolkata (Earlier Calcutta); September,21
- 2) D J Keymer;  
General Advertising Agency;  
J Walter Thomson Company and  
Press Syndicate
- 3) Indian Broadcasting Foundation; and  
Indian Society of Advertisers
- 4) 1983; Indian Newspaper Society (INS)
- 5) Government & Public Relations;  
IBF/Doordarshan & AIR/Other FM Channels;  
INS;  
Professional Practices;

Client Disputes;  
Statutes and Laws;  
Training & Development;  
Member Communications;  
Public Service.

### **Check Your Progress-2**

1) Central Bureau of Communication;

Regional Outreach Bureau;

Field Outreach Bureau; and

Special Outreach Programme

2) 2017; Erstwhile Directorate of Advertising and Visual Publicity (DAVP), the Directorate of Field Publicity (DFP) and the Song & Drama Division (S&DD)

3) Field Communication Division

4)

- Work towards creating an informed citizenry.
- People Centric Communication approach.
- Disseminate information on schemes and programmes of the Government of India using different Media Vehicles.
- Formulate Communication (IEC) strategy for the Government.
- Put in place appropriate policy framework for use of different media vehicles and determine rates for the same.
- Conducting Integrated Communication & Outreach Programmes (ICOPs) at central, regional and rural levels.
- Disseminate information on schemes and programmes of the Government of India by the means of folk art.

5) Outreach; of the Central Bureau of Communication(CBC),  
Field; Exhibitions; Folk

### **Check Your Progress-3**

- 1) Press Liaison Section;  
Press Research Section;  
Archive;  
Advertisement Section;  
Cultural Wing;  
Exhibition Wing;  
Technical Section;  
Information Centre;  
Publication Section;  
Regional Office;  
District and Sub-Divisional Offices
- 2) JANASANJOG
- 3) The main objective of the DIPR is basically two fold i.e. informing the public about the plan, policies and programmes of the State Government on one hand and on the other hand, keeping the State Government informed of the people's reaction (feedback from the public) to its policies and programmes.

**Paper-MMC 2025(Advertising)**

**Block-3 (Advertising Agency and Advertising Media)**

**Unit: 4**

**Internet and Social Media Advertising; Marketing,  
Blogging and Its Current Status, Market Research and  
Audience Research**

**Unit Structure**

**4.1 Introduction**

**4.2 Objectives**

**4.3 What is Social Media Advertising?**

**4.4 Social Media and Marketing**

**4.5 Blogging and Its Current Status**

**4.6 Market Research**

**4.7 Audience Research**

**4.8 Let Us Sum Up**

**4.9 References and Suggested Readings**

**4.10 Model Questions**

**4.11 Answers to Check Your Progress**

**4.1 Introduction**

In this unit, we will explore the meaning and concept of social media advertising, emphasizing its significance and relevance in today's dynamic digital landscape. We will delve into the intricate relationship between social media and marketing, examining how these two elements intertwine to create impactful strategies. Additionally, we will discuss the importance of blogging as a key

component of digital marketing, shedding light on its current trends and evolving role in content creation.

This unit will also provide a comprehensive understanding of market research and audience research, emphasizing their critical importance in shaping effective marketing and advertising campaigns. By analyzing these concepts, you will gain valuable insights into how businesses can better understand their target audiences, tailor their strategies, and achieve their marketing objectives with precision and efficiency.

## **4.2 Objectives**

After going through this unit you will be able to--

- Describe social media marketing.
- Explain the relationship between social media and marketing.
- Discuss blogging and its current status.
- Analyze the concepts of market research and audience research.

## **4.3 What is Social Media Advertising?**

By now, you must have learnt what advertising is and what role it plays in the society. Let us now delve into the world of social media advertising and discuss its meaning and significance in the present times.

Social media advertising is quite different from traditional advertising in many accounts. We will talk about them in this unit later. Social media advertising refers to a form of digital advertising that uses platforms like Facebook, Instagram, LinkedIn, Pinterest, etc. to reach target audience. The internet and social media play a vital role in social media advertising. The internet provides the infrastructure allowing marketers to create, manage and track their advertising campaigns. The social media platforms provide the



appropriate audience base targeting on geographic, demographic, psychographic and behavioural characteristics by connecting with consumers more effectively. Social media advertising aims for more personalized and targeted ad campaigns, which enables the marketers to reach their ideal buyers. The internet also enables the use of data analytics and tracking tools to monitor the performance of the ad campaigns. Hence, the internet and social media are essential components of social media advertising.

The benefits of social media advertising are –

- ✓ **Precise Audience Targeting:** Social media advertising provides advertisers with the capability to focus their efforts on specific demographics, interests, and behaviours of their target audience. This level of precision ensures that advertisements are seen by the people who are most likely to find them relevant. By utilizing the advanced targeting tools available on platforms like Facebook, Instagram, and LinkedIn, advertisers can segment their audience based on factors such as age, gender, location, occupation, hobbies, and even online behaviours. This targeted approach not only enhances the effectiveness of ad campaigns but also reduces wasted resources by ensuring that marketing messages are delivered to the right audience at the right time.
- ✓ **Cost-Effective:** Social media advertising is often more budget-friendly compared to traditional advertising methods, such as TV, print, or radio ads. With options like Cost-Per-Click (CPC) and Cost-Per-Impression (CPM), businesses can achieve their marketing goals without overspending. These pricing models allow advertisers to pay only for actual interactions or views, ensuring that every dollar spent contributes directly to the campaign's performance. Additionally, social media platforms provide flexibility in setting budgets, enabling advertisers to start with smaller amounts and scale up based on results. This

affordability and adaptability help maximize the efficiency of advertising budgets, making it an ideal choice for businesses of all sizes.

- ✓ **Immediate Feedback:** Social media advertising offers the advantage of delivering real-time results and feedback on the performance of campaigns. As soon as an ad goes live, advertisers can monitor key metrics such as clicks, impressions, engagements, and conversions. This instant access to performance data allows advertisers to quickly identify what is working and what isn't. Based on these insights, they can make immediate adjustments to improve the ad's effectiveness, such as refining the content, modifying targeting parameters, or reallocating budgets. This dynamic feedback loop helps optimize campaigns in real time, ensuring better results and a higher return on investment.
- ✓ **Better Control Over Ads:** Social media advertising provides advertisers with a high degree of control over their ad campaigns, allowing for greater flexibility and customization. Advertisers can easily make adjustments to various aspects of their campaigns, such as modifying the budget to allocate resources more effectively, updating content to enhance engagement, tweaking delivery schedules to target audiences at optimal times, and refining targeting parameters to reach the most relevant audience segments. This ability to adapt campaigns in real time ensures that advertisers can respond quickly to changing market trends, audience behaviour, or campaign performance, ultimately maximizing the impact of their advertising efforts.
- ✓ **Innovative Formats:** Social media platforms offer a variety of advertising formats, such as Carousel Ads and Lead Generation (Lead Gen) Ads, providing marketers with versatile tools to

engage their audiences. Carousel Ads enable advertisers to showcase multiple images or videos in a single ad, offering an interactive experience where users can swipe or click through different cards, each highlighting unique aspects of a product, service, or story. Lead Gen Ads, on the other hand, are designed to capture user information seamlessly through pre-filled forms, simplifying the process for users and increasing the likelihood of conversions. These innovative formats encourage marketers to experiment with creative approaches, tailor content to audience preferences, and achieve specific objectives like driving sales, collecting leads, or enhancing brand engagement. By leveraging these dynamic ad options, businesses can deliver more impactful and engaging campaigns that resonate with their target audiences.

- ✓ **Sophisticated Tracking Mechanisms:** Social media advertising incorporates advanced tracking tools that monitor key metrics such as impressions, clicks, and conversions. These mechanisms provide advertisers with valuable insights into how their campaigns are performing. By analyzing this data, businesses can identify which strategies are effective and which need adjustment. The detailed tracking allows marketers to fine-tune their campaigns in real time, optimizing aspects like targeting, content, and budget allocation. Additionally, these insights help advertisers measure the overall impact of their ads on broader marketing objectives, such as brand awareness, lead generation, or sales. This data-driven approach ensures campaigns are not only efficient but also aligned with the business's goals.
- ✓ **Enhanced Brand Awareness:** Social media advertising plays a crucial role in boosting brand awareness by reaching a large, targeted audience across various platforms. By effectively engaging users with relevant content, ads, and promotions,

businesses can strengthen their brand presence and visibility. This increased exposure not only helps attract new customers but also fosters deeper connections with existing ones, driving higher engagement and loyalty. In addition, social media ads allow businesses to collect valuable customer feedback, which can be used to refine products, services, and marketing strategies. As a result, consistent and well-executed social media advertising campaigns contribute to both short-term sales growth and long-term brand loyalty, promoting sustained business development.

In order to maximize the effectiveness of social media advertising campaigns, the advertisers should avoid certain common mistakes. It is important to analyze the performance data of the campaigns and make changes to them accordingly. This would lead to better results. One should be very careful while posting any content regarding the brand or the product on social media. The posted content should be in alignment with the brand's image or tone. One should keep in mind that all the social media platforms are different from each other; each platform has its own unique features, user demographics and user behaviour. Hence, the advertiser should tailor their strategies for each platform. It is important to engage with the audience regularly and respond to messages and complaints for a successful social media advertising campaign. Taking advantage of social media marketing tools like Buffer and BuzzSumo can help streamline social media management and improve performance. Posting too frequently or too infrequently could negatively impact engagement and audience interest. It is important to create content that remains relevant over time which would improve engagement. Another important aspect is to understand the target audience's demographics and their preferences in order to create an effective ad strategy for the target audience. In order to maintain engagement

and visibility, it is important to stay updated on new platform features, along with creating high-quality content for maintaining brand reputation.

The **audience** is one of the most important components of an advertising strategy and their attention and engagement could play a major role in its success. The advertiser should have a fair knowledge of the target audience's demographics, interests, values and behaviour in order to create the ad strategy for maximum effect. The content should be designed in such a way that it resonates with the audience. The advertiser could ask questions, share user generated content and host giveaways which could encourage sharing and spark conversations among the audience/customer base. Eye-catching visuals and engaging videos can be used to capture the attention of the audience while conveying your message effectively. Live videos, product demonstrations, and behind-the-scene content could be very interesting and engaging. Respond to the comments and messages promptly and positively to build relationships with the customers. Create online community groups where customers can share their thoughts, ask for advice and connect with each other. Such groups could provide insight into customer preferences as well as foster a sense of community around the brand. As an advertiser, you may also post exclusive content like upcoming sales, new product release, etc to engage followers on social media platforms and make them feel connected to your brand. You may hold contests and giveaways to boost engagement and attract new audiences.

#### **STOP TO CONSIDER-1**

##### **Social Media Advertising**

- **Definition:** Social media advertising uses platforms like Facebook, Instagram, and LinkedIn to target specific audiences through digital ads.

- **Importance:** Relies on internet infrastructure and social media for precise audience targeting, personalized campaigns, and real-time data tracking.
- **Benefits:**
  - **Precise Audience Targeting:** Focus on demographics, behaviours, and interests.
  - **Cost-Effective:** Affordable pricing models (CPC, CPM).
  - **Immediate Feedback:** Real-time results for quick adjustments.
  - **Better Control:** Flexibility in adjusting budgets, content, and targeting.
  - **Innovative Formats:** Includes Carousel Ads and Lead Gen Ads for interactive campaigns.
  - **Sophisticated Tracking:** Metrics like impressions and conversions help optimize campaigns.
  - **Brand Awareness:** Boosts visibility, customer engagement, and brand loyalty.
- **Common Mistakes:** Avoid irrelevant content, inconsistent posting, and neglecting platform-specific strategies.
- **Engagement Tips:** Use eye-catching visuals, interact with users, and maintain high-quality content to build brand relationships.

### Check Your Progress-1

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the role of the internet and social media in social media advertising?

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2. How does social media advertising ensure precise audience targeting?

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3.What are the cost-effective advantages of social media advertising?

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4.What innovative advertising formats are available on social media platforms?

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5.Why is understanding the target audience important in social media advertising?

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#### **4.4 Social Media and Marketing**

Social media has revolutionized the way businesses approach marketing, offering a vast array of opportunities to engage with customers and achieve marketing goals. By leveraging the unique capabilities of social media platforms such as Facebook, Instagram, Twitter, LinkedIn and others, advertisers can effectively reach and connect with their target audience.

##### **➤ Brand Awareness and Customer Engagement**

Social media platforms are powerful tools for building brand awareness. Businesses can use platforms like Instagram and Facebook to share visually appealing content, engage with followers through comments, and run campaigns that increase visibility. For example, a clothing brand might post daily outfit inspirations on Instagram, encouraging users to engage with the content by tagging friends or sharing their own photos using branded hashtags. This type of engagement helps expand the reach of the brand beyond the existing follower base.

##### **➤ Targeted Advertising**

One of the greatest advantages of social media advertising is its ability to target audiences with precision. Platforms like Facebook and LinkedIn allow businesses to segment audiences based on various criteria such as age, gender, interests, geographic location, and even behaviours. For instance, an online fitness coach can run targeted ads on Facebook specifically aimed at individuals who have shown interest in fitness or wellness, ensuring that the content reaches the most relevant users. Compared to traditional advertising methods like television or print, which have broader reach, social



media advertising is far more cost-efficient and effective in reaching the right demographic. This targeted approach reduces wastage and maximizes the Return On Investment (ROI).

➤ **User-Generated Content (UGC)**

User-Generated Content (UGC) is a powerful tool for enhancing brand credibility. UGC includes content created by customers, such as reviews, photos, videos, and posts that showcase the product or service in real-life contexts. A classic example of UGC is when a customer posts a picture of himself/herself wearing a brand's clothing on Instagram and tags the brand's account. These authentic representations of the brand provide social proof that can influence other potential customers. A good example is Coca-Cola's "Share a Coke" campaign, where customers were encouraged to share images of themselves with personalized bottles. This campaign significantly increased engagement and strengthened Coca-Cola's relationship with its audience.

➤ **Data Collection and Customer Insights**

Social media platforms allow businesses to collect data on customer interactions, behaviours, and preferences. This data can be used to refine marketing strategies and improve customer experiences. For example, Twitter analytics might reveal that a company's followers tend to engage more with posts related to new product launches, prompting the brand to create more content around upcoming products. Similarly, Instagram insights allow businesses to see which types of posts perform best in terms of engagement (e.g., photos, carousels, or videos), allowing marketers to optimize their content strategy accordingly.

➤ **Customer Relationship Marketing**

Social media marketing plays an integral role in customer relationship marketing. By being active on social platforms and participating in real-time conversations, businesses can foster a

sense of community and strengthen relationships with customers. For example, when customers post questions or concerns on Twitter, brands can respond quickly and provide assistance, building trust and loyalty. One brand that excels in this area is Zappos, which is known for its customer service on Twitter. They often go beyond typical customer service, providing personalized responses, humor, and even going the extra mile to make customers happy. This type of interaction helps enhance the customer experience and solidify long-term relationships.

➤ **Example of Social Media Success: Nike**

Nike's use of social media marketing is a great example of how businesses can effectively use these platforms to engage with customers and build their brand. Nike's #JustDoIt campaign has been a powerful tool for the brand's messaging and customer engagement. The campaign encourages users to share their own stories of perseverance and achievement, often in the form of photos and videos. By leveraging User-Generated Content(UGC) and empowering their audience, Nike fosters a sense of community while amplifying their brand message. Additionally, Nike's targeted Instagram ads often feature athletes and influencers, further promoting the brand's values while connecting with a relevant audience.

In a nutshell, it can be stated that social media marketing has become an essential tool for businesses looking to connect with their target audience in meaningful ways. Through targeted advertising, user-generated content, customer insights, and real-time engagement, businesses can build stronger relationships with customers, enhance brand loyalty, and ultimately achieve their marketing objectives. By understanding the potential of these platforms and adopting the right strategies, businesses of all sizes

can successfully navigate the world of social media marketing and gain a competitive edge.

### STOP TO CONSIDER-2

#### Social Media and Marketing

- **Brand Awareness:** Social media platforms like Instagram and Facebook are effective for sharing content and engaging users, boosting brand visibility (e.g., daily posts, branded hashtags etc.).
- **Targeted Advertising:** Ads can be tailored based on demographics, interests, and behaviours (e.g., fitness ads targeted to wellness enthusiasts).
- **User-Generated Content (UGC):** Customers create content that builds brand credibility (e.g., Coca-Cola's "Share a Coke" campaign).
- **Data Collection:** Platforms provide insights into customer behaviour, helping refine strategies (e.g., analyzing Twitter or Instagram engagement).
- **Customer Relationship Marketing:** Engaging with customers in real time fosters loyalty (e.g., Zappos' personalized responses on Twitter).
- **Example of Success:** Nike's #JustDoIt campaign empowers customers to share stories, building community and brand engagement.

### Check Your Progress-2

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is one way social media helps businesses build brand awareness?

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2. How does social media advertising benefit businesses compared to traditional advertising?

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3.What is User-Generated Content (UGC), and how does it help brands?

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4.How can businesses use data from social media platforms to improve their marketing strategies?

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5.What role does social media marketing play in customer relationship marketing?

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#### **4.5 Blogging and Its Current Status**

Blogging refers to the act of creating and publishing content online, on a regular basis. It might involve writing, photography, and other media published on the internet. It is like a digital journal or bulletin board that you can share with the world. Blogs are often used to share information, opinions, experience, etc. with an audience. They may cover a wide range of topics, from personal diaries to professional content. Blogs are independent, with bloggers controlling both the content and the timing of their posts. The tone of the blogs is typically informal and conversational, sometimes allowing comments and discussions as well. Starting with text based entries, blogs now include images, videos, podcasts, and other multimedia formats. Over time, blogging has become a powerful tool for individuals and businesses to connect with their audiences, to establish expertise and even generate income.

Blogging helps in drawing in potential customers through the search engines. By improving the website's ranking in search results, businesses can make themselves more visible. Regular publishing of good content can improve Search Engine Optimization (SEO), making it easier for potential customers to find their websites through search engines. Blogs help in reaching wider audience and attract new customers by providing relevant content to address the needs of the audience. The content of the blog could demonstrate

your knowledge and expertise in the field which would foster trust and credibility with customers. Consistency in blogging would build recognition for your brand. The more people see your content, the more they become familiar with your brand. Blogging is a relatively inexpensive method to reach larger audiences as compared to the traditional marketing methods, and hence a more cost-effective method of marketing.

Blogging is continuously evolving and is becoming a relevant and significant medium of content creation and sharing in the recent times. Millions of new blog posts are published daily across various platforms like WordPress, Tumblr, and others, with over 600 million blogs existing online and more than 2 billion blog posts published annually. The global content marketing industry is projected to grow significantly which indicates the continued importance and impact of blogging in the digital landscape. It plays a significant role in content marketing strategies, brand building and online communication. Some of the most profitable blog niches of the recent times include personal finance, health fitness and well being, dating and relationships, food and drink, travel, education, home improvement and DIY (do it yourself), parenting, marketing and online business, science and technology, outdoor lifestyle, video gaming, etc.

In India, blogging has seen a significant growth and popularity owing to the factors such as improved internet access, rise in social media, increase in smartphone usage, and demand for niche content. The growth of internet economy in India along with the expanding online population has led to the proliferation of blogs covering a wide range of topics such as politics, business, technology, lifestyle and entertainment. The readership of blogs in India is also diverse, with a growing interest in regional languages content along with English.

### STOP TO CONSIDER-3

#### Blogging and Its Current Status

- **Definition:** Blogging involves regularly creating and publishing content online, covering topics from personal diaries to professional content.
- **SEO and Marketing:** Blogs improve SEO, increasing website visibility and attracting potential customers through relevant, consistent content.
- **Cost-effective:** Blogging is an inexpensive marketing method compared to traditional advertising.
- **Evolving Medium:** Blogging continues to grow, with millions of new blog posts published daily on platforms like WordPress and Tumblr.
- **Popular Niches:** Profitable blog topics include personal finance, health, travel, food, technology, and more.
- **Blogging in India:** Increased internet access and smartphone usage have led to a rise in diverse blogs, including regional language content.

### Check Your Progress-3

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. **What are** blogs commonly used for?

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2. How does blogging improve Search Engine Optimization (SEO)?

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3.What makes blogging a cost-effective marketing tool?

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4.What are some popular blog niches?

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5.What factors have contributed to the growth of blogging in India?

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#### **4.6 Market Research**

Market research is the process of systematically collecting information about a specific market, competitors and customers. Businesses use this information to improve their products and services and develop marketing strategies.



Market research is essential in advertising to understand the target audience by analyzing their demographics, their interests, preferences and behaviour. This enables advertisers to develop buyer personas, which steer the entire advertising process to ensure the ads connect with the target audience. Market research gathers information from the consumers so that the advertisers could identify areas for product enhancement and or for new product ideas. Market research also involves keeping track of industry trends and competitions. It offers insights into where the target audience spends their time and which media channels they prefer, as effective advertising demands strategic media planning and budgeting. Market research is vital for advertising as it helps advertisers understand their audience, identify market trends, improve products and make informed decisions about media planning in order to achieve the business objectives effectively.

Common market research methods for advertising include surveys, which involve gathering data from a sample group that represents the target market. Surveys can be conducted in various forms, such as in-person, or through telephone, mail, or online. Another method is focus group, that involves a moderator leading a discussion among a group of individuals to gather qualitative data on consumer attitudes, perceptions and feedback. Personal interviews also provide subjective data on consumer perceptions and provide feedback for advertising strategies. Observation is another effective method where researchers observe subjects in natural or controlled environments to understand consumer behaviour. Competitive analysis is a strategic market research approach that involves examining competitors to assess how your brand stands in the market. These methods play a crucial role to effectively reach and engage target audiences. Market research can be categorized into two main types: primary and secondary. Primary research involves

gathering data directly from the target market through methods like surveys, interviews, and focus groups. Secondary research, on the other hand, involves using existing data collected by others, such as government reports, industry publications, and market research studies.

#### **STOP TO CONSIDER-4**

##### **Market Research for Advertising**

- **Purpose:** Market research helps businesses understand target audiences, improve products, and develop effective marketing strategies.
- **Target Audience Insights:** It analyzes demographics, preferences, and behaviours, enabling advertisers to create buyer personas.
- **Methods:**
  - **Surveys:** Collect data from sample groups (in-person, online, etc.)
  - **Focus Groups:** Qualitative feedback through moderated discussions.
  - **Personal Interviews:** Subjective consumer insights for advertising strategies.
  - **Observation:** Study consumer behaviour in natural or controlled settings.
  - **Competitive Analysis:** Examine competitors to assess brand positioning.
- **Types:**
  - **Primary Research:** Direct data from the target market (surveys, interviews, etc.)
  - **Secondary Research:** Existing data from sources like government reports and market studies.
- **Value:** Ensures effective media planning, product

improvement, and informed decision-making for advertising success.

#### **Check Your Progress-4**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the purpose of market research in advertising?

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2.What methods are commonly used in market research for advertising?

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3.What are the two main types of market research?

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4.How does market research help in advertising?

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5.What is the role of competitive analysis in market research?

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#### 4.7 Audience Research

Audience research is a key component of market research that seeks to understand the specific group of people that the business is trying to reach. It refers to the process of gathering important data and insights about a brand's existing or potential customer base. The main objectives of audience research are –

❖ **Understanding the Demographics:** It is important to learn the target audience's characteristics such as age, gender, income, education, occupation, location, etc. For example, if you are developing a health and fitness app for busy professionals, you might be conducting audience research to learn that the demographics for your app is between the age group of 25-45, middle to high income office goers, both male and female, based mostly in urban and semi-urban locations.

❖ **Analyzing-Psychographics:**

Advertisers need to delve deeper into understanding the psychological factors that influence consumer behaviour. This includes exploring the audience's interests, opinions, attitudes, values, lifestyles, and beliefs. These psychographic characteristics help advertisers gain a more nuanced understanding of what drives their audience's decision-making process. By examining how consumers think, feel, and live, advertisers can create more targeted and effective campaigns that resonate on a personal level, aligning with the audience's motivations and aspirations. This type of analysis goes beyond basic demographics and provides valuable insights for crafting compelling messages and offers.

#### ❖ **Studying-Behavioural-Patterns:**

It is crucial for advertisers to closely observe how their audience interact with products, services, websites, and marketing materials. This includes tracking their purchasing behaviours, how they navigate websites, the types of content they engage with, and which marketing channels they prefer. By analyzing these behaviours, advertisers can gain valuable insights into their audience's online habits, preferences, and routines. This data helps identify trends in consumer actions, such as which product features attract attention or which ads generate clicks. Understanding these behavioural patterns allows businesses to optimize their strategies, tailor content more effectively, and ultimately improve customer engagement and conversion rates.

#### ❖ **Gathering Feedback and Opinions:**

To gain a deeper understanding of their audience's needs, preferences, and perceptions, advertisers can directly collect feedback through various methods such as surveys, interviews, and focus groups. Surveys can be distributed online or in person to gather quantitative data on consumer opinions, behaviours, and satisfaction levels. Interviews offer more personalized, in-depth insights by engaging directly with individuals and exploring their thoughts in greater detail. Focus groups involve a small group of participants discussing their views on a product or service, allowing advertisers to observe reactions, opinions, and emotions in real time. By collecting this valuable feedback, businesses can make informed decisions, improve their offerings, and ensure their marketing strategies resonate with their target audience.

Conducting audience research for marketing is crucial for creating tailored content that resonates with the target audience, ensuring it is

both relevant and engaging. By understanding the audience's preferences, behaviours, and needs, marketers can enhance their targeting efforts, reaching the right people with the right message at the right time. This strategic approach not only improves engagement but also allows for the delivery of personalized content, resulting in higher customer satisfaction levels. Additionally, audience research leads to cost-effectiveness by reducing wastage in marketing efforts and boosting brand trust and loyalty, as consumers feel more connected to brands that understand their needs and deliver accordingly.

#### **STOP TO CONSIDER-5**

##### **Audience Research**

- Audience research gathers insights about a brand's current or potential customer base.
- Objectives:
  - Demographics: Understanding characteristics like age, gender, income, education, and location.
  - Psychographics: Analyzing psychological factors such as values, interests, and lifestyles that influence consumer behaviour.
  - Behavioural Patterns: Studying how customers interact with products, services, and marketing materials.
  - Feedback & Opinions: Collecting insights through surveys, interviews, and focus groups.
- Audience research helps create tailored, relevant content, improving targeting, engagement, and customer satisfaction.
- It enhances cost-effectiveness and builds brand loyalty by delivering personalized messages.

### Check Your Progress-5

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. **What is the main** goal of audience research?

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2. What are the key components of audience research?

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3. What does psychographic analysis involve?

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4. How do behavioural patterns help in audience research?

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5. What methods are used to gather feedback from the audience?

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## 4.8 Let Us Sum Up

- **Social Media Advertising:**
  - A form of digital advertising using platforms like Facebook, Instagram, LinkedIn, Pinterest, etc.
  - Aims to reach a target audience through social media platforms.
  - The internet and social media play a vital role in its effectiveness.
- **Blogging:**
  - Involves creating and regularly publishing content online.
  - Can include writing, photography, and other media.
  - Acts as a digital journal or bulletin board for sharing information, opinions, and experiences with an audience.
- **Market Research in Advertising:**
  - Essential for understanding the target audience.
  - Analyzes demographics, interests, preferences, and behaviours.
  - Helps in creating buyer personas to guide the advertising process and ensure ads resonate with the audience.
- **Audience Research:**
  - A key component of market research focused on understanding the specific group the business is targeting.
  - Involves gathering data and insights about the brand's current or potential customer base.

## 4.9 References and Suggested Readings

1. Zimmerman, J., & Sahlin, D. (2011). *Social Media Marketing All-In-One for Dummies*. Wiley India Pvt Ltd.
2. Kerpen, D. (2011). *Likeable Social Media*. McGraw-Hill Education.
3. Lazar, J. (2021). *Social Media Marketing*. Ingram Publishing.



#### **4.10 Model Questions**

- Q. 1. Who are the target audiences on social media? Elaborate in your own words with suitable examples.
- Q. 2. How can social media marketing help in achieving business goals? Elaborate in your own words with suitable examples.
- Q. 3. How can you build a strong community around your brand? Give examples.
- Q. 4. What is blogging? How can it help in building brand image? Elaborate in your own words with suitable examples.
- Q. 5. What is the importance of audience research in advertising? Elaborate in your own words with suitable examples.

#### **4.11 Answers to Check Your Progress**

##### **Check Your Progress- 1**

1. The internet serves as the foundation for creating, managing, and monitoring campaigns, while social media platforms enable audience targeting based on geographic, demographic, psychographic, and behavioral traits.
2. Advertisers can segment their audience based on age, gender, location, occupation, hobbies, and online behaviours using tools on platforms like Facebook, Instagram, and LinkedIn.
3. CPC and CPM models allow businesses to pay only for actual interactions or views, ensuring cost-efficient campaigns.
4. Carousel Ads allow multiple images/videos in a single ad, while Lead Gen Ads capture user information seamlessly through pre-filled forms.
5. Understanding demographics, interests, and behaviours helps in crafting content that resonates with the audience and enhances engagement.

### **Check Your Progress- 2**

1. By sharing visually appealing content and engaging with followers through comments and campaigns, like posting daily outfit inspirations on Instagram.
2. Social media advertising allows for targeted audience segmentation, reducing wastage and maximizing ROI.
3. UGC includes customer-created content like photos, reviews, and videos, which enhances brand credibility by providing authentic social proof.
4. Businesses can analyze customer interactions and preferences, such as engagement with posts about product launches, to refine their strategies.
5. It helps businesses engage in real-time conversations, build trust, and strengthen relationships, as exemplified by Zappos' customer service on Twitter.

### **Check Your Progress- 3**

1. Blogs are used to share information, opinions, experiences, etc., with an audience.
2. Regularly publishing good content improves website ranking, making it easier for potential customers to find websites.
3. Blogging is an inexpensive method to reach larger audiences compared to traditional marketing methods.
4. Popular blog niches include personal finance, health, travel, food, education, and technology.
5. Improved internet access, rise in social media, increase in smartphone usage, and demand for niche content.

### **Check Your Progress- 4**

1. To understand the target audience and develop effective marketing strategies.
2. Surveys, focus groups, personal interviews, observation, and competitive analysis.

3. Primary research and secondary research.
4. By providing insights into demographics, preferences, and behaviours to develop buyer personas and improve product strategies.
5. It helps assess how a brand compares to its competitors in the market.

#### **Check Your Progress- 5**

1. To gather data and insights about a brand's current or potential customer base.
2. Understanding demographics, analyzing psychographics, studying behavioural patterns, and gathering feedback and opinions.
3. It involves understanding the psychological factors such as interests, opinions, values, and lifestyles that influence consumer behaviour.
4. By tracking purchasing behaviour, website navigation, content engagement, and preferred marketing channels, businesses can tailor their strategies.
5. Surveys, interviews, and focus groups.

**Paper-MMC 2025(Advertising)**  
**Block-4(Brand Building and Advertising Management)**  
**Unit: 1**  
**Concept and Definition of Brands; Brand Image,**  
**Brand Management**

**Unit Structure**

- 1.1 Introduction**
- 1.2 Learning Objectives**
- 1.3 Concept and Definition of Brands**
- 1.4 Brand versus Product**
- 1.5 Brand Image**
- 1.6 Developing a Brand Strategy**
- 1.7 Brands and Brand Management**
- 1.8 Branding Challenges and Opportunities**
- 1.9 Let Us Sum Up**
- 1.10 References and Suggested Readings**
- 1.11 Model Questions**
- 1.12 Answers to Check Your Progress**

**1.1 Introduction**

At times, we may struggle to recall the exact name of a product but instantly remember a familiar brand associated with it. For example, many people refer to any detergent as "Surf," even though Surf is a specific brand. Over time, Surf has become almost synonymous with detergent in popular usage, reflecting the brand's deep imprint on consumer memory.

Similarly, **Dabur** has become a trusted household name for Ayurvedic products. Consumers often associate Ayurveda itself with Dabur, specifically requesting Dabur items such as **Dabur Honey**,

**Chyawanprash**, and **Red Gel**, among others. This strong brand association has helped Dabur establish itself as a **mega-brand** in its category.

In the digital realm, **Google** enjoys a comparable status. Despite the presence of several search engines, Google remains the go-to platform for online searches across the globe. The brand has become virtually synonymous with internet search, prompting the question: *Why does Google dominate the digital consciousness of users worldwide?*

Founded in 1998 by two Stanford University students, Google was built on the vision of organizing the world's information and making it universally accessible and useful. Through consistent innovation and an unwavering commitment to fast, reliable services, Google has emerged as a **market leader**. Its simple, text-based interface, efficient search algorithms, and resistance to disruptive pop-up ads helped it build a reputation for being user-friendly and effective.

While Google now earns revenue through a wide range of services, its core earnings have traditionally come from **search advertising**—text-based ads that generate income only when users click on them. This model has proven both unobtrusive for users and profitable for the company.

As researchers and analysts examining market segmentation, advertising, and brand value, we frequently encounter such examples of market leadership. These cases raise important questions about the **factors contributing to brand success**. However, before diving into these success stories, it is crucial to first understand the fundamentals of branding.

### ❖ What You Will Learn

By studying this unit, learners will--

- Gain a clear understanding of the core concepts of **branding**, including **brand value** and **brand image**.
- Explore the **challenges** that brands face in highly competitive markets.
- Examine the **strategies** employed by leading brands to build and sustain market dominance.
- Analyze the role of **advertising**, **media**, and **innovation** in shaping brand perception.
- Learn about **effective brand management** practices and how they influence **consumer behavior**.

This foundational knowledge will equip learners to critically assess branding strategies and apply these insights to real-world market dynamics.

## 1.2 Learning Objectives

After going through this unit, the learners will be able to –

- Define the concept of a 'Brand' and explain its significance.
- Explain how brands differ from products and define the concept of brand image.
- Develop a brand strategy and establish its connection with various media platforms.
- Outline the steps involved in strategic brand management.
- Explain the challenges involved in the branding process.

## 1.3 Concept and Definition of Brands

According to the American Marketing Association (AMA), a brand is *"a name, term, design, symbol, or any other feature that identifies one seller's goods or services as distinct from those of other sellers."*

This definition emphasizes branding as a critical tool for distinguishing a product or service from competitors, making it an essential component of marketing strategy and communication.

The term "brand" originates from the Old Norse word "*brandr*," meaning "to burn." Historically, branding referred to the practice of burning marks onto livestock to signify ownership. Over time, this evolved from a simple mark of identification into a powerful symbol of differentiation. During the Industrial Revolution, as mass production and competitive markets expanded, branding became a strategic approach to distinguish products in the marketplace.

In the modern era, branding goes far beyond tangible goods. It encompasses services, organizations, individuals, and even nations. Today, branding involves creating and managing a unique identity that conveys the values, promises, and distinctive qualities of a product, service, or organization. This process includes careful planning of elements such as visual identity, messaging, customer experience, and overall market positioning.

Branding significantly influences how a product or service is perceived by consumers. It extends beyond logos or slogans to encompass the entire experience and emotional connection a consumer has with a brand. A strong brand fosters trust, recognition, and loyalty, enabling products or services to stand out in increasingly competitive and saturated markets.

In a rapidly evolving business environment, effective branding demands constant innovation and responsiveness to consumer preferences, market dynamics, and technological developments. Sustained brand relevance requires a proactive approach to maintaining resonance with the target audience.

### STOP TO CONSIDER-1

#### ➤ **Concept and Definition of Brands**

- **Definition (AMA)**--A brand is a name, term, design, or symbol used to distinguish a seller's goods or services from competitors.
- **Origin**--The term "brand" comes from the Norse word "brands," meaning to burn, referring to the marking of livestock to indicate ownership.
- **Evolution**--Branding shifted from a means of marking ownership to a strategic tool for differentiating products in competitive markets, especially post-Industrial Revolution.
- **Modern Branding**--Encompasses both products and services, focusing on identity creation and management through strategic decisions.
- **Importance**--Branding goes beyond logos or slogans; it involves shaping perceptions, building trust, and ensuring market distinction. It requires continuous adaptation to remain relevant.
- ❖ Elon Musk, CEO of Tesla and SpaceX, said, 'Brand is a perception, and perception will match reality over time.' A brand's perception, shaped by factors like advertising and sales, evolves into reality through the customer's experience with the product. Customer satisfaction and loyalty are key indicators of a brand's strength.

### SAQ-1

- ❖ How is branding considered a conversational model?  
Explain with suitable examples.



➤ **Key Brand Terminology**

Several essential terms help in understanding branding, including Brand Value, Brand Equity, Brand Quality, Brand Credibility, Brand Judgment, and Brand Resonance.

**Brand Value** generally refers to the financial worth of a brand and can be evaluated in two ways:

- **Market-Based Brand Value**--The amount a company would be willing to pay to acquire a brand, often determined in the event of a merger or acquisition. It reflects the perceived value of the brand in the market.
- **Cost-Based Brand Value**--The total expenses incurred in building and maintaining the brand, including costs related to promotion, advertising, licensing, and trademark registration.

**SAQ-2**

- ❖ What is a trademark? Provide suitable examples to support your answer.
- ❖ What is the relationship between a trademark and a logo? Provide suitable examples to support your answer.

**STOP TO CONSIDER-2**

A trademark is a recognizable symbol, word, or combination used to distinguish products or services and is protected by intellectual property law. A logo, on the other hand, is a graphic symbol used to represent a product or service. Logos are considered a form of trademark and are often essential for brand recognition.

### Activity-1 for Learners

- Design a logo for a product and incorporate a tagline or slogan into it.

#### ➤ Types of Brand Elements

Brand elements, also known as brand identities, are distinct and trademarkable features that help differentiate a brand in the marketplace. There are six key criteria for selecting effective brand elements--

- **Memorable**--Easy to recognize and recall.
- **Meaningful**--Descriptive and persuasive, conveying the brand's essence.
- **Likable**--Engaging, attractive, and visually appealing.
- **Transferable**--Adaptable across different product categories, geographical regions, and cultures.
- **Adaptable**--Flexible and capable of evolving with changing trends and market conditions.
- **Protectable**--Legally shielded from infringement and competitively safeguarded.

#### ➤ Brand Name

A brand name plays a vital role in establishing a strong connection between the product and consumers. Selecting the right brand name is essential for building consumer recall, identity, and long-term brand loyalty.

#### ➤ Brand Equity

Brand equity refers to the overall value of a brand, shaped by consumer perceptions of its quality, desirability, and reputation. It encompasses factors like price sensitivity, customer demand, brand awareness, and repeat sales. Brand equity is an important indicator

of a company's financial health and market position, reflecting its ability to command premium pricing and foster customer loyalty.

### **STOP TO CONSIDER-3**

David Haigh (1997), then CEO of Brand Finance, stated, "A brand is what the customer buys; brand equity is what the company owns." This statement highlights the distinction between a brand's presence in the marketplace and its value to the company, emphasizing that brand equity represents the financial asset that a company possesses, derived from consumer perception, loyalty, and recognition, which can significantly contribute to the company's financial success.

#### ➤ **Brand Quality and Credibility**

Brand quality refers to the overall perception of a product's reliability, performance, and ability to meet customer expectations. It is often evaluated based on factors like durability, consistency, and customer satisfaction. Brand credibility, on the other hand, is built on three core components: expertise, trustworthiness, and likability. A brand's credibility is crucial in establishing customer trust and loyalty, as it assures consumers that the brand delivers on its promises consistently.

#### ➤ **Brand Resonance**

Brand resonance refers to the deep psychological connection and emotional bond that customers develop with a brand. It reflects the strength of the customer's loyalty and the intensity of their engagement. High brand resonance is characterized by strong emotional attachment, repeated interactions, and sustained customer relationships, leading to long-term brand loyalty and advocacy.

### SAQ-3

- ❖ Which brands have historically exhibited high brand resonance? Provide examples.

#### ➤ Advertising and Branding

Advertising plays a crucial role in building and promoting a brand. It helps create brand awareness, making consumers aware of a brand's presence and offerings. Beyond simply informing, effective advertising serves to persuade, influencing consumer perceptions and behaviour. Through strategic messaging, it not only encourages consumers to make informed purchasing decisions but also contributes to enhancing customer satisfaction. Over time, consistent and compelling advertising strengthens emotional connections with the brand, fostering brand loyalty. Ultimately, advertising helps shape a brand's identity and reputation, positioning it as a trusted and preferred choice in the marketplace.

### SAQ-4

- How does effective advertising contribute to building a brand? Cite suitable examples for your answer.
- How does media buying influence brand promotion? Cite suitable examples for your answer.

#### ➤ Features of Branding

- ❖ Key features of successful branding include the following--
  - **Distinctiveness**--A brand must differentiate itself from competitors to stand out in the marketplace. This uniqueness creates a strong identity and helps attract consumer attention.
    - **Example**-- Royal Enfield's motorcycle brand is renowned for its distinct design and association with ruggedness,

which appeals to a sense of adventure, confidence, and leadership.

- **Competitiveness**--A brand must effectively meet consumer expectations while ensuring it stands out in a crowded market. By offering unique value propositions, a brand can carve a niche and resonate with its target audience.
- **Consistency**--Successful brands maintain consistency across all touchpoints, from messaging to visual identity. This consistency builds consumer trust and loyalty, as customers can reliably recognize the brand and understand its values.
- **Market Leadership**--Strong brands establish themselves as leaders within their market by creating a solid reputation. Through continuous innovation, effective communication, and emotional connection, they remain the top choice for consumers, influencing market trends and shaping consumer preferences.

These features collectively enable brands to thrive, solidifying their position in the market and fostering long-term success.

#### **Activity-2 for Learners**

- Choose a brand and identify its brand elements. Assess its brand equity.

### **1.4-Brand versus Product**

A product is a generic entity, consisting of various components, configurations, and features designed to fulfill a specific need. However, when a product is given a distinct identity that resonates with a large audience, evokes emotional engagement, fosters loyalty, and satisfies consumer needs, it transforms from a simple product to a strong brand identity.

A product is defined as anything offered to the market for attention, acquisition, use, or consumption to satisfy a need. This could include physical goods or even an idea with a social, economic, or welfare objective. At this juncture, the question arises: How does a product evolve into a necessity for a mass audience? How can the team behind a product effectively disseminate it to a broader audience with sustained effort?

A brand, therefore, is much more than a product. It can differentiate itself from other products designed to fulfill the same need by offering unique attributes. These differences can be **rational and tangible**, such as the performance or quality of the product, or they can be **symbolic, emotional, and intangible**, reflecting what the brand represents beyond just its functionality. For instance, branded products like **Indigo Airlines, Sun Pharma, Coca-Cola, Domino's Pizza, Amitabh Bachchan, Tata Consultancy Services, and Hindustan Unilever** have become synonymous with not just the physical products they offer but also the experiences, values, and trust they evoke in consumers.

Additionally, consider **credence goods**—products like insurance policies, where consumers often cannot directly evaluate product attributes. In such cases, brands play a vital role in signaling certain qualities, helping consumers make informed decisions. On the other hand, **search goods**, such as groceries, offer consumers the ability to assess attributes like weight, color, size, and composition, making brand differentiation less essential in these cases.

Branded products, however, significantly reduce decision-making risks for consumers. For example, consider **Anupam** or **Engine** mustard oil brands. Consumers are more likely to trust and select a well-known, branded product over an unbranded alternative because of reduced **functional risk**. In the purchase and consumption of any product, consumers may perceive various types of risks, including **functional risk, physical risk, financial risk, social risk,**

**psychological risk, and time risk.** Brand recognition helps mitigate these risks, making the decision-making process more straightforward for consumers, irrespective of their individual preferences.

Thus, while purchasing behaviours vary based on personal risk perceptions, the concept of branding is pivotal in reducing uncertainty. Consumers tend to gravitate toward well-known brands because they inherently reduce the perceived risks involved in their purchasing decisions. Furthermore, the **product portfolio** of a brand plays a significant role in influencing consumer behavior and purchase decisions, as it reflects the brand's broader offerings and ability to meet diverse needs.

#### **STOP TO CONSIDER-4**

##### **Brand vs. Product**

- **Product Definition**--A product is a generic offering that satisfies a need and may include goods or ideas.
- **Brand Identity**--A brand elevates a product, providing a specific identity that fosters mass attraction, loyalty, and consumer satisfaction.
- **Brand vs. Product**--A brand differentiates a product from others by adding rational (performance) and emotional (symbolic) value.
- **Examples of Brands**--Companies like Coca-Cola, Tata Consultancy Services, and Indigo Airlines highlight the distinction between branded products and generic ones.
- **Risk Reduction**--Brands help reduce consumer decision-making risk, especially in cases of *credence goods* (e.g., insurance) where product attributes are harder to evaluate.
- **Consumer Perception of Risk**--Brands mitigate risks such as functional, financial, social, and psychological, helping

consumers make confident choices.

- **Branding's Influence on Purchasing Behaviour**--A strong brand portfolio can significantly drive consumer purchasing decisions.

### Check Your Progress-1

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What distinguishes a brand from a product?

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2. How do brands help consumers reduce risk in decision-making?

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3. What is the role of brands in the context of credence goods like insurance policies?

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## 1.5-Brand Image

Brand image is fundamentally tied to a brand's core concept—its essence, soul, or DNA. In essence, it represents the focal point of a brand strategy. Brand management revolves around shaping how a brand is perceived in the market, with the ultimate goal of



continuously enhancing and strengthening brand loyalty. Essentially, brand image refers to the customers' perceptions of a brand, which are shaped through their interactions with it. It is the outcome of deliberate brand strategies and actions. In a broader sense, brand image encompasses various aspects such as reputation, trust, loyalty, confidence, emotional connection, value, and belief.

There is an important distinction between brand identity and brand image. Brand identity consists of the elements that a company controls to convey its desired image, such as the logo, tagline, and overall communication strategy. This is the version of the brand that the company wants to present to the public. In contrast, brand image is the way customers actually perceive the brand based on their personal experiences and interactions with it. It is deeply influenced by emotions, impressions, and beliefs formed over time.

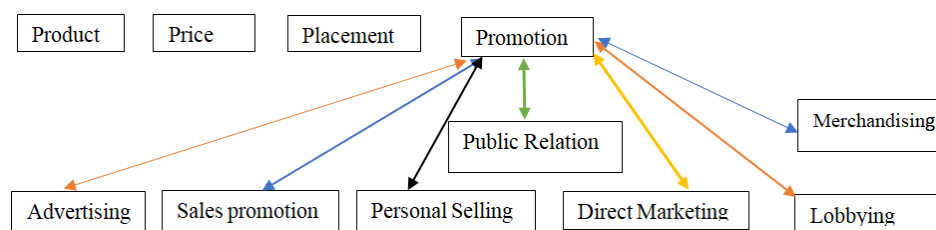
Brand management plays a crucial role in maintaining consistency in how a brand is presented to the market. It involves various marketing techniques aimed at enhancing the perceived value of a product line or brand over time. One of the most effective strategies in brand management is advertising. Advertising serves as a powerful tool for capturing the attention of potential customers, sparking their interest in the brand, and generating desire for its products or services. Advertising efforts often begin at the launch stage of a product, guiding consumer curiosity and fueling brand recognition. The role of advertising in brand management is to support the creation of a favourable brand image, increase its visibility, and build lasting customer relationships. Ultimately, brand management, aided by consistent advertising, helps to elevate the brand's value in the marketplace, cultivating long-term consumer loyalty and trust.



So, in this context, we may say about brand management to continue the brand consistency. Brand management is the overall marketing techniques to increase the perceived value of a product line or brand over time. It proceeds through various ways and medium. Out of which advertising is the most effective media buying strategy which grab the attention of potential customers, instigate the desires to purchase or generate the interest for the brand and the product itself. Actually, the contribution of advertisement pushing the curiosity of the customers starts from the launching stage of a product by a producer. In fact, advertisement rolled out the way towards branding and brand management is the techniques to increase the perceived value in and around the marketing sphere.

### 1.5.1: How the Public Relations, Advertising and Marketing work together to Build Brand Image

It is a prime area of discussion that the brand building exercise is a synthetic resultant of public relation, advertising and marketing mix. A marketing mix implies several focus areas as part of comprehensive marketing plan. It is integral to the four Ps i.e. Product, Price, Placement and Promotion.



- ✓ **Public Relation (PR)**--According to Ivy Lee and Edward Louis Bernays, "Public relation is a management function which tabulates public attitudes, defines the policies, procedures and interests of an organization followed by executing a program of action to earn public understanding and acceptance. In the marketing mix, PR is used to build a positive brand image.
- ✓ **Advertising**--Advertising has two broad targets; one is behavioural change advertisement and other is market enhancement. The advertisement used to enhance sale often seek to generate increased acceptance of their products or services through branding, which associates a product name or image with certain qualities in the minds of the consumer. Since 19<sup>th</sup> century, from the time of Egyptians used papyrus- a writing surface to write sales messages, advertising has been playing the strongest and impactful role in establishing a brand. Target messages having gist to attract customers can boost the brand awareness among the current and new customers.
- ✓ **Sales Promotion**--Sales promotion is used to stimulate product demand through various incentives under two categories i.e. price promotion and non-price promotion. Price promotion includes discount, cashback, BOGO promotion ( Buy One-Get One). On the other hand, sampling, contest and free gift are the non-price promotions.
- ✓ **Direct Marketing**--It pushes the market by outreach to customer already familiar with the targeted service or product primarily through social media and email.
- ✓ **Personal Selling**--Man to man communication on customer is the personal selling. It is pushed by interpersonal communication between buyers and sellers.
- ✓ **Lobbying**--Lobbying implies seek to influence public opinion.
- ✓ **Merchandising**--It implies the boosting of sales. The product promotion in merchandising encapsulates adjustment of prices to

manage profit margins across product and selling spaces by designing attractive displays.

From the above descriptions of the tools and process in marketing mix, some specification in the branding process comes to light which is integral part to boost up the brand values and brand equity. Building up of a brand image is the harmonious interplay of advertising, marketing and public relations. In marketing, the primary role is to read the needs of consumers and to customize the services or product that will satisfy those requirements. There is need of market research as well as business communication to trace and associate with the customer desires, choices among the populations, moulding the choice suitably with the product profile as well as market trends. Distribution channels need to be strengthened to get the desired results in market. Balancing of supply chain and the demand must be monitored and ensured even after gaining a good momentum in terms of brand image. Right price and appropriate distribution channels are the most important in the marketing mix. Whatever be the situation in the marketing sphere, the aim of marketing is to foster relationships with customers, meeting their demands and fulfilment more than the expectations, which in turn leads to customer loyalty and long-term business success.

#### **STOP TO CONSIDER-5**

##### **➤ Brand Image and Brand Management**

- **Brand Image** is the customer's perception of a brand, shaped by interactions and influenced by reputation, trust, loyalty, and emotion.
- **Brand Identity vs. Brand Image:** Identity is the company-controlled elements (logo, tagline), while image is how customers actually perceive the brand.

- **Brand Management** ensures brand consistency and aims to increase the perceived value of the brand over time.
- **Advertising** is a critical tool in brand management, starting from product launch and playing a key role in building brand recognition and customer relationships.
- **Public Relations (PR)** builds a positive brand image by aligning public attitudes and policies.
- **Sales Promotion** stimulates demand through price and non-price incentives like discounts and contests.
- **Marketing Mix:** The blend of Product, Price, Placement, and Promotion that influences brand perception and customer loyalty.
- **Interplay of Tools:** Public Relations, Advertising, and Marketing work together to enhance brand value and equity.

### Check Your Progress-2

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the difference between brand identity and brand image?

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2. How does advertising contribute to brand management ?

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3. What are the key elements of the marketing mix that help

build a brand image ?

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4.What is the role of Public Relations (PR) in brand building?

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5. How do sales promotions stimulate product demand ?

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## 1.6 Developing a Brand Strategy

Great brands are the result of thoughtful and creative planning. Managing or building a brand involves crafting strategic approaches that enhance its reputation and visibility. A strong brand is built on three fundamental pillars--

- ✓ **Internal Culture**--The values, mission, and ethos of the organization.
- ✓ **Customer Experience**--The interactions customers have with the brand.
- ✓ **External Marketing**--How the brand communicates its value to the world.

### ➤ Core Elements of Brand Strategy

Key components of a successful brand strategy include--

- **Purpose--** Clearly defined goals and mission.
- **Competitive Awareness--** Understanding competitors and differentiating effectively.
- **Consistency--** Delivering a unified message across all platforms.
- **Loyalty--** Building lasting relationships with customers.
- **Employee Involvement--** Ensuring employees embody the brand values.
- **Emotion--** Establishing a deep emotional connection with the audience.
- **Flexibility--** Adapting to market trends and customer needs.

The brand strategy is implemented through elements such as product or service quality, customer service, pricing, employee roles, visual identity (logo, brochure, website), and communication channels (social media, digital marketing, mass media).

➤ **Brand Strategy Models**

- ❖ **Brand Positioning Model--** Defines how a brand differentiates itself and gains a competitive advantage in the market.
- ❖ **Brand Resonance Model--** Focuses on building strong customer relationships and loyalty.
- ❖ **Brand Value Chain Model--** Examines how marketing investments create value for customers and drive financial returns.

➤ **Components of a Comprehensive Brand Strategy**

A successful brand strategy incorporates the following components--

- ❖ **Research--**
  - **Brand Audit--** Assess the current position of the brand, including a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
  - **Stakeholder Analysis--** Identify stakeholders and understand their expectations.

- **Market Analysis**--Study market size, segments, customer demographics, competition, and trends.
- **Strategy Analysis**--Extract actionable insights to inform decision-making.
- ❖ **Positioning Strategy**--
  - Refine the brand's focus and promise.
  - Address key elements like market category, target audience, differentiation, identity, and pricing strategy.
- ❖ **Design and Identity**--
  - Define visual elements such as typography, logo, tagline, and colors.
  - Create consistent touchpoints like merchandise, advertising, and digital presence.
- ❖ **Forecast and Implementation**--
  - Manage brand assets.
  - Communicate the brand identity effectively across all mediums.
- **Steps in Building a Brand Strategy**
  - Align with the overall business strategy.
  - Clearly define the target audience.
  - Conduct detailed research on target clients.
  - Position the brand uniquely in the market.
  - Create exclusive designs and packaging.
  - Establish a strategic communication plan.
  - Develop a market toolkit.
  - Ensure a strong supply chain to meet demand.
  - Provide excellent sales and after-sales services, especially for service-based products.
- **Case Studies-- Lessons from Apple, Nokia, and Orkut**



✓ **Apple--**

- Through innovative products and skillful marketing, Apple has built a strong brand. Consumers associate Apple with user-friendliness, prestige, attractive design, and cutting-edge technology.

✓ **Nokia--**

- Once a market leader in India, Nokia lost its competitive edge by failing to innovate in the smartphone era. The rise of Android-based devices highlighted the importance of updating features to remain relevant.

✓ **Orkut--**

- A once-popular social media platform, Orkut became obsolete after Facebook entered the market with superior features and continuous updates. This demonstrates the importance of evolving to meet changing customer expectations.

✓ **Key Takeaways**

- A strong brand strategy aligns business goals with customer needs and market dynamics.
- Consistency and adaptability are critical to maintaining brand relevance.
- Regular updates and innovation prevent obsolescence.
- Customer impressions and emotional connections drive brand loyalty and success.

## STOP TO CONSIDER-6

### Developing a Brand Strategy

- **Pillars of a Strong Brand**--Internal culture, customer experience, and external marketing.
- **Core Elements**--Purpose, competitive awareness, consistency, loyalty, employee involvement, emotion, and flexibility.
- **Brand Strategy Models**--Brand positioning (differentiation), resonance (customer loyalty), and value chain (financial returns).
- **Key Strategy Components**--Research (brand audit, stakeholder analysis, market analysis), positioning, design and identity, and implementation.
- **Steps to Build a Brand**--Align with business strategy, define target clients, research markets, unique positioning, communication, and consistent service.
- **Lessons from Case Studies**--Apple (innovation), Nokia (failure to adapt), Orkut (outdated features).
- **Essentials**--Adaptability, consistency, and customer connection ensure brand longevity and success.

### Check Your Progress-3

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What are the three fundamental pillars of a strong brand?

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2. What are the core elements of a successful brand strategy?

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3. Name the three models discussed for brand strategy.

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4. What lesson does the case of Orkut highlight?

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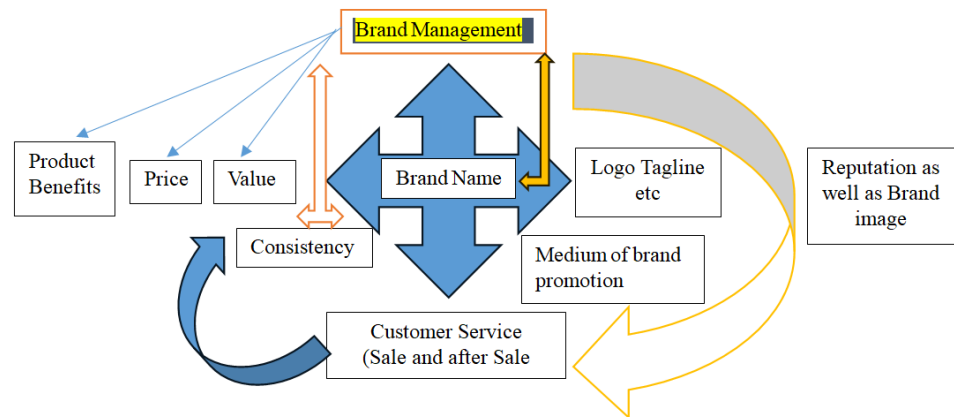
### **1.7 Brands and Brand Management:**

To enhance positive brand association and build up loyal customers, effective brand management is very essential. It is the aftermath of brand strategy to consistently maintain the reputation and improving audience perception on the brand which is extended far beyond marketing. It builds the brand awareness, equity and loyalty. It is intertwined with sales, resources and clients' services. Elements of brand strategy and brand managements are almost same. But here some additive focuses are exerted i.e brand equity, experience, brand differentiation, brand communication and mitigation of gap and brand extension. After all brand management helps to manage the tangible and intangible features of a brand. It is an art to sustain a brand as a brand and developing a promise to the consumer and materializing that promise for a product or a group of products or services. Many brands get success in communicating to its clients or target audience but fail to engage. This engagement happens by identifying the magic in a brand that implies the insight or idea that

connects to the audience. It is an intuitive process and it needs a mix of strategic business thinking and ideas. Brand today is synonymous with the business and the style behind a product or a service which offers a set of value and vision cum attitude. To maintain this brand position, one must have to think on sustainably to have a consistent public and the internal image. Brand equity may suddenly drop if the brand continuously fails to engage its audience and inconsistency persist in terms of messaging and value building process. So, brand management is very much essential for the health of a brand.

From the above discussion, we may enlist the following responsibilities derived in terms of brand management--

- ✓ The brand management process manages, monitor and measure the brand equity and brand strength.
- ✓ It develops the brand planning on short term and long-term vision of a brand.
- ✓ Increase brand awareness, relevant differentiation, value accessibility and emotional connection.
- ✓ Responsibly monitor the result and directives over the brand planning.
- ✓ Drive brand understanding and support throughout the organization.



### ❖ Process of Brand Management--

- Defining the most important customers is the first steps of the process of brand management.
- The comprehension on motives of the customers' needs to be analyzed and we have to know what could cause them to choose a specific brand out of many.
- Set the marketplace advantage.
- Make a position that translates the process of strong and consistent brand identity.
- Reinforcement of the brand's promise at each point of customer contact.
- Train the employees about its brand promise. Inspires to elevate and become effective brand champion.
- Managing and measuring the ongoing equity of the brand and mitigate damage if any.
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### STOP TO CONSIDER-7

- What are the items that are covered under branding?  
Any ideas, physical goods, services, distributor, product, organization, art work, media, sports event, entertainment event etc.  
Any brand has the possible vulnerability, no matter how strong at one point in time. That is why we need brand management.

Normally the internal vulnerability has been managed by the company through their redressal system. If we look into the following top global brand like Coca-Cola, Microsoft, Intel, IBM, GE, Toyota, Mercedes Benz, they also have faced some vulnerability in terms of its equity, legal issues, sales and demand, pricing issues, position etc.

#### **Check Your Progress-4**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the main goal of brand management?

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2. What is the significance of brand equity in brand management?

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3. What is one responsibility of brand management?

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4. What is the first step in the process of brand management?

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5. How should employees be involved in brand management?

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### **1.7.1 Strategic Brand Management--**

Strategic brand management has the following steps –

- Identify and establish brand positioning and values.
- Implement marketing plan.
- Interpretation of brand performance.
- Pave the way for sustainable brand equity.

In line with these steps, we have to closely monitor the following key concepts for a strategic brand management. Many consultancy groups offer strategic brand management. At the level of brand positioning we have to relook the mental maps, competitive frame of reference, points of parity and points of difference, core brand values, brand mantra. Marketing research team opt a gateway to assemble consumer journey and explore solution based on broader marketing perspectives. That is called the mental map. The competitive way of reference is the way to describe the market with respect to positioning of the brand. Points of difference provide a competitive advantage to answer the WH question on consumers' willingness to buy. On the other hand points of parity are the elements that a brand required considerations as good enough in the eyes of the consumer. The core brand promises are the brand mantra, as for example Apple has the brand mantra "think different" but it is not exactly the advertisement slogan or tag line. This brand mantra is mostly intrinsic. Brand mantras are created at the same time of brand positioning. It signifies the brand functions with emotional quotient.

At the next level of marketing plan we need to have the following key concepts--

- Mixing and matching of brand elements that masses can easily understand and get the uniqueness of the brand.
- Integration of brand marketing activities.

- Leveraging of secondary associations. This is all about borrowing some knowledge or associations by marketer to keep intake the brand equity or to grow in terms of brand equity.

At the level of brand performance, we need to refocus the brand value chain, brand audit, brand tracking and to set a brand equity management system.

To grow and sustain the equity, the marketer has to emphasise the key concept of brand-product matrix, hierarchies and brand portfolios, expansion strategies and finally the brand reinforcement and revitalization. Here the brand-product matrix means the assessment of product category available at the moment. In this matrix the row is represented by the brand and column is represented by the product category. In a corporate umbrella, many brands are operated in which outlines of such brands are framed under the brand portfolio. Hierarchies are maintained in this framework.

#### **STOP TO CONSIDER-8**

Strategic brand management involves several key steps to ensure long-term brand success. It begins with identifying and establishing brand positioning and values, followed by implementing a marketing plan and interpreting brand performance. The goal is to create sustainable brand equity. Key concepts include understanding the mental maps, competitive frame of reference, points of difference, and brand mantra. The marketing plan focuses on matching brand elements, integrating brand activities, and leveraging secondary associations. Brand performance is tracked using tools like brand audits and brand tracking, while brand-product matrices and brand portfolios help in expanding and sustaining brand equity.



➤ **Pointers--**

- **Brand Positioning**--Establish core values, mental maps, and points of differentiation.
- **Marketing Plan**--Focus on clear brand elements and integrating marketing activities.
- **Brand Performance**--Use audits, tracking, and brand equity management.
- **Brand Equity Growth**--Leverage brand-product matrices and portfolios for sustainability.

**Check Your Progress-5**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the first step in strategic brand management?

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2. What is the purpose of points of difference in brand positioning?

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3. What does the brand mantra represent in brand positioning?

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4. What is the goal of leveraging secondary associations in a marketing plan?

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5. What is the purpose of the brand-product matrix?

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1.7.2 Brand Reinforcement and Revitalization

Innovation in product design, manufacturing, and merchandising plays a critical role in reinforcing a brand and increasing its acceptance among consumers. However, some consumers may prefer earlier versions of a product over newer ones, highlighting the importance of managing a brand effectively over time.

**Brand reinforcement** involves maintaining consistency in messaging, protecting the core sources of brand equity, leveraging accumulated knowledge, and fine-tuning both marketing strategies and their implementation. Reinforcement can be achieved through consistent communication, iconic advertising, strategic rebranding, and updated promotional campaigns. These efforts help sustain brand relevance and ensure longevity in a competitive market.

Conversely, when a brand begins to lose consumer interest or market share, **brand revitalization** becomes essential. This refers to

the strategic efforts aimed at recapturing lost equity and re-engaging the target audience. Revitalization strategies may include product reintroduction, brand repositioning, updating brand aesthetics, or adjusting pricing structures.

The strength of a brand is closely tied to its **brand equity**, and in today's competitive landscape, proactive measures are required to sustain or enhance this equity. A long-term strategic outlook is vital for effective brand management. Revitalization, therefore, is a consequence-driven strategy that seeks to recover from declining performance and reconnect with consumers.

In certain cases, particularly for older or legacy brands, revitalization becomes crucial. For example, when consumers show interest in a product's features but are deterred by pricing, companies may respond by offering promotional discounts, adjusting pricing strategies, or introducing value-added offers to reignite customer interest.

Ultimately, both reinforcement and revitalization are vital components of brand management, ensuring a brand remains resilient, relevant, and responsive to evolving consumer expectations.

#### **STOP TO CONSIDER-9**

Brand reinforcement involves maintaining consistency, leveraging knowledge, and fine-tuning marketing efforts to keep the brand strong over time. Innovation and consistent messaging help reinforce the brand's presence. However, when a brand starts losing consumers, revitalization strategies are used to regain equity and consumer interest. This may include adjusting pricing, updating branding, or extending offers to attract consumers back. Long-term strategies are crucial for brand management and sustaining equity.

➤ **Pointers--**

- **Brand Reinforcement**--Maintain consistency, leverage knowledge, and fine-tune marketing plans.
- **Brand Revitalization**--Used when a brand loses consumers, often through pricing adjustments or new offers.
- **Innovation**--Helps reinforce brand acceptance but requires ongoing consumer engagement.
- **Long-Term Strategy**--Vital for managing brand equity and ensuring brand sustainability.

### Check Your Progress-6

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is one major feature of brand reinforcement?

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2. What strategy is used when a brand starts losing its consumers?

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3. How can a brand be reinforced over time?

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4. What is the role of brand equity in revitalization?

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5. What can be done when customer interest is high but the price distracts them?

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### 1.8 Branding Challenges and Opportunities

Branding in the modern marketplace faces numerous challenges, including brand proliferation, media fragmentation, increasingly discerning consumers, intense competition, rising costs, and issues related to accountability.

**Brand Proliferation** refers to the practice of introducing multiple brands under a single parent company, often aimed at targeting diverse market segments. While this can enhance market presence, it may also dilute brand identity and complicate brand management.

A major challenge in branding is the **need for a well-structured budget**. In the absence of adequate financial planning, branding efforts may falter. Often, brand managers are compelled to reduce advertising expenditures to meet short-term goals. This can result in an imbalance between advertising and other promotional activities such as public relations (PR), sales promotions, lobbying, and merchandising, which may weaken long-term brand positioning.

The growth of **online shopping** presents both opportunities and limitations. While e-commerce platforms provide easy access to wider audiences and lower marketing costs, they may lack the

sensory and experiential elements of traditional retail, such as physical interaction and immediate customer service.

Despite these challenges, the branding landscape also offers significant **opportunities**. With the increasing adoption of digital tools and platforms, brand promotion has become more efficient and far-reaching. **Digital marketing**, in particular, allows brands to engage directly with consumers, personalize messaging, and analyze feedback in real time.

Moreover, brand marketers today are empowered by **technological advancements and better access to data and knowledge**, enabling more informed and strategic decision-making. The increasing sophistication of consumers also presents an opportunity to foster brand loyalty through quality, transparency, and innovation.

**Intense market competition** drives creativity and differentiation. Brand managers are continually challenged to develop fresh ideas and maintain consistent brand messaging to ensure long-term relevance and connection with their audiences.

In essence, while the branding process is fraught with challenges, it is also rich with opportunities for those who can innovate, adapt, and strategically manage their brand in a dynamic environment.

#### **STOP TO CONSIDER-10**

Branding faces challenges such as brand proliferation, media fragmentation, savvy customers, competition, and increasing costs. Efficient budgeting and balancing advertising with other promotional strategies are crucial for success. While online shopping presents opportunities, it can also lose the physical connection customers value. However, leveraging updated technology and creativity in marketing opens new opportunities for brand managers to establish and maintain brand consistency.

➤ **Pointers--**

- **Branding Challenges**--Include brand proliferation, media fragmentation, and increasing costs.
- **Efficient Budgeting**--Essential for balancing advertising with other promotional strategies.
- **Online Shopping**--Offers opportunities for brand promotion but may lack physical customer connection.
- **Technology Leverage**--Provides brand marketers with greater opportunities in marketing.
- **Consumer Sophistication**--Opens opportunities for quality-driven shopping trends.

### Check Your Progress-7

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is brand proliferation?

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2. What is a major challenge in branding due to budget constraints?

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3. What opportunity does the online shopping sphere provide for brands?

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4. How has technology created opportunities for brand marketers?

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5. What consumer trend is opening new opportunities for brands?

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## 1.9 Let Us Sum Up

The preceding discussion on branding has been structured to facilitate a comprehensive understanding of key concepts such as products, brands and branding, brand equity, brand strategy, and the overall brand management process. Numerous examples have been used throughout to clarify concepts and deepen learner comprehension. By focusing on the fundamentals of the branding process, the discourse also emphasized crucial elements such as brand promotion, media utilization, and advertising, ensuring a well-rounded approach that aligns with the broader objectives of this course. These insights create a strong synergy with the rest of the curriculum.

In summary, the key takeaways are as follows--

- **Product Definition**--A product refers to anything offered to a market for attention, acquisition, use, or consumption that fulfills a need or want. It can be a tangible good, a service, a person, an idea, or an organization.



- **Brand Objectives**--The primary goal of a brand is to establish a unique identity for a product or service, helping it occupy a meaningful space in the minds of consumers, especially in terms of perceived quality and value.
- **Functions of Branding**--Branding serves multiple purposes—protecting goods, minimizing consumer decision-making risk, supporting market expansion, ensuring product distinctiveness, enhancing customer loyalty, and promoting sales.
- **Brand Identity vs. Brand Image**--Brand identity includes elements such as logos, taglines, and other designed intentions that reflect how a brand wants to be perceived. In contrast, brand image is the actual perception held by the public, shaped by experience, reputation, and emotional associations.
- **Brand Equity**--Brand equity reflects the value a brand adds to a product or service. It plays a vital role in marketing strategy, influencing consumer response and contributing to the overall financial and strategic success of a company.
- **Brand Strategy Components**--Effective brand strategies encompass a wide range of elements, including core offerings (products/services), pricing, customer service, employee interaction, visual identity (e.g., logo, brochure, website, business cards), and communication channels such as mass media, social media, and digital platforms.
- **Brand Management**--Successful brand management is essential for maintaining a positive brand association and nurturing customer loyalty. It goes beyond mere marketing tactics, involving consistent efforts to enhance brand reputation and shape audience perception over time.

Through this holistic approach, learners are equipped not only with theoretical knowledge but also with practical insights into building, sustaining, and managing strong brands in a competitive market.

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### 1.11 Model Questions:

- ✓ What do you mean by brand? What are your favourite brands and why?

- ✓ What do you do to establish yourself as a 'brand'?
- Define brand resonance. Can every brand resonate with its customer?
- What are the strategies taken by the luxury great brands for promotion other than conventional advertising?
- What makes advertising effective to fuel in successful brand strategy?
- Choose a brand and evaluate how it leverages secondary association if any?
- Explain brand mantra and how it should be developed.
- Describe the steps of strategic brand management.
- Discuss the task of a brand manager.

### 1.12 Answers to Check Your Progress

#### Check Your Progress-1

1. A brand has a specific identity that differentiates it from other products and can have emotional and symbolic value.
2. Brands reduce various types of risks, such as functional, financial, and psychological, by offering confidence in the product's reliability.
3. Brands signal product or service characteristics to consumers when product attributes are difficult to assess.

#### Check Your Progress-2

1. Brand identity is the company's controlled elements, like the logo and tagline, intended to shape how the brand is perceived. Brand image is how customers actually perceive the brand based on their personal experiences.
2. Advertising helps capture customer attention, spark interest, and generate desire for the brand, ultimately building brand recognition and long-term customer loyalty.
3. The four Ps—Product, Price, Placement, and Promotion—

are essential in creating and maintaining a brand image.

4. PR helps shape public attitudes and builds a positive brand image by managing communication and earning public understanding and acceptance.

5. Sales promotions stimulate demand by offering incentives like discounts, cashback, contests, and free gifts to encourage customers to purchase.

### **Check Your Progress-3**

1. Internal culture, customer experience, and external marketing.
2. Purpose, competitive awareness, consistency, loyalty, employee involvement, emotion, and flexibility.
3. Brand positioning model, brand resonance model, and brand value chain model.

The importance of evolving and updating features to meet changing customer expectations.

### **Check Your Progress-4**

1. To maintain the brand's reputation and improve audience perception, enhancing brand awareness, equity, and loyalty.
2. Brand equity helps to manage the tangible and intangible features of a brand, ensuring it remains strong and consistent.
3. To monitor and measure brand equity and brand strength.
4. Defining the most important customers.
5. Employees should be trained about the brand promise and inspired to become effective brand champions.

### **Check Your Progress-5**

1. Identify and establish brand positioning and values.
2. Points of difference provide a competitive advantage and answer the consumer's willingness to buy.
3. The brand mantra represents the core brand promise and

emotional quotient, such as Apple's "Think different."

4. To grow or maintain brand equity by borrowing associations or knowledge.
5. To assess the product categories available and how they relate to the brand.

#### **Check Your Progress-6**

1. Maintaining brand consistency.
2. Brand revitalization.
3. Through consistent messaging, iconic advertising, and rebooting campaign strategies.
4. The power of a brand depends on its equity, and revitalization helps retain or restore it.
5. Revitalization techniques like reducing the price or offering new branding or product offers.

#### **Check Your Progress-7**

1. Creating various brands under one parent company targeting multiple marketing segments.
2. Brand managers may have to cut back on advertising support to achieve short-term goals.
3. It offers an easier way for brand promotion through digital marketing.
4. Brand marketers are leveraging updated technology and knowledge to create greater opportunities in marketing.
5. The sophistication of buyers, which encourages quality shopping tendencies.

**Paper-MMC 2025(Advertising)**  
**Block-4(Brand Building and Advertising Management)**  
**Unit:2**  
**Elements in a Marketing Plan, Marketing Mix, Ad**  
**Budget, Pre-Budget Thinking, Production and Cost**  
**Analysis**

**Unit Structure**

**2.1 Introduction**

**2.2 Learning Objectives**

**2.3 Elements in a Marketing Plan**

**2.4. Brand as a Bridge Between Producer and Customers**

**2.5 Marketing Mix**

**2.6 Budget in Advertising/Ad Budget**

**2.7 Pre-Budget Thinking**

**2.8 How to Compete in Market and Win Heart of the Customers**

**2.9 Production and Cost Analysis**

**2.10 Let Us Sum Up**

**2.11 References and Suggested Readings**

**2.12 Model Questions**

**2.13 Answers to Check Your Progress**

**2.1 Introduction**

Every brand has its own unique marketing story shaped by a well-defined marketing plan and marketing mix. Central to this strategy are the 4 P's of marketing: Product, Price, Place, and Promotion. These elements guide the brand's approach to reaching its target

audience. A familiar example of strategic marketing in action is Maruti Suzuki.

Maruti Suzuki has established an extensive network of dealerships across India, ensuring that its vehicles are accessible to customers in both urban and rural areas. However, the company's marketing journey began with imported vehicles. In its early years, Maruti imported all its cars, which led to dissatisfaction among local manufacturers and raised concerns among Indian consumers.

This scenario began to change in 1983. In the first half of that year, the iconic Maruti 800 was introduced to the Indian market, and by December 1983, local production had commenced. From then on, the company focused on strengthening its manufacturing facilities, expanding its dealership network, and improving service infrastructure.

Like many successful brands, Maruti Suzuki adopted a strategic marketing approach. A key element of its pricing strategy is value-based pricing, where prices are set based on the perceived value of the car to the customer. Additionally, Maruti applies a segmented pricing strategy. For example, the Maruti 800 was initially positioned as an affordable vehicle for the lower-middle-class segment. This role was later taken over by the Alto, which continued to cater to the same economic segment. More recently, Maruti's NEXA range has been positioned more strategically in terms of pricing and features to compete with premium offerings in the market.

Maruti has built a strong brand perception as an affordable, reliable, and low-maintenance automobile brand. The company has consistently aligned its offerings with the economic conditions and purchasing mindset of the Indian consumer.

To effectively connect with its target audience, Maruti Suzuki employs a diverse promotional strategy, utilizing print media, electronic channels, outdoor advertisements, and digital platforms.

From the beginning, the company has relied on a mix of direct sales through authorized dealers and has recently expanded its presence to cater to the growing base of online customers through its digital platforms.

Maruti also actively engages in promotional events such as Auto Expos, test drives, and roadshows, which have become regular and effective marketing practices for enhancing brand visibility and consumer engagement.

#### **Self-Asking Questions(SAQs)-1**

- What is the exceptionality in the marketing mix of brand Maruti Suzuki we normally witness now a days?
- How can we relate the thematic areas of this unit like elements in Marketing Plan, Marketing Mix, Ad Budget, Pre-Budget Thinking, Production and Cost Analysis etc. with the above example given in the introductory lines?

#### **STOP TO CONSIDER-1**

##### **➤ Tata Group--A Value-Driven Global Enterprise**

Every company contributes to the economy of the nation in which it operates. While many companies are often driven by aggressive capitalist motives, sometimes leading to controversies, India's Tata Group stands out as a corporation that consistently upholds value-based principles. Known for its ethical business practices and minimal involvement in controversies, Tata Group has earned the trust of a global audience.

Founded in 1868 by Jamsetji Tata, the Tata Group is a multinational conglomerate headquartered in Mumbai, India. Today, it comprises 30 publicly listed companies operating across ten diverse industry sectors, including steel, automobiles, IT, telecommunications, consumer products, and more.



The Tata Group's enduring international success is rooted in its strong foundation of core values: Integrity, Responsibility, Excellence, Pioneering, and Unity. These values not only guide internal operations but also shape the company's public image and global appeal.

Tata is also recognized for its genuine commitment to Corporate Social Responsibility (CSR). The group actively contributes to initiatives in healthcare, education, skill development, rural development, livelihoods, water, and sanitation. These efforts reflect a holistic, 360-degree approach to business that is both benevolent and socially responsible, making Tata a trusted and admired name among the general public.

The group's success is also attributed to its well-structured marketing mix strategy, which includes an effective combination of:

- Product mix: Offering high-quality, reliable products across sectors;
- Price mix: Ensuring value for money with transparent and fair pricing;
- Place and distribution mix: Building an expansive and efficient distribution network;
- Promotion mix: Engaging in strategic promotions through traditional, digital, and event-based platforms.

Through this integrated approach—grounded in ethics, service, and stakeholder trust—the Tata Group has become not just a corporate giant, but a household name admired by millions in India and around the world.

All these examples illustrate the core aims and objectives of this unit, which revolve around understanding both the theoretical and practical aspects of branding and the marketing mix. Numerous

other brands also exemplify these principles, including Colgate-Palmolive, Amazon, Nike, Disney, Coca-Cola, and Pepsi.

Take Nike as an example. Nike designs, manufactures, and sells athletic footwear, apparel, accessories, and sporting equipment. The brand strategically attracts customers through strong visibility and a diverse product range. One of Nike's key promotional strategies is enhancing brand visibility through athlete endorsements. By ensuring their products are worn by professional athletes, Nike taps into aspirational marketing.

The iconic Nike Swoosh logo and the tagline "Just Do It" have become globally recognized symbols. Nike consistently promotes its brand through television and social media advertising, sponsorships of sports teams and events, and partnerships with influential athletes. These promotional efforts create a strong emotional connection with consumers, reinforcing brand loyalty and awareness.

In this way, every successful brand develops and tells its own real-time story to establish and maintain its brand value, equity, and image in a competitive marketplace.

## **2.2 Learning Objectives**

After completing this unit, learners will be able to--

- Identify and explain the key elements of a marketing plan.
- Describe how brands serve as a bridge between producers and customers.
- Apply the concept of the marketing mix in practical marketing scenarios.
- List the steps involved in budgeting for advertisements and implementing cost-effective advertising strategies.
- Analyze competitive strategies and understand how to win customer loyalty and trust in the marketplace.

### **2.3 Elements in a Marketing Plan**

A marketing plan is a strategic document that outlines the marketing objectives and the actions required to achieve them. Developed by marketing managers, it serves as a comprehensive roadmap for promoting products or services, positioning the brand, and reaching the target audience effectively. It is a dynamic and structured document that encompasses various components, all aimed at aligning marketing activities with broader corporate objectives.

At its core, a marketing plan is the result of a thorough analysis of the current market situation, competitive landscape, budget constraints, sales strategies, and organizational goals. It represents the most efficient use of available resources to ensure the long-term sustainability and competitiveness of the business in the marketplace.

#### **➤ Key Elements of a Marketing Plan--**

A well-structured marketing plan typically includes the following elements--

- Product/Service Overview.
- Market Research.
- Competitive Analysis.
- Target Market Identification.
- Marketing Goals and Objectives.
- Marketing Strategy.
- Target Audience.
- Brand Positioning.
- Marketing Budget.
- Promotional Strategy.
- Marketing Channels.
- Key Performance Indicators (KPIs).
- Marketing Materials and Tools.
- Core Messaging and Communication Strategy.
- Pricing Strategy.

- Distribution and Delivery Channels.

In essence, the marketing plan begins with defining a marketing strategy, which sets the direction for the integrated use of marketing elements—such as target audience, value proposition, product mix, brand messaging, promotional efforts, and content marketing. The strategy ensures that each action taken supports the overarching business objectives.

A critical precursor to developing an effective marketing strategy is market research. This involves in-depth study of market size, industry benchmarks, customer preferences, market trends, seasonality, and competitive behavior. It also includes an analysis of the product or service itself in relation to market needs.

While the terms *marketing strategy* and *marketing plan* are often used interchangeably, they have distinct meanings--

- A marketing strategy defines the overall value proposition, competitive positioning, and brand direction.
- A marketing plan, on the other hand, focuses more on the tactical execution, including promotional campaigns, advertising plans, timelines, budgets, and performance metrics.

Ultimately, all the elements within a marketing plan are geared toward achieving key performance indicators (KPIs)—measurable outcomes that reflect the success of the marketing efforts. Regardless of the terminology or structure used, the core purpose of the marketing plan is to boost market presence, increase customer engagement, and drive business growth through a well-coordinated and data-driven approach.

#### **STOP TO CONSIDER-2**

##### ➤ Elements in a Marketing Plan

- Marketing Plan--Strategic document aligning marketing

actions with business goals.

- Core Purpose--Boost brand presence, engage target audience, and achieve KPIs.
- Key Components--
  - Product/service overview.
  - Market research & competition analysis.
  - Target market & audience.
  - Marketing goals & strategy.
  - Positioning & messaging.
  - Promotion & distribution channels.
  - Marketing budget.
  - Key performance indicators (KPIs).
- Strategy vs. Plan--
  - *Strategy* = overall direction & value proposition
  - *Plan* = tactical execution & campaign details
- Foundation-- Begins with thorough market research to guide decisions.

A marketing plan is a strategic document that outlines objectives, actions, and resources to achieve corporate goals, with a focus on brand positioning and boosting sales. It includes elements like market research, competitive analysis, target audience, pricing, and promotion strategy. The marketing strategy provides direction, while product-based market research helps shape the plan. Though often used interchangeably, the marketing plan emphasizes product promotion, while the strategy defines the value proposition. Ultimately, both aim to achieve key performance indicators.

✓ Pointers--

- Marketing Plan--A comprehensive outline of marketing objectives, including promotion strategy and sales boost.
- Key Elements--Product, market research, target audience, pricing, messaging, and KPIs.

- Market Research--Crucial for understanding market size, competition, and dynamics.
- Marketing Strategy--Defines the value proposition and guides the marketing mix.
- Goal--Achieving key performance indicators for market success.

### **Check Your Progress-1**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the primary focus of a marketing plan?

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2. What is the first step in creating a marketing plan?

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3. How do the terms 'marketing plan' and 'marketing strategy' differ?

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4. What are some key elements included in a marketing plan?

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5. What is the ultimate goal of a marketing plan?

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### 2.3.1 Setting Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs) are a crucial component of a marketing plan. They represent achievable, time-bound goals that reflect how well a company is reaching its target customers and building positive brand perception. KPIs help measure the success of marketing efforts in alignment with the company's value proposition.

For instance, if a company uses a digital platform to promote its products, KPIs might include metrics such as audience engagement, website traffic, click-through rates, or social media interactions. These metrics provide insight into market reach. However, it is important to note that not all forms of digital engagement translate directly into sales. Still, effective brand messaging during these interactions can lead to increased awareness, which in turn supports future purchase decisions.

Customer satisfaction is also a key KPI—particularly in evaluating repeat purchases. A customer's likelihood of buying again is often directly related to their satisfaction with the initial purchase or service experience.

To effectively set KPIs, marketers can use frameworks such as--

- RAMSRV--
  - Relevant
  - Attainable
  - Measurable
  - Specific
  - Resource allocation
  - Variety

- SMART--
  - Specific
  - Measurable
  - Attainable
  - Relevant
  - Time-bound

Both frameworks emphasize clarity, focus, and the ability to track progress, ensuring that KPIs align with the core objectives of the marketing strategy and accurately reflect performance in the targeted market segment.

### **2.3.2 SWOT Analysis in the Marketing Plan**

Just like in other operational areas, SWOT analysis is a vital tool in marketing planning. It helps identify internal and external factors that can impact a brand's success. The SWOT framework breaks down into:

- Strengths—
 

Identify what your brand does well. Ask questions such as:

  - What are our core competencies?
  - What do our customers appreciate about us?
  - What advantages do we hold over competitors?
- Weaknesses--
 

Highlight areas for improvement. Ask--

  - What needs to be fixed or improved?
  - Where are we lacking in efficiency or competitiveness?
  - What feedback or complaints do we frequently receive?
- Opportunities--
 

Explore potential areas for growth or innovation. Ask--

  - What are emerging market needs?
  - What makes us potentially unique in our industry?
  - How can we leverage technology to meet customer expectations?



- Threats--

Recognize challenges that may hinder growth. Ask:

- What external factors could negatively affect our brand?
- Are there pricing issues or service limitations?
- Is increasing competition putting pressure on our market position?

By conducting a thorough SWOT analysis, a brand can design more resilient marketing strategies, address weaknesses proactively, seize growth opportunities, and mitigate risks effectively.

### **Self-Asking Questions (SAQs)-2**

- Select a well-known brand and evaluate its strengths from the perspective of a brand manager. Consider aspects such as product quality, brand reputation, customer loyalty, innovation, and distribution network.
- Identify how these strengths can be transformed into opportunities for expanding market reach. Think about how you can leverage these strengths through targeted promotional strategies—such as advertising campaigns, influencer partnerships, digital marketing, or sponsorships.
- Analyze the weaknesses and threats associated with the brand you've chosen. Note any areas where the brand may be underperforming—such as poor customer service, limited product variety, or negative customer feedback—and propose solutions as a marketing strategist to overcome or mitigate these challenges.
- Explore how strengths and opportunities can be integrated into promotional strategies. Consider how effective advertising, branding, and public relations efforts can amplify these elements to strengthen customer trust and engagement.

- As a communication student, reflect on how the SWOT analysis framework empowers you to strategically evaluate a brand's market position. Explain how this tool enhances your ability to craft effective marketing and communication plans that support both product and brand growth.

A marketing plan should be continuously evaluated through a formative assessment approach, meaning it must be assessed on an ongoing, day-to-day basis. This involves analyzing performance metrics to determine whether marketing strategies are generating the desired impact or not. In the context of digital marketing, results are often visible in real time, making it easier to gauge effectiveness. However, print and television advertisements typically require longer exposure and repeated rotation to achieve noticeable market penetration.

In this context, market research plays a critical role. It is the foundational step in evaluating and refining marketing strategies to ensure they are implemented from an informed and risk-mitigated position. Market research is broadly divided into two key areas:

- ✓ Market Analysis – This includes the evaluation of--
  - Market size and structure
  - Seasonal trends and market share
  - Current and emerging market trends
  - Competitive landscape
- ✓ Consumer Analysis – This focuses on--
  - Consumer demographics and behavioral patterns
  - Buying decisions and motivations
  - Customer loyalty and satisfaction
  - Economic segments and market divisions

Market research helps determine the viability of a product or service and assess potential demand. It can be conducted internally by the company's team or outsourced to professional research agencies.

Techniques used include surveys, product sampling, demand tracing, and more. Data is collected using various methods such as telephonic interviews, face-to-face interactions, and digital tools.

When launching a new product, companies usually seek consumer feedback on its unique features to fine-tune their offering. Understanding market trends also plays a vital role in planning the timing and positioning of such product launches.

In conclusion, this provides an overview of the key components of a marketing plan—its execution, evaluation, and adaptation—highlighting the importance of continuous assessment and market research in ensuring strategic success.

### **STOP TO CONSIDER-3**

KPIs (Key Performance Indicators) are essential for evaluating the success of a marketing plan. They are specific, measurable, attainable, and time-bound goals that help track progress toward achieving marketing objectives. KPIs are particularly useful in assessing performance on digital platforms, where metrics like audience engagement can be monitored in real time. However, the true measure of success also depends on customer satisfaction, which influences repeat purchases and long-term loyalty.

The concept of KPIs is often summarized using two frameworks--

- RAMSRV-- Relevant, Attainable, Measurable, Specific, Resource allocation, Variety
- SMART-- Specific, Measurable, Attainable, Relevant, Time-bound

Both frameworks emphasize the importance of clarity and focus in setting actionable goals.

SWOT Analysis is another critical tool for marketing planning. It helps brands assess their strengths, weaknesses, opportunities, and threats, offering valuable insights into their competitive position. By

understanding what the brand excels at, where improvements are needed, and what external factors might impact performance, marketers can adjust their strategies effectively.

✓ Key Takeaways--

- KPIs-- Use clear, actionable indicators (RAMSRV/S.M.A.R.T.) to measure progress and success.
- SWOT Analysis: Identifies internal and external factors affecting the brand's marketing strategy.
- Digital Engagement-- Not all digital interactions lead to immediate sales; customer satisfaction is key to encouraging repeat purchases.
- Actionable Insights--Both KPIs and SWOT analysis provide the data needed to refine strategies and enhance marketing performance.

### Check Your Progress-2

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What does KPI stand for in the context of a marketing plan?

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2. What is the concept of RAMSRV in relation to KPI?

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3. What does the acronym *SMART* represent in marketing strategy?

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4. How can SWOT analysis help in marketing?  
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5. What are some examples of weaknesses in a brand's SWOT analysis?  
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## **2.4 Brand as a Bridge Between Producer and Customers**

Brands play a critical role in bridging the gap between producers and customers. While distributors and sellers typically act as intermediaries, the brand identity and image link the entire chain—from producers to distributors and ultimately to consumers. A brand not only creates awareness but also establishes perceived quality and value in the minds of customers.

### **➤ Brand Elements--**

The key elements that make a brand effective can include--

- Memorability
- Meaningfulness
- Likability
- Transferability
- Adaptability
- Protectability

These elements ensure that a brand resonates with its audience and remains competitive. As discussed earlier, brand managers are tasked with maintaining and sustaining brand identity, ensuring the product is positioned correctly in the market. However, brand

promotion needs to be handled carefully, as misinterpretation or counterfeit promotions can undermine the product's success. While initial promotion can drive first-time sales, repeat sales depend on customer satisfaction.

➤ **Key Points About Brand Promotion and Market**

**Penetration-**

- Brand Competition-- As competition increases, companies are making greater efforts to stand out in the market.
- Promotional Costs-- While promotional costs are often incremental, companies are investing more in creative paid promotions and publicity to reach a larger audience.
- Interactive Platforms-- Many companies are using interactive platforms (e.g., YouTubers, apps, influencers) to create buzz about new products. This builds trust with first-level customers, which then leads to more extensive market penetration.

For instance, when a new product is launched, it has yet to establish a strong brand identity. To address this, companies often use test sales and sample promotions to generate interest. Additionally, they leverage high-subscriber YouTube channels and apps to introduce the product to potential customers. As a result, the initial customer base expands exponentially, building momentum for the brand.

➤ **The Role of Retailers and Distributors--**

- Retailers--Many established retail chains purchase products in bulk and sell them under their own brand labels. These companies minimize counterfeiting by maintaining strict control over their operations.
- Small Retailers--Smaller retailers typically rely on distributors since they lack direct relationships with manufacturers. Distributors manage bulk sales, which facilitates the retail chain's growth.
- Online Retailers--The rise of online retail is shifting consumer purchasing behavior. Consumers now have access to a broad

range of products across multiple brands, making it easier for them to make informed choices.

### ➤ **Building Consumer Confidence--**

For a brand to succeed, it must create a positive first impression. This can be achieved through packaging that instills confidence in the customer. Once a customer experiences the product and service, satisfaction drives repeat purchases.

Example of Car Purchase Process –

Suppose you're a prospective car buyer. You begin by exploring various digital advertisements and watching interactive YouTube videos on platforms like Spinny, CarWale, or True Value. You compare the Maruti Brezza and Hyundai Venue by looking at exterior and interior features, prices, and reviews. Then, after narrowing down your options, you visit a dealer for a test drive. After evaluating your finances, you decide on one vehicle. In this scenario, the brand works as a bridge between the manufacturer and consumer, guiding them through various stages of the purchasing process—from initial interest to final decision-making.

## **2.5 Marketing Mix**

The marketing mix, as introduced by Philip Kotler and E. Jerome McCarthy, provides a framework for operational marketing decisions. It involves integrating the 4Ps—Product, Price, Place, and Promotion—to achieve marketing objectives. Operational marketing involves adopting strategies and techniques to meet these objectives in a competitive landscape.

Several external factors have changed the way marketing strategies are implemented--

- **Digital Revolution:** High levels of customer awareness due to the global digital transformation.
- **Interactive and Mobile Marketing:** Increased adoption of interactive and mobile platforms.

- **Technological Developments:** Rapid advancements in technology that influence marketing tactics.
- **Industry Convergence and Globalization:** The blending of industries and increased competition on a global scale.
- **Affordability of Technology:** The ability for companies to access new technologies at lower costs.
- **Innovative Marketing:** The continuous evolution of marketing techniques to stay relevant and competitive.

#### **STOP TO CONSIDER-4**

Brand as a Bridge--Brands connect producers with customers, establishing product identity and perceived quality. Brand managers ensure sustainability by maintaining strong brand positioning and avoiding misleading promotions.

□ **Market Penetration**--Effective promotional efforts, including digital and interactive marketing, can drive initial sales, while customer satisfaction ensures repeat business and growth.

□ **Retailer and Distributor Roles**--Retail chains control bulk sales, often using their own branding, while smaller retailers rely on distributors. Online retailing is growing, influencing consumer purchase behavior.

□ **Building Consumer Confidence**--Packaging and product experience are essential in creating trust and confidence, leading to repeat purchases.

□ **Marketing Mix**--The 4Ps (Product, Price, Place, Promotion) guide operational decisions in marketing. External factors like digital marketing, technological advancements, and global competition influence marketing strategies.

McCarthy's 4Ps model implies many more in the marketing decision. In case of product, we may see the fabulous implication of the following tactical points –



- Product implies the product design, features as well as quality.
- Product has a range and grow with proper packaging, labelling as a whole the brand.
- Product is also a service which has range of complimentary service, after-sales etc
- Guarantees and warranties etc. all are associated with a product.

In the same way, the next P i.e. price implies the variable for revenue which has the following common points to be marked up.

- Price is all associated with price strategy and tactics with proper settings for the market.
- Price has the mobility aspects i.e like allowances, rebate for the distributors, such aspects foster the mobility of the transactions.

The third P i.e. place is all associated with the distribution strategies, market coverage, franchise, channeling, assortment, transport, warehousing and logistics. The location decision related with the market mix is another important part of this P i.e. place. The distribution has strategy types like intensive distribution, exclusive distribution and selective distribution.

And the fourth P i.e promotion as well as promotional mix of marketing mix is the fourth pillar. The appropriate balance of advertising, sales promotion, public relation, direct marketing the required points under this P. In such promotion, the content plays the pivotal role, message strategy is the prime foresight of promotion. It should have a certain frequency over a defined or strategic media network.

So, this is the summary of the McCarthy's 4Ps which as a whole role the market strength.

In the rapidly changing landscape of the 21st century, market strategists have moved toward a more customized approach, moving

away from traditional mass-market strategies. This includes tailoring messaging styles for promotions to better resonate with specific audiences. Several types of marketing have emerged, including Consumer Marketing, Relationship Marketing, Retail Marketing, Industry Marketing, Service Marketing, and the increasingly popular form of Electronic Marketing. Let's briefly explore the different aspects of the marketing mix.

In 1962, Lazer and Kelley redefined the concept of the marketing mix, identifying three primary components--goods mix, distribution mix, and communication mix. The goods mix encompasses the product, brand, and price, while the distribution mix includes channels and physical distribution. The communication mix, on the other hand, covers advertising and sales.

According to the American Marketing Association, marketing involves activities, institutions, and processes designed to create, communicate, deliver, and exchange offerings that hold value for customers, clients, partners, and society at large.

The 21st-century digital marketing landscape evolved through several stages, starting with traditional marketing and relationship marketing. Today, we operate in a blended marketing environment that combines both traditional and digital channels to promote products and services. In the past, firms primarily relied on conventional advertising through mediums like newspapers, radio, television, and flyers to reach their target audiences. With the rise of digital marketing, the industry has shifted to more interactive methods. Inbound marketing, a key component of digital marketing, focuses on two-way communication between organizations and customers through search engines and social media platforms.

In service marketing, some practitioners argue that the marketing mix extends beyond the traditional 4 Ps (Product, Price, Place, Promotion) to include an additional four Ps--People, Positioning, Packaging, and Performance. Additionally, some theorists suggest a

shift to the 4 Cs framework, which includes Consumer, Cost, Convenience, and Communication, offering a more customer-centered perspective.

✓ **Key takeaways from the marketing mix include--**

- It strengthens a company's competitive position by focusing on adaptability and eliminating weaknesses.
- It fosters collaboration among various internal departments of a company.
- It is a critical tool for enhancing a company's competitiveness in the market.

Today, marketers leverage social media platforms such as Instagram, Facebook, YouTube, and Twitter to engage target audiences and influence purchasing behavior. These platforms provide immediate feedback from customers, allowing marketers to track likes, dislikes, and engagement. Social media advertising has become an essential part of the marketing mix, offering organizations low-cost, high-response rate promotional opportunities. The ability to receive real-time feedback and engage directly with consumers makes social media a powerful tool for modern marketing.

**Check Your Progress-3**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What are the six criteria for brand elements mentioned in the text?

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2. Who bridges the gap between the producer, distributor, and

consumer?

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3. 3.What promotional methods are used by firms to boost the first-level customer's satisfaction?

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4. How do retail chains minimize counterfeiting in their practices?

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5. What is the original concept of the marketing mix proposed by Philip Kotler and E. Jerome McCarthy?

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### **2.5.1 Tailored Messaging**

Tailored messaging is a personalized strategy that targets specific demographics and geographic areas. It involves crafting messages that align with individual customer characteristics, such as preferences, pricing, and buying behavior. This approach is centered around the following key practices--

- Analyzing available customer data to understand their behavior and preferences.

- Segmenting past customers into groups for more targeted communication.
- Using pre-payment history to further customize the messaging.

Tailored messaging is designed to fit the personality and individual needs of the customer. It is commonly applied in behavior change communication but is increasingly used to target consumers based on ongoing market trends. While personalized messaging is often deployed through cloud-based messaging platforms, brand managers and advertising teams strategically select the best platforms—such as digital channels, radio, television, and trade magazines—for product and service promotion.

Tools like personalized email marketing, cloud telephony, and targeted messaging based on purchasing behavior are often employed. Email marketing, in particular, is an effective way to send customized messages that encourage customers to make purchases. Additionally, content marketing through search engines is increasingly used to attract and engage target customers. Search engines like Google, Bing, and Yahoo also maintain quality content to support marketing efforts.

Despite the rise of digital marketing, traditional strategies, such as print and television advertising, remain essential for large companies. These organizations often integrate both traditional and digital marketing techniques to establish a strong brand presence. Smaller companies, on the other hand, leverage digital marketing tools to maximize their reach within budget constraints.

### ✓ **Experiential Marketing**

In personalized marketing, Experiential Marketing plays a key role. This approach focuses not only on communicating a product's features and benefits but also on creating unique and memorable customer experiences. Pine and Gilmore, two pioneers in this field, proposed that we are on the threshold of the "Experience Economy."

Experiential marketing involves building sensory-emotional connections with customers. According to Bernd Schmitt from Columbia University, experiential marketing combines sense marketing, feel marketing, think marketing, relate marketing, and act marketing. Experience providers, such as visual elements, signage, branding tools, salespeople, and even television, can contribute to creating these immersive experiences.

#### ✓ **Relationship Marketing**

Relationship marketing focuses on delivering a personalized and holistic brand experience to strengthen consumer loyalty. This approach helps create long-term connections between the brand and its customers, fostering trust and engagement.

#### ✓ **Mass Customization**

Mass customization refers to creating products that are tailored to fit customers' exact specifications. This allows businesses to cater to individual needs while maintaining cost-effectiveness.

#### ✓ **Psychographic Marketing**

Psychographic turnover plays a crucial role in marketing. It refers to understanding the deeper emotional and psychological factors that drive customer interest. Marketers track customers' psychographic data through retailers, distributors, and promotional channels. With the rise of digital marketing, psychographic insights can be gathered through customer feedback, search history, and online behavior. Both online and offline trends are analyzed to shape marketing strategies.

#### ✓ **Curiosity-Driven Messaging**

Curiosity-driven messaging is a powerful tool for generating interest, especially for new product launches. Advertisements are designed to provide just enough information to spark curiosity while leaving customers eager to learn more. This strategy encourages customers to engage with the brand and explore the product further. Brand managers and promotional teams play a critical role in

monitoring customer feedback, responses, and purchasing behavior to refine messaging strategies.

### ✓ **Role of Advertising in Marketing Mix**

Advertising is a vital component of the marketing mix. The creation and display of advertisements must be aligned with customer reach and accessibility. A proper budget is essential for this phase to ensure that the advertising efforts are both effective and cost-efficient. Proper allocation of resources ensures that advertisements reach the intended audience and generate the desired impact.

In summary, tailored messaging, experiential marketing, relationship marketing, and psychographic targeting are all critical elements of modern marketing strategies. Marketers must continuously monitor customer behavior and feedback to adapt their campaigns, leveraging both traditional and digital channels to maximize effectiveness.

## **2.6 Budget in Advertising/Ad Budget**

As discussed in previous chapters, advertising plays a crucial role in grabbing customer attention, generating interest in products and services, and motivating customers to make purchases. It helps build brand awareness, influences sales, and creates demand for the product or service, ultimately securing market share. A compelling value proposition conveyed through persuasive messages across effective channels is essential for successful advertising. Advertising is an integral part of the fourth P of the marketing mix—promotion. Promotion encompasses many elements, which we have already covered in earlier discussions. A well-executed advertising campaign helps elevate a brand's presence in a competitive market, making it memorable and preferred in the minds of consumers.

To build a consistent brand, marketers must focus on the harmonious interaction between advertising, marketing, and public

relations (PR). Each of these components has its own unique role. Advertising is responsible for strategically positioning the brand, while PR manages the overall relationship with the public. For a brand to be both identifiable and successful, these three elements—advertising, marketing, and PR—must work together to deliver a unified message that resonates with consumers.

#### ✓ **Advertising and Market Research**

The marketing strategy begins with thorough market research, which is vital for understanding consumer behavior. This research informs the advertising approach and helps shape the brand image. Based on insights from market research, advertising strategies are developed to visually represent the product and communicate the established marketing strategies effectively. Once consumer interest is piqued and reflected in purchasing behavior, PR takes over, managing ongoing relationships with the public and maintaining the brand's positive image.

#### ✓ **Perception and Messaging**

It is crucial to understand how customers perceive the brand. To influence this perception, advertisements must be carefully crafted with effective messaging, creativity, and strategic placement. For instance, appealing language, engaging graphics, and vibrant colors can enhance an advertisement's ability to capture attention and make the brand more approachable. A well-designed advertisement can differentiate a brand in the market and attract the right kind of customers.

#### ✓ **Advertising Budgeting and Strategy**

The budgeting for advertising must align with the overall marketing strategy and be part of the process of creating a sustainable brand image. Effective advertising requires strategic planning, which includes allocating resources for the production, distribution, and monitoring of ads. The core components of advertising budgeting include--



- **Production**--This involves content creation, including research and development of the advertisement's messaging.
- **Distribution**--Ads are delivered through selected channels to reach the target audience effectively.
- **Monitoring and Impact Analysis**--It's important to track the reach and effectiveness of the advertising efforts to assess impact and adjust strategies accordingly.

#### ✓ **Brand Managers' Role in Advertising**

Brand managers need a comprehensive understanding of the market and awareness of different competitive categories to identify and monitor key competitors. This knowledge is equally essential when planning advertising budgets. The budget should align with the microenvironment of the brand, which includes the specific stakeholder groups that influence its success.

#### ✓ **Microenvironment of a Brand**

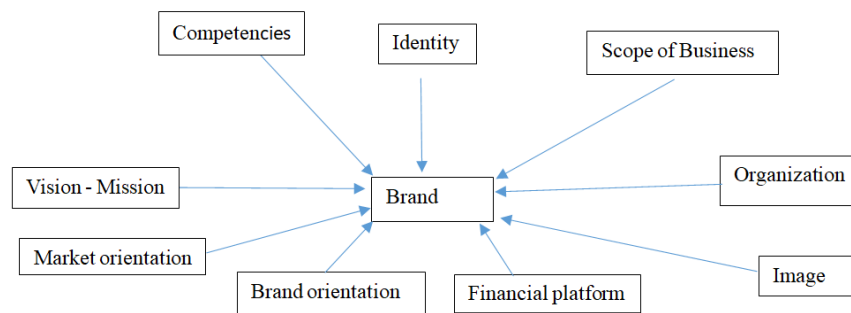
The microenvironment of a brand refers to the ecosystem of stakeholders that the brand depends on, shaped by its specific product category. The attitudes, interests, perceptions, feedback, and behaviors of these stakeholders—such as customers, distributors, competitors, and suppliers—impact the development of the brand's sales and market position. Understanding these factors is essential for effective advertising and budgeting decisions, ensuring that the brand's messaging resonates with the right audience and supports long-term success.

In conclusion, advertising budgeting is a strategic and multifaceted process. It requires an in-depth understanding of the target market, the channels for distributing the message, and the role of advertising in shaping brand perception. By aligning the advertising budget with the microenvironment and maintaining synergy between advertising, marketing, and PR, brands can effectively position themselves in the market and build sustainable success.

### Self-Asking Questions(SAQs)-3

- What are the specific stakeholders' group that a brand depends on ? enlist as per your idea.

The labour market, financial market, supply chain, trade channels, Government bodies, non-government bodies, Market and competition and customers or consumers are the prime network of market for a brand. So, every task inside the brand building exercise has the direct relationship that keep in mind with this microenvironment. In this context, the concept of Internal Environment of a brand also comes to light. This can be presented as follows –



On the above parlance, the advertising component will also work to create demand, interest and boosting sell by keeping in mind about the internal situations of the brand. So, a compatible budget for advertising is required.

#### ✓ What is advertising budget?

An advertising budget is an estimate of the amount of money a company plans to spend on promotional activities over a specific period of time. It is essentially a financial allocation set aside to achieve the company's marketing objectives. This budget is often viewed as an investment in the company's growth, driven by demographic research and customer segmentation.

When determining an advertising budget, several key factors should be considered to ensure alignment with the company's marketing goals. These factors include:

- **Demographic Profile and Customer Behavior:** Understanding the target audience's demographics, purchasing behavior, and preferences is crucial.
- **Approach to the Audience:** Tailoring the advertising approach to suit the needs and expectations of the target audience.
- **Media Reach and Effectiveness:** Identifying the most effective media channels for reaching the target audience.
- **Balance Between Advertising Expenses and Return on Investment:** Ensuring that advertising spending aligns with the company's revenue goals and provides a good return on investment.

Different companies use various approaches to determine their advertising budgets. Some allocate a fixed percentage of the previous year's total sales for advertising. However, this method may not be appropriate for new brands or companies, as they often have distinct needs and goals. Consequently, the strategy for setting an advertising budget may vary based on the brand's stage of development, market conditions, and specific objectives. This concept can be further explored and discussed interactively.

#### **Self-asking question(SAQ)-4**

How an advertising budget is estimated in case of a new brand by a new firm? What are the strategies that are the best suitable out of many?

#### **✓ Types of advertisements**

Before delving into the details, let's revisit the different types of advertising commonly used for brand promotion:

- Print and Electronic Media Advertising--
  - Print Media-- This involves informative and behavioral insights paired with relevant messaging and visuals, typically found in newspapers, magazines, and brochures.
  - Electronic Media-- For television, advertisements utilize audiovisual elements. Television commercials (TVCs) are typically aired during commercial breaks, and ticker advertisements may appear on the upper or lower parts of the screen. Frequent graphic plates can be displayed to enhance visibility. For radio, jingles, voiceovers, and signature tunes are commonly used, along with promotional songs.
- Outdoor Advertising-- This includes hoardings, banners, billboards, and sun pack sheet advertising, usually displayed in high-traffic areas.
- Transit Advertising-- Advertising on mobile platforms such as buses, company cars, and various other vehicles, or using vehicle tags.
- Social Media and Online Search Advertising-- Advertisements on platforms like Instagram, Facebook, Google, and other online search engines.
- Cellular Phone-based Advertising-- Ads delivered via SMS, push notifications, or mobile apps.
- Direct Mail and Door-to-Door Communication: Advertising sent directly to consumers through postal mail or personal interactions.
- Product Placement and Product Shows-- Strategically placing products within films, TV shows, or other media platforms as a form of indirect advertisement.

While there are numerous creative avenues for advertising, companies must carefully select the most suitable and cost-effective medium. In this regard, pre-budget considerations play a vital role in ensuring optimal allocation of resources.

### **STOP TO CONSIDER-5**

The text delves into various facets of tailored messaging and advertising strategies within marketing. Tailored messaging involves personalizing communication by analyzing customer data, preferences, and behaviors. It is executed through personalized email marketing, content marketing, and experiential marketing, all aimed at fostering deeper connections with customers. The text also underscores the importance of budgeting for advertising and the integration of both traditional and digital marketing methods. It illustrates how advertising and public relations (PR) collaborate to create a cohesive and consistent brand message. The advertising budget plays a key role in achieving marketing goals, with strategies varying for new brands versus established firms.

#### **Key Pointers--**

- Tailored Messaging--Customizes messages based on customer data, preferences, and behaviors.
- Experiential Marketing--Focuses on building emotional connections with customers.
- Advertising Channels--Includes print, electronic media, social media, and outdoor advertising.
- Advertising Budget--Determines the amount to spend on advertising, balancing media reach with costs.
- Integrated Marketing--Combines advertising, marketing, and PR to deliver a unified brand message.
- Customer Insights--Marketing strategies are shaped by consumer behavior, preferences, and feedback.

## **2.7 Pre-Budget Thinking**

Pre-budget planning is a crucial phase in the formulation of an

advertising budget. It involves strategic thinking to ensure maximum return on investment through well-structured campaigns. The first step is to create engaging and impactful advertisement content tailored to the brand's objectives. This content plays a vital role in enhancing brand familiarity and recognition.

Budget allocations must focus on high-return channels, utilizing data-driven insights for optimization. It's also essential to allocate funds for customer retention and to remain adaptable to the evolving market environment. A forward-thinking marketing mix should incorporate prospective ventures to align with emerging and reliable channels.

One concept relevant to pre-budget thinking is the Moonshot Principle, which encourages allocating part of the budget to experimental and future-oriented marketing channels. This strategy embraces risk-taking and innovation by exploring areas such as influencer marketing, entering new target markets, and creating diverse content across social media platforms.

#### ✓ **Essential Considerations in Pre-Budget Planning--**

- Campaign tracking and performance evaluation.
- Setting benchmarks to assess budget effectiveness.

The advertising budget is essentially a financial translation of a company's advertising objectives. It is generally prepared by the advertising manager in consultation with the marketing manager and senior executives like the CEO.

#### ✓ **Common Methods of Setting an Advertising Budget--**

- Affordable Method--Budget is based on what the company believes it can afford.
- Percentage of Sales Method--A fixed percentage of the company's previous or projected sales is allocated to advertising.
- Competitive Parity Method--Budget is set by analyzing competitors' advertising spending to remain competitive.

- Objective and Task Method--Budget is determined by setting specific objectives, identifying the tasks to achieve them, and estimating the associated costs. This method is considered the most logical and research-driven.
- Steps in Preparing an Advertising Budget--
  - Define advertising objectives clearly.
  - Determine tasks needed to achieve these objectives.
  - Identify key advertising priorities.
  - Collaborate with marketing managers and top executives.
  - Select appropriate media/channels for message dissemination.
  - Integrate production and innovative elements with cost-efficiency.
  - Allocate funds over a defined period and plan campaign implementation and release.
  - Monitor and control performance for continuous improvement.

## **2.8 How to Compete in the Market and Win Customer Loyalty**

Success in a competitive market hinges on a brand's ability to connect with customers through honest, innovative, and customer-focused strategies. When a product becomes a recognized brand, it indicates growing customer interest and potential market success.

Winning customer trust involves upholding professional ethics and maintaining transparency. Key practices include:

- Honoring brand promises--Companies must deliver on the commitments made through their advertising and communication.
- Building long-term trust--A brand team should be consistently reliable and customer-centric.
- Adopting a "customer-first" mindset--Prioritize customer needs and experiences in all aspects of marketing and service.
- Clear and creative promotional strategies--Messaging should be simple, engaging, and impactful.

- Product consistency--The product experience should match what is presented in the advertisement.
- Effective demand and supply management--Ensure products are readily available and accessible to customers.
- Fair distributor margins--Provide competitive margins to retailers and partners within the distribution network.

To attract and retain customers in a competitive landscape, brands must ensure--

- Exceptional customer service.
- Competitive pricing.
- Memorable customer experiences.
- Innovative and technology-driven approaches.

When done effectively, these strategies help a brand stand out, foster loyalty, and drive long-term success.

#### **STOP TO CONSIDER-6**

##### ➤ **Advertising Budget and Market Strategy**

- Pre-Budget Thinking--Involves strategic planning, data-driven decisions, and identifying high-ROI channels before allocating funds.
- Moonshot Principle--Encourages investing in experimental, future-oriented marketing strategies like influencer outreach and emerging platforms.
- Budgeting Methods--
  - *Affordable Method*--Based on what the company can afford.
  - *Percentage of Sales*--Allocates a set percentage of sales.
  - *Competitive Parity*--Matches competitor spending.



- *Objective and Task*--Sets budget based on specific goals and tasks—most logical and research-backed.
- Advertising Budget Steps--
  - Set clear objectives.
  - Identify required tasks.
  - Choose appropriate media.
  - Collaborate with management.
  - Allocate and monitor the budget.
- Winning in a Competitive Market--
  - Deliver on brand promises with consistency.
  - Build long-term trust with a customer-first approach.
  - Ensure product and promotional consistency.
  - Maintain supply chains and fair retailer margins.

Differentiate through innovation, tech use, and exceptional customer service

#### **Check Your Progress-4**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the Moonshot Principle in the context of advertising budget?

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2. What are the four methods for setting an advertising budget mentioned in the text?

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3. What is the primary objective of setting an advertising budget?

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4. What are some key factors to track when monitoring a marketing budget?

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5. What should a brand manager focus on to win the heart of customers in a competitive market?

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## 2.9 Production and Cost Analysis – Brief Overview

Production and cost analysis is a fundamental concept in economics and managerial decision-making. It focuses on understanding how goods and services are produced using various inputs and how these production activities incur costs.

### ✓ Key Concepts--

- Production refers to the process of transforming inputs (like labor, capital, land, and raw materials) into outputs (finished goods or services). It is analyzed through two types--
  - Short-run production, where at least one input is fixed.

- Long-run production, where all inputs are variable.
- Production Function shows the relationship between input quantities and output levels. It helps determine the most efficient combination of resources.
- Law of Diminishing Returns (short-run) indicates that adding more of a variable input (e.g., labor) to a fixed input (e.g., machinery) eventually leads to smaller increases in output.
- Cost Analysis involves studying different types of costs--
  - Fixed Costs (FC)--Do not change with output (e.g., rent).
  - Variable Costs (VC)--Vary with the level of output (e.g., raw materials).
  - Total Cost (TC): Sum of fixed and variable costs.
  - Average Cost (AC)--Cost per unit of output.
  - Marginal Cost (MC)--Cost of producing one additional unit.
- Cost Curves help firms understand how costs behave with changes in production and are essential for pricing and output decisions.

✓ **Importance--**

Production and cost analysis helps businesses optimize resource use, minimize costs, and set competitive prices. It also aids in strategic planning, investment decisions, and improving overall efficiency.

**STOP TO CONSIDER –7**

✓ **Production and Cost Analysis**

- Production--Process of converting inputs into outputs using resources like labor, capital, and raw materials.
- Short-run vs. Long-run--
  - *Short-run*--At least one input is fixed.
  - *Long-run*--All inputs are variable.

- Production Function--Relationship between inputs and output levels.
- Law of Diminishing Returns--Output increases at a decreasing rate when more units of a variable input are added to fixed inputs.
- Cost Types--
  - *Fixed Cost (FC)* – constant regardless of output.
  - *Variable Cost (VC)* – changes with output level.
  - *Total Cost (TC)* =  $FC + VC$
  - *Average Cost (AC)* =  $TC / \text{Quantity}$
  - *Marginal Cost (MC)* – cost of producing one more unit.
- Cost Curves--Visual tools to analyze how costs behave with changing output.

Usefulness--Guides pricing, budgeting, production efficiency, and strategic decisions

## 2.10 Let Us Sum Up

The marketing plan is a strategic document that outlines the marketing objectives set by the marketing managers. It serves as a comprehensive roadmap detailing how a company will promote its products or services, increase sales, and position its brand effectively to reach its target audience. This plan is the result of a structured process that includes market situation analysis, budget formulation, specification of actions, and sales strategy development.

Operational marketing refers to the application of practical techniques and tools used to implement the marketing plan. It involves the tactical execution of the marketing mix—commonly

known as the 4Ps: Product, Price, Place, and Promotion. This approach enables a business to deliver its value proposition efficiently within a competitive marketplace.

An advertising budget is a financial estimate allocated for promotional activities over a specific period. It represents the funds reserved by a company to achieve its marketing and communication objectives. This budget includes expenditure on various media channels, creative production, and campaign management aimed at boosting brand visibility and driving customer engagement.

Tailored messaging involves crafting personalized marketing communications that align with individual customer profiles, including their preferences, buying behaviors, demographics, and pricing sensitivities. It is designed to resonate more deeply with customers, fostering stronger emotional connections and improving the effectiveness of marketing efforts.

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## 2.12--Model Questions

- Explain the key elements of a marketing plan and discuss how they contribute to aligning marketing activities with broader corporate objectives.
- Differentiate between a marketing strategy and a marketing plan with examples. Why is it important to distinguish between the two when planning a company's marketing activities?
- What role do Key Performance Indicators (KPIs) play in a marketing plan? Describe the SMART and RAMSRV frameworks used for setting effective KPIs, and explain how they influence strategic decision-making.

- Describe the purpose and structure of a SWOT analysis in a marketing plan. How can identifying strengths, weaknesses, opportunities, and threats help marketers develop more effective promotional strategies?
- Why is continuous evaluation and market research essential in the implementation and success of a marketing plan? Illustrate your answer with examples of market and consumer analysis techniques.

### 2.13 Answers to Check Your Progress

#### **Check Your Progress-1**

1. The primary focus of a marketing plan is to boost sales and achieve proper brand positioning to reach targeted customers.
2. The first step is market research, which includes analyzing market size, competition, and product/service analysis.
3. The marketing plan emphasizes product promotion and campaign design, while the marketing strategy outlines the value proposition.
4. Key elements include product, market research, competitive analysis, target market, marketing goals, and promotion strategy.
5. The ultimate goal of a marketing plan is to achieve key performance indicators (KPIs).

#### **Check Your Progress-2**

1. KPI stands for Key Performance Indicators.
2. RAMSRV stands for Relevant, Attainable, Measurable, Specific, Resource allocation, and Variety.
3. SMART stands for Specific, Measurable, Attainable, Relevant, and Time-bound.
4. SWOT analysis helps in identifying strengths, weaknesses,

opportunities, and threats in a brand's marketing atmosphere.

5. Weaknesses may include things the brand wants to fix, strengthen, or become more efficient in, especially in a competitive environment,

### **Check Your Progress-3**

1. Memorability, Meaningfulness, Likability, Transferability, Adaptability, Protectability.
2. The brand identity and image, along with the brand manager, bridge the gap between the producer, distributor, and consumer.
3. Test sales, sample promotions, and interactive sessions via high-subscribing YouTubers and apps.
4. Established retail chains minimize counterfeiting by purchasing products in bulk and selling them under their own brand label.
5. The original concept of the marketing mix is the 4Ps: Product, Price, Place, and Promotion.

### **Check Your Progress-4**

1. The Moonshot Principle involves devoting marketing budget to new and exploratory marketing channels to uncover future stable and reliable channels.
2. Affordable method, Percentage of sales method, Competitive parity method, Objective and task method.
3. The primary objective is to align the budget with the advertising objectives of the company.
4. Tracking the campaign and setting benchmarks for the budget.
5. Delivering on promises, maintaining trust, providing exceptional customer service, and offering competitive pricing.



**Paper-MMC 2025(Advertising)**  
**Block-5(Legal and Ethical Issues in Advertising)**

**Unit: 1**

**Legal Aspects of Advertising, Laws and Acts  
Concerning Advertising; New Trends, Importance of  
Self-Regulation in Advertising**

**Unit Structure**

**1.1 Introduction**

**1.2 Objectives**

**1.3 Regulation of Advertising**

**1.4 Drugs and Magic Remedies (Objectionable Advertisement)  
Act, 1954**

**1.5 Indecent Representation of Women (Prohibition) Act, 1986**

**1.6 The Cigarettes and other Tobacco Products (Prohibition of  
Advertisement and Regulation of Trade and Commerce,  
Production, Supply and Distribution) Act, 2003**

**1.7 Cable Television Networks (Regulation) Act, 1995**

**1.8 Consumer Protection Act, 1986**

**1.9 Provision under other acts**

**1.10 Let Us Sum Up**

**1.11 References and Suggested Readings**

**1.12 Model Questions**

**1.13 Answers to Check Your Progress**

**1.1 Introduction**

In this unit, we will explore the legal aspects of advertising, focusing on various laws and acts that govern advertising practices

in India. In the pursuit of commercial success, many advertisers and media platforms often overlook fundamental ethical and moral considerations while creating and disseminating advertisements. This negligence can lead to the circulation of misleading, harmful, or socially insensitive content, potentially causing a negative impact on society. Therefore, understanding the legal framework that regulates advertising is essential. This unit will examine key Indian laws and acts that are directly related to advertising and aim to ensure accountability, fairness, and responsibility in advertising practices.

## **1.2 Objectives**

After going through this unit you will be able to learn sections and prohibition related to advertising in the following acts---

- Drugs and Magic Remedies (Objectionable advertisement) Act, 1954.
- Indecent Representation of Women (Prohibition) Act, 1986.
- The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.
- Cable Television Networks (Regulation) Act, 1995.
- Consumer Protection Act, 1986.

## **1.3 Regulation of Advertising**

Advertising is one of the most powerful tools for attracting public attention within a short span of time. It serves as a key medium through which manufacturers and service providers reach diverse sections of the population, promote their products or services, and build brand reputation. Advertisements have a direct and immediate influence on consumer behaviour and business outcomes.

As India emerges as one of the fastest-growing markets in the world, competition among business organizations has intensified. In this race to gain consumer attention and boost sales, advertisers may sometimes overlook ethical and moral considerations. This can result in advertisements that are misleading, exaggerated, or socially irresponsible, potentially harming consumer interests and public sentiment.

India does not have a dedicated statutory body or comprehensive legislation solely for regulating the advertising industry. However, the **Advertising Standards Council of India (ASCI)** serves as a self-regulatory, non-governmental organization that oversees advertising practices in the country. ASCI works to ensure that advertisements conform to accepted standards of fairness, honesty, and social responsibility.

Despite the absence of a single unified law governing advertising, several national laws and acts contain provisions relevant to the regulation of advertisements. Advertisers and media outlets must ensure that their content complies with these legal frameworks to avoid penalties and uphold ethical standards.

Some of the key Indian legislations related to advertising include--

- Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.
- The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003.
- Cable Television Networks (Regulation) Act, 1995.
- Consumer Protection Act, 1986.
- Indecent Representation of Women (Prohibition) Act, 1986.
- Copyright Act, 1957.
- Trade Marks Act, 1999.
- Prevention of Food Adulteration Act, 1954.
- Pharmacy Act, 1948.

- Prize Competitions Act, 1955.
- Emblems and Names (Prevention of Improper Use) Act, 1950.

In the following sections, we will examine some of the key provisions of these laws that directly affect the advertising industry in India.

### STOP TO CONSIDER-1

#### ➤ Regulation of Advertising in India

- Advertising is a powerful communication tool influencing consumer behaviour and business outcomes.
- India's rapidly growing market has led to intense competition, pushing some advertisers to ignore ethical and moral boundaries.
- Misleading, deceptive, or socially irresponsible ads can harm public interest.
- India lacks a centralized legislative authority for advertising regulation.
- The **Advertising Standards Council of India (ASCI)** acts as a non-governmental self-regulatory body.
- Advertisers must comply with various national laws that indirectly regulate advertising practices.
- Key legislations impacting advertising include--
  - **Drugs and Magic Remedies Act (1954)** – bans misleading health-related ads.
  - **Tobacco Products Act (2003)** – restricts tobacco advertising.
  - **Cable TV Networks Act (1995)** – regulates broadcast ad content.
  - **Consumer Protection Act (1986)** – penalizes unfair or deceptive advertising.
  - **Indecent Representation of Women Act (1986)** –

prohibits vulgar portrayal of women.

- **Copyright Act (1957)** – protects ad content originality.
- **Trade Marks Act (1999)** – governs use of brand names in ads.
- **Prevention of Food Adulteration Act (1954)** – ensures food-related ads are truthful.
- **Pharmacy Act (1948)** – regulates promotion of drugs and medicines.
- **Prize Competitions Act (1955)** – controls contest-based advertising.
- **Emblems and Names Act (1950)** – prevents misuse of national symbols in ads.

Advertising plays a crucial role in attracting customers and promoting products/services, but it can sometimes cross ethical boundaries, becoming misleading or deceptive. In India, the advertising industry lacks a single regulatory body, but the **Advertising Standards Council of India (ASCI)** serves as a self-regulatory organization. Advertisers must also comply with various national laws. Key regulations include laws related to drugs, tobacco, consumer protection, indecent representation, and intellectual property, among others. These regulations are designed to ensure ethical advertising practices.

➤ **Key Pointers--**

- **Advertising's Impact--**A powerful tool for business promotion.
- **Self-regulation--**ASCI is the main body overseeing advertising standards.
- **Ethical Issues--**Advertisers sometimes resort to deceptive practices to boost sales.
- **Important Legislation--**Several laws regulate advertising in India, including the Consumer Protection Act, Tobacco

**Check Your Progress-1**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the main regulatory body for advertising in India?

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2. Which law regulates the advertisement of tobacco products in India?

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3. What is the purpose of the Consumer Protection Act, 1986 in relation to advertising?

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**1.4 Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954**

The **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954**, was enacted by the Indian Parliament to regulate advertisements related to drugs and to prohibit advertisements that promote magical remedies with alleged curative properties. The Act aims to protect consumers from misleading or harmful claims regarding health treatments and medical products.

➤ **Key Definitions under the Act--**

- **Advertisement**--Includes any notice, circular, label, wrapper, or other document, as well as any announcement made orally or by any means of producing or transmitting light, sound, or smoke.
- **Drug**-- Refers to--
  - ✓ Any medicine for internal or external use in humans or animals.
  - ✓ Any substance intended for use in the diagnosis, cure, mitigation, treatment, or prevention of disease in humans or animals.
  - ✓ Any article (excluding food) intended to affect the structure or organic function of the body.
  - ✓ Any substance intended for use as a component of any of the above.
- **Magic Remedy**--Includes talismans, mantras, kavachas, or any other charm claimed to possess miraculous powers for the diagnosis, cure, treatment, or prevention of disease, or for influencing the body's structure or functions.

➤ **Important Sections of the Act--**

❖ **Section 3 – Prohibition of Advertisement of Certain Drugs for Specific Conditions**

This section prohibits advertisements for drugs that claim to--

- Induce miscarriage or prevent conception in women.
  - Enhance sexual pleasure or performance.
  - Correct menstrual disorders in women.
- No person is allowed to participate in publishing such advertisements.

❖ **Section 4 – Prohibition of Misleading Advertisements**

No person may publish any drug advertisement that--

- Gives a false impression of the drug's true nature.
- Makes false or exaggerated claims.
- Is misleading in any material respect.

### ❖ **Section 5 – Prohibition of Magic Remedy Advertisements**

Any person, whether actually practicing or claiming to practice magic remedies, is prohibited from advertising such remedies as cures or treatments for the conditions listed in Section 3.

### ❖ **Section 6 – Prohibition on Import and Export of Certain Advertisements**

It is illegal to import into or export from India any document containing advertisements prohibited under Sections 3, 4, or 5. Such documents are treated as prohibited goods under **Section 19 of the Sea Customs Act, 1878**, and are subject to the same enforcement measures, with minor procedural modifications.

This Act plays a crucial role in preventing the exploitation of vulnerable individuals through deceptive medical claims and helps maintain integrity in health-related advertising.

#### **STOP TO CONSIDER-2**

##### ➤ **Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954**

- **Purpose**--Regulates drug advertisements and bans promotion of so-called “magic remedies” with unproven health claims.
- **Covers**--Any form of advertisement including print, oral, sound, light, or smoke-based messages.
- **Drug**--Defined broadly to include medicines, diagnostic aids, and substances influencing body functions (excluding food).
- **Magic Remedy**--Includes charms, mantras, talismans, and objects claimed to have miraculous healing powers.
- **Key Provisions**--
  - **Section 3**--Bans ads for drugs claiming to induce miscarriage, enhance sexual capacity, or treat menstrual



disorders.

- **Section 4**--Prohibits misleading or false claims about drugs.
- **Section 5**--Forbids ads promoting magic remedies for treating diseases listed in Section 3.
- **Section 6**--Prohibits import/export of banned advertisements under customs law.
- **Objective**--Protect consumers from false health claims and promote ethical medical advertising.

The **Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954** regulates the advertisement of certain drugs and magic remedies in India. It aims to prevent misleading ads about drugs and remedies that claim miraculous effects or falsely promote their benefits.

❖ **Key Points--**

- ✓ **Definitions**--The Act defines 'advertisement', 'drug', and 'magic remedy' (including talismans, charms, and mantras) for regulatory purposes.
- ✓ **Prohibited Advertisements**--
  - Ads for drugs related to miscarriage, sexual pleasure, or menstrual disorders.
  - Misleading ads claiming false benefits or characteristics for drugs.
- ✓ **Magic Remedies**--Prohibits ads for magic remedies that claim to treat diseases or disorders, as outlined in Section 3.
- ✓ **Import/Export Restrictions**--Prohibits the import/export of advertisements related to objectionable drugs or magic remedies.

The Act ensures that deceptive advertisements regarding health-related products are controlled to protect consumers.

### Check Your Progress-2

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the main purpose of the Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954?

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2. What does the term 'advertisement' include according to this Act?

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3. What type of drugs are prohibited from being advertised under Section 3?

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4. What does Section 4 prohibit regarding drug advertisements?

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5. What does Section 6 prohibit regarding the import and export of advertisements?

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### 1.5 Indecent Representation of Women (Prohibition) Act, 1986

#### The Indecent Representation of Women (Prohibition) Act, 1986

was enacted to prohibit the portrayal of women in an indecent or derogatory manner through advertisements, publications, writings, paintings, or any other medium. The Act aims to uphold public morality and safeguard the dignity of women by regulating how they are represented in media and promotional content.

#### ➤ Key Definitions under the Act--

- **Advertisement**--Includes any notice, circular, label, wrapper, or other document, as well as any visible representation made through light, sound, smoke, or gas.
- **Distribution**--Covers all forms of distribution, including distribution of free or paid samples.
- **Indecent Representation of Women**--Refers to the depiction of the figure, form, or body (or any part thereof) of a woman in a way that is considered indecent, derogatory, demeaning, or likely to deprave, corrupt, or harm public morality.
- **Label**--Any printed, marked, stamped, or graphic content affixed to or appearing on any package.
- **Package**--Any container such as a box, carton, or tin.
- **Prescribed**--Refers to rules framed under the provisions of this Act.

#### ➤ Key Provisions of the Act--

##### ❖ Section 3 – Prohibition of Indecent Advertisements

This section bans the publication, or participation in the publication or exhibition, of any advertisement that contains indecent representation of women in any form.

#### ❖ **Section 4 – Prohibition of Indecent Material in Publications and Circulation**

This section prohibits the production, sale, rental, distribution, circulation, or postal transmission of any book, pamphlet, paper, slide, film, writing, drawing, painting, photograph, or representation that contains indecent portrayal of women.

#### ❖ **Exceptions under Section 4**

The above prohibition does **not apply** to--

**(a)** Works justified as being in the public interest for the advancement of science, literature, art, or learning.

**(b)** Representations used or kept **bona fide** for religious purposes.

**(c)** Sculptures, paintings, or other depictions found in--

- Ancient monuments as defined under the Ancient Monuments and Archaeological Sites and Remains Act, 1958.
- Temples or religious vehicles used for carrying idols.

**(d)** Films certified under **Part II of the Cinematography Act, 1952**, which are regulated by the Central Board of Film Certification (CBFC).

This Act plays an important role in regulating the portrayal of women across media and ensuring content respects their dignity and social standing.

#### **STOP TO CONSIDER-3**

##### ➤ **Indecent Representation of Women (Prohibition) Act, 1986**

- **Purpose**--Prevents indecent, derogatory, or objectifying representation of women across media and advertising.
- **Covers**--Advertisements, publications, paintings, photographs, films, and any visible or audio-visual medium.
- **Indecent Representation**--Defined as any depiction of a

woman's body or form that is degrading, corrupting, or injurious to public morality.

- **Section 3**--Prohibits publishing or participating in the publication of any advertisement that contains indecent representation of women.
- **Section 4**--Bans producing, distributing, selling, or posting any media or material with indecent representation of women.
- **Exceptions**--
  - Works justified in the public interest (art, science, literature).
  - Religious depictions or items of historical value (e.g., temple art, ancient monuments).
  - Certified films under the *Cinematography Act, 1952*.

The **Indecent Representation of Women (Prohibition) Act, 1986** prohibits the depiction of women in indecent or derogatory ways through advertisements or other forms of media. It aims to protect women from being represented in a manner that is degrading or harmful to public morals.

➤ **Key Points**--

- The Act defines "indecent representation" as any depiction of a woman's body or form in a way that is indecent, derogatory, or likely to corrupt public morals.
- Section 3 prohibits advertisements that contain indecent representation of women.
- Section 4 prohibits the production, sale, or distribution of materials containing indecent representations of women, with exceptions for materials that are in the public good, religious content, or related to ancient monuments or certain films.
- "Advertisement" is broadly defined, including notices, labels, and visual representations.

### Check Your Progress-3

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the main purpose of the Indecent Representation of Women (Prohibition) Act, 1986?

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2. What does the term "indecent representation of women" mean according to the Act?

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3. Which forms of media are included under the definition of "advertisement" in the Act?

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4. What exceptions exist for the prohibition in Sections 3 and 4 of the Act?

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5. Does the Act allow the distribution of materials containing indecent representation of women?

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### **1.6 The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003**

**The Cigarettes and Other Tobacco Products Act (COTPA), 2003** is a significant legislation enacted by the Government of India to prohibit the advertisement of cigarettes and other tobacco products and to regulate their trade, commerce, production, supply, and distribution.

The Act is titled—

**"An Act to prohibit the advertisement of, and to provide for the regulation of trade and commerce in, and production, supply and distribution of, cigarettes and other tobacco products and for matters connected therewith or incidental thereto."**

➤ **Key Provision: Section 5 – Prohibition of Advertisement of Tobacco Products**

❖ **Section 5(1)— Total Advertising Ban**

No person engaged in the production, supply, or distribution of cigarettes or other tobacco products is permitted to advertise such products.

Likewise, any person who has control over any media outlet must not allow advertisements of cigarettes or tobacco products through

that medium.

No individual shall participate in any advertisement that directly or indirectly promotes the use or consumption of tobacco products.

**❖ Section 5(2)--Restrictions on Promotional Activities for Profit**

No person shall, for any direct or indirect monetary gain--

**(a)** Display, authorize, or permit any advertisement of cigarettes or tobacco products.

**(b)** Sell or promote films, videotapes, or any media that contain advertisements of tobacco products.

**(c)** Distribute or authorize distribution of leaflets, handbills, or documents that advertise tobacco products.

**(d)** Exhibit or retain tobacco advertisements on land, buildings, vehicles, hoardings, or any public display structure.

**➤ Exceptions to Section 5(2)--**

**(i)** Advertisements printed on the packaging of tobacco products.

**(ii)** Advertisements displayed inside or at the entrance of shops or warehouses where tobacco products are sold or stored.

**❖ Section 5(3): Ban on Indirect Promotion through Sponsorship**

No person shall, through a contract or any other arrangement, promote or agree to promote--

**(a)** The consumption or use of cigarettes or other tobacco products.

**(b)** Any trademark or brand name of such products in exchange for sponsorships, gifts, prizes, scholarships, or other benefits.

This Act is a part of India's broader strategy to reduce tobacco consumption and protect public health, especially by limiting the influence of promotional activities on youth and vulnerable populations.



#### **STOP TO CONSIDER-4**

➤ **The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003**

- **Purpose**--Prohibits advertising and regulates the trade, production, supply, and distribution of cigarettes and other tobacco products.
- **Section 5(1)**--Total ban on advertising tobacco products in any form, across all media platforms.
- **Section 5(2)**--Prohibits promotional distribution, public displays, or media sales featuring tobacco ads for commercial gain.
- **Section 5(3)**--Forbids indirect promotion of tobacco use through sponsorships, branding, or rewards.
- **Exceptions**--Ads allowed on product packaging and inside or at the entrance of tobacco-selling shops or warehouses.
- **Goal**--Reduce public exposure to tobacco promotion and protect especially youth from the influence of tobacco marketing.

The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003, aims to regulate and prohibit the advertisement of cigarettes and tobacco products in India. It also focuses on the trade, commerce, production, supply, and distribution of these products. The Act prevents any promotion, advertisement, or display of tobacco products in any form that encourages consumption, with specific exceptions for packaging and sales-related displays.

✓ **Key Points--**

- **Prohibition on Advertisement**--The Act prohibits the advertisement of cigarettes and tobacco products in any

medium.

- **Restrictions on Displays and Promotions**--Tobacco product advertisements are not allowed on hoardings, vehicles, films, or any public space.
- **Limited Exceptions**--Tobacco advertisements are allowed only on packaging and at the point of sale (like in shops or warehouses).
- **Sponsorship and Promotion Ban**--The Act also bans the promotion of tobacco products through sponsorships, gifts, or prizes.

#### Check Your Progress-4

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What does the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 prohibit?

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2. Which types of advertisements are banned under Section 5 of the Act?

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3. Are there any exceptions to the advertisement ban in this Act?

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4. What actions are prohibited regarding the promotion of **tobacco products**?

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5. Who is responsible for ensuring that tobacco product advertisements are not published?

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### **1.7 Cable Television Networks (Regulation) Act, 1995**

To regulate the content broadcast through cable television in India, the Government of India enacted the Cable Television Networks (Regulation) Act in 1995. The Act ensures that all programs and advertisements transmitted or re-transmitted through a cable service conform to certain ethical and legal standards.

According to this Act, no person is allowed to transmit or re-transmit any advertisement via a cable network unless it complies with the Advertisement Code prescribed under the rules.

### ✓ **Advertising Code Highlights**

The Advertisement Code lays down the following key provisions to ensure responsible advertising--

- **Legal and Ethical Standards—**

Advertisements must conform to the laws of the land and should not offend the morality, decency, or religious sentiments of viewers.

- **Prohibited Content—**

Advertisements must not--

- Deride or show disrespect towards any race, caste, color, creed, or nationality.
- Contravene any provision of the Constitution of India.
- Incite people to commit crimes or cause public disorder, violence, or lawlessness.
- Glorify criminal behavior or promote obscenity.
- Exploit national symbols like the emblem, Constitution excerpts, or portray national leaders or state dignitaries improperly.
- Depict women in a derogatory, submissive, or secondary role, violating constitutional guarantees of equality and dignity.
- Promote or exploit social evils such as dowry or child marriage.

- **Ban on Specific Product Advertising—**

Advertisements must not directly or indirectly promote--

- Cigarettes, tobacco products, alcohol, wine, liquor, or intoxicants.
- Infant milk substitutes, feeding bottles, or infant foods (as per the Infant Milk Substitutes Act).

- **Restrictions on Political and Religious Content—**

Advertisements that serve a religious or political purpose or are aimed at promoting religious or political ends are strictly prohibited.

- **Consumer Protection Compliance--**

Goods or services advertised must not suffer from any defect or deficiency as defined under the Consumer Protection Act, 1986.

- **False or Supernatural Claims—**

No advertisement should claim, either directly or indirectly, that a product or ingredient possesses miraculous, supernatural, or unverifiable properties.

- **Technical and Presentation Standards--**

- Advertisements should not have excessively loud audio.
- Content must not endanger children, encourage unhealthy practices, or portray children in an undignified, indecent, or begging manner.
- Indecent, vulgar, suggestive, offensive, or repulsive themes and imagery should be avoided.

- **Professional Standards—**

All advertisements must follow the standards of practice approved by the Advertising Agencies Association of India (AAAI).

- **Clarity and Separation from Programmes—**

Advertisements must be clearly distinguishable from regular programming and should not interfere with content (e.g., no scrolling or static/moving ads on the lower part of the screen during a program).

#### **STOP TO CONSIDER-5**

➤ **Cable Television Networks (Regulation) Act, 1995**

- **Purpose--**Regulates cable TV programs and advertisements in India to ensure they conform to legal and ethical standards.
- **Key Provisions--**
  - Advertisements must not offend moral, legal, or religious standards.
  - Prohibited ads include those promoting tobacco, alcohol, social evils (dowry, child marriage), or exploiting women and national symbols.
  - Advertisements must not contain false, supernatural claims or

be misleading.

- Ads should not harm children or encourage unhealthy behaviors.
- No political or religiously motivated advertisements.
- Advertisements must adhere to *Consumer Protection Act, 1986* and AAAI standards.
- Clear separation between ads and programs, no interference with the content.

The Cable Television Networks (Regulation) Act, 1995 regulates cable TV advertising in India. It mandates that all advertisements on cable services must adhere to a prescribed code, ensuring they do not offend morality, decency, or religious sensitivities. The code covers various aspects such as avoiding discriminatory content, glorification of violence or crime, and the derogatory portrayal of women. Advertisements for harmful products, political or religious content, and misleading claims are prohibited. The law ensures that ads are distinguishable from programs and do not disrupt the viewing experience.

✓ **Key Pointers--**

- Ads must comply with laws and respect decency, morality, and religious views.
- No ads promoting violence, crime, or criminality.
- Gender-sensitive portrayal of women; no derogatory depictions.
- Prohibition of ads for harmful products like tobacco, alcohol, and infant substitutes.
- Ads must not mislead with supernatural claims or excessively loud content.
- Protection of children's safety in advertisements.
- Ads should be clearly distinguishable from the program content.

### Check Your Progress-5

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What must advertisements on cable services conform to, according to the Cable Television Networks (Regulation) Act, 1995?

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2. Which type of advertisements are prohibited under the advertising code?

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3. Are advertisements promoting alcohol, tobacco, and infant milk substitutes allowed?

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4. What is required of the portrayal of women in advertisements under this Act?

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5. How should advertisements be displayed in relation to the program content?

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### **1.8 Consumer Protection Act, 1986**

The **Consumer Protection Act, 1986** was enacted to protect the interests of consumers in India. Its primary aim is to ensure fair practices in the marketplace by establishing consumer councils and authorities to resolve disputes and promote the protection of consumer rights. The Act addresses issues such as unfair trade practices, misleading advertising, and the protection of consumer interests.

#### **✓ Misleading and Unfair Advertising**

Under this Act, **unfair trade practices** are defined as practices that deceive or mislead consumers. These practices are adopted with the intent to promote the sale, use, or supply of goods or services. Specifically, the Act outlines several practices that qualify as unfair or deceptive, including:

##### **➤ False Representations--**

- Misleading claims regarding the standard, quality, quantity, grade, composition, style, or model of goods.
- Misleading claims about the standard, quality, or grade of services.



- Representing second-hand, rebuilt, reconditioned, or old goods as new.

➤ **Misleading Associations--**

- Representing that goods or services have characteristics, accessories, benefits, or performance that they do not actually possess.
- Claiming false affiliation or approval of goods or services by a seller or supplier that they do not have.

➤ **False Representations Regarding Utility--**

- Misleading consumers about the necessity, usefulness, or functionality of a product or service.

➤ **False Warranties or Guarantees--**

- Providing warranties or guarantees regarding the performance, efficacy, or longevity of goods or services without proper testing or evidence to support such claims.

These practices are considered unfair because they undermine consumer trust and disrupt fair market competition. They can lead to financial losses for consumers who are deceived into purchasing goods or services that do not meet the advertised claims.

➤ **Summary--**

The **Consumer Protection Act, 1986** provides robust provisions against misleading and unfair advertising practices. The Act safeguards consumers by ensuring that advertisers cannot make false claims regarding products or services. It holds businesses accountable for deceptive practices, fostering transparency, fairness, and trust in the market.

**STOP TO CONSIDER-6**

➤ **Consumer Protection Act, 1986**

- **Purpose--**Protects consumers by regulating unfair trade practices and ensuring fair marketing and advertising.

- **Key Provisions--**

- **Unfair trade practices--**Includes false advertising about product quality, services, and misrepresentation of old goods as new.
- **False claims--**Advertisements cannot claim attributes (performance, approval, benefits) that goods or services don't possess.
- **Misleading guarantees--**No false warranties or performance guarantees without proper testing.
- **Consumer safeguards--**Ensures that advertising is transparent, accurate, and truthful to protect consumer interests.

The **Consumer Protection Act, 1986** aims to safeguard consumer interests by establishing authorities to resolve disputes. It defines **unfair trade practices**, which include misleading advertisements or deceptive actions used to promote goods or services. These unfair practices include false representations regarding product quality, misleading warranties, and the misrepresentation of second-hand goods as new.

- ✓ **Key Pointers--**

- The Act addresses unfair trade practices to protect consumers.
- It prohibits false advertising about the quality, standard, or benefits of goods or services.
- Misleading claims about sponsorship or affiliation are also prohibited.
- False warranties or guarantees based on inadequate tests are not allowed.

### **Check Your Progress-6**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the purpose of the Consumer Protection Act, 1986?

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2. What does "unfair trade practice" mean under the Consumer Protection Act, 1986?

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3. Which type of false representation about goods is prohibited by the Consumer Protection Act, 1986 ?

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4. What is prohibited regarding the representation of services under the Act?

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5. What must be avoided when providing warranties or guarantees according to the Act?

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### 1.9 Provisions Under Other Acts

- **Arms Act, 1959**--Advertising firearms, weapons, and ammunition is prohibited in India under this act, ensuring public safety by preventing the promotion of dangerous products.
- **Transplantation of Human Organs Act, 1994**--This act prohibits advertisements that invite individuals to sell or donate human organs for monetary compensation, aiming to prevent exploitation and human trafficking in organ trade.
- **Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994**--This act bans advertisements promoting prenatal sex determination, addressing concerns about female feticide and gender discrimination.
- **Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Products, Supply, and Distribution) Act, 1992**--The act restricts advertisements of infant milk substitutes or feeding bottles to protect breastfeeding and ensure the proper health of infants.
- **Drugs and Cosmetics Act, 1940**--Advertisements for drugs or cosmetics cannot use unverified claims from government reports or analyses, preventing misleading information about the efficacy or safety of such products.

- **Young Persons (Harmful Publication) Act, 1956**--This act prohibits advertisements related to harmful publications that may influence young persons negatively, aiming to protect minors from inappropriate or dangerous content.
- **Emblems and Names (Prevention of Improper Use) Act, 1950**--It restricts the use of names or images of prominent personalities for commercial purposes without permission, protecting the dignity and reputation of famous figures.
- **Trade Marks Act, 1999**--The act prevents misleading advertisements that may cause confusion among consumers about the origin, identity, or quality of products or services, ensuring fair competition and protecting brand identities.

#### **STOP TO CONSIDER-7**

##### **➤ Provisions Under Other Acts**

- **Arms Act, 1959**--Prohibits advertising firearms, weapons, and ammunition.
- **Transplantation of Human Organs Act, 1994**-- Bans ads inviting the sale of human organs for payment.
- **Prenatal Diagnostic Techniques Act, 1994**-- Prohibits advertisements promoting prenatal sex determination.
- **Infant Milk Substitutes Act, 1992**--Restricts advertising of infant milk substitutes and feeding bottles.
- **Drugs and Cosmetics Act, 1940**--Bans ads using government test reports for misleading drug/cosmetic claims.
- **Young Persons (Harmful Publication) Act, 1956**-- Prohibits harmful advertisements targeted at young people.
- **Emblems and Names Act, 1950**--Restricts unauthorized commercial use of famous persons' names or images.

- **Trade Marks Act, 1999**--Prevents ads that create confusion between competing brands.

This section outlines the provisions under various Indian laws that regulate or prohibit specific types of advertisements. These provisions aim to protect public safety, morality, and public interest by restricting advertisements related to harmful, unethical, or illegal products and practices.

➤ **Pointers--**

- **Arms Act, 1959**--Prohibits advertisements for firearms, weapons, and ammunition.
- **Transplantation of Human Organs Act, 1994**-- Bans ads inviting organ donations for payment.
- **Prenatal Diagnostic Techniques Act, 1994**-- Prohibits ads for prenatal sex determination.
- **Infant Milk Substitutes Act, 1992**--Prohibits ads for infant milk substitutes and feeding bottles.
- **Drugs and Cosmetic Act, 1940**--Bans ads using false or unverified claims about drugs and cosmetics.
- **Young Persons (Harmful Publication) Act, 1956**-- Bans ads for harmful publications.
- **Emblems and Names Act, 1950**--Prevents misuse of famous names or images for commercial purposes.
- **Trade Marks Act, 1999**--Prevents ads that cause public confusion between products or services.

**Check Your Progress-7**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. Which Act prohibits advertisements related to firearms,

weapons, and ammunition in India?

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2. What does the Transplantation of Human Organs Act, 1994 prevent in terms of advertising?

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3. Which Act prohibits advertisements related to prenatal sex determination?

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4. Under which Act are advertisements for infant milk substitutes and feeding bottles prohibited?

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5. Which law prevents advertising that could create confusion between the products and services of different firms?

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### 1.10 Let Us Sum Up

This unit provides an overview of various laws and acts regulating advertising in India to protect public interests and ensure ethical standards. Key acts include--

- **Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954** – Prohibits misleading advertisements related to drugs and magic remedies.
- **Indecent Representation of Women (Prohibition) Act, 1986** – Prevents the indecent portrayal of women in advertisements and media.
- **Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation) Act, 2003** – Bans tobacco-related advertisements and regulates tobacco product trade.
- **Cable Television Networks (Regulation) Act, 1995** – Establishes guidelines for advertising content on cable TV to ensure it adheres to moral and legal standards.
- **Consumer Protection Act, 1986** – Protects consumers from unfair and misleading advertising practices that misrepresent products or services.
- **Provision Under Other Acts** – Various other acts like the Arms Act, the Transplantation of Human Organs Act, and the Trade Marks Act regulate specific types of advertising to prevent harm, deception, and misuse.

These regulations aim to safeguard public welfare, promote ethical advertising, and prevent exploitation and misinformation in media.

### 1.11 References and Suggested Readings

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## 1.12 Model Questions

- Name the acts existing in India that regulate advertising.
- Explain the salient features of the Drugs and Magic Remedies (Objectionable advertisements) Act, 1954.
- What do you mean by “indecent representation of women”?
- What do you mean by misleading advertising? Discuss with reference to Consumer Protection Act, 1986.
- Discuss the advertising code with reference to Cable Television Networks (Regulation) Act, 1995.

### 1.13 Answers to Check Your Progress

#### Check Your Progress-1

1. **Advertising** Standards Council of India (ASCI) is the main regulatory body for advertising in India.
2. The Cigarettes and Other Tobacco Products Act (COTPA), 2003 regulates tobacco product advertisements.
3. The Consumer Protection Act, 1986 aims to prevent misleading advertisements and protect consumers from false claims.

#### Check Your Progress-2

1. To prohibit misleading advertisements related to drugs and magical remedies claiming false cures for certain diseases and conditions.
2. The term 'advertisement' includes notices, circulars, labels, wrappers, and other documents used for promoting drugs or remedies.
3. Drugs related to abortion, enhancing sexual performance, or curing diseases listed in the Schedule are prohibited under Section 3.
4. Section 4 prohibits advertisements making false or exaggerated claims about the efficacy of a drug.
5. Section 6 prohibits the import or export of any advertisement that violates the provisions of the Act.

#### Check Your Progress-3

1. To prohibit indecent representation of women through advertisements or publications and safeguard their dignity.
2. It means depiction of a woman's figure or form in a manner that is indecent, derogatory, or likely to deprave or corrupt public morality.
3. Posters, films, writings, paintings, figures, or any visible representation in print or electronic media are included.

4. Exceptions include materials for scientific, literary, artistic, or religious purposes or those in the interest of public good.
5. No, the Act prohibits distribution of such materials unless they fall under specified exceptions.

#### **Check Your Progress-4**

1. It prohibits the advertisement, trade, and promotion of cigarettes and other tobacco products and regulates their production, supply, and distribution.
2. Section 5 bans both direct and indirect advertisements of tobacco products in all forms of media.
3. Yes, advertisements on packaging or at points of sale (with restrictions) are exceptions.
4. It prohibits sponsorships, endorsements, brand placement, and any form of promotion of tobacco products.
5. Publishers, media owners, and advertisers are responsible for ensuring no prohibited tobacco ads are published.

#### **Check Your Progress-5**

1. Advertisements must conform to the Advertising Code prescribed under the Cable Television Networks Rules, 1994.
2. Ads that are offensive, misleading, promote harmful products or superstition, or violate decency standards are prohibited.
3. **No**, advertisements for alcohol, tobacco products, and infant milk substitutes are not allowed.
4. Women must be portrayed in a dignified manner, avoiding indecent, derogatory, or objectifying depictions.
5. Advertisements should be clearly distinguishable from program content and must not distort or mislead viewers.

#### **Check Your Progress-6**

1. **Purpose of the Consumer Protection Act, 1986:**  
To protect consumers from unfair trade practices and misleading advertisements, ensuring their rights and interests

are safeguarded.

2. Unfair trade practice:

Any deceptive or misleading method used to promote the sale or use of goods and services.

3. False representation of goods:

Misleading claims about the standard, quality, quantity, grade, or model of goods.

4. False representation of services:

Claiming services are of a particular standard, quality, or grade when they are not.

5. Warranties and guarantees:

They must not be misleading or false and should be fulfilled as promised.

### **Check Your Progress-7**

1. **Act prohibiting firearm-related advertisements:**

**The Arms Act, 1959** prohibits advertisements related to firearms, weapons, and ammunition.

2. **Transplantation of Human Organs Act, 1994:**

It prohibits advertising for **buying or selling human organs**.

3. **Act prohibiting prenatal sex determination ads:**

The Pre-Conception and Pre-Natal Diagnostic Techniques (Prohibition of Sex Selection) Act, 1994.

4. **Act banning ads for infant milk substitutes and feeding bottles:**

The Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992.

5. **Law preventing product/service confusion through advertising:**

**The Trade Marks Act, 1999** prevents misleading advertisements that cause confusion between brands.

**Paper-MMC 2025(Advertising)**  
**Block-5(Legal and Ethical Issues in Advertising)**  
**Unit: 2**  
**ASCI and Advertising Ethics--Codes and Guidelines of**  
**Advertising**

**Unit Structure**

**2.1 Introduction**

**2.2 Objectives**

**2.3 Ethics in Advertising**

**2.4 Codes & Guidelines for Commercial Advertising**

**2.5 Advertising Standards Council of India (ASCI)**

**2.6 Fundamental Principles**

**2.7 Codes & Guidelines of the Advertising Standards Council of India (ASCI)**

**2.8 Let Us Sum Up**

**2.9 References and Suggested Readings**

**2.10 Model Questions**

**2.11 Answers to Check Your Progress**

**2.1 Introduction**

In the previous unit, we examined the legal framework governing advertising, including various laws and acts relevant to the field. In this unit, we will explore the role and functions of the Advertising Standards Council of India (ASCI) and its guidelines. ASCI is a self-regulatory, non-governmental organization established to uphold fairness and honesty in advertising and to safeguard the interests of consumers. It encourages consumers and the general

public to file complaints against advertisements that are misleading, offensive, or unethical.

In addition, this unit will cover the code of conduct for commercial advertising as prescribed by Prasar Bharati, India's public service broadcaster. This includes specific guidelines that ensure advertisements aired on public broadcasting platforms adhere to ethical and cultural standards.

## **2.2 Objectives**

After going through this unit you will be able to learn--

- ✓ Importance of ethics in advertising.
- ✓ Code of conduct for advertising.
- ✓ Prasar Bharati's codes for commercial advertising.
- ✓ About the Advertising Standard Council of India(ASCI), its purpose, principles, codes and guidelines.

## **2.3 Ethics in Advertising**

Advertising is a paid form of communication used to promote a product, service, or idea with the goal of increasing sales or awareness for a business or organization. In modern society, advertising plays a significant role and continues to grow in influence. India, as one of the world's fastest-growing economies, has emerged as a highly attractive market for both domestic and international businesses. This growth has intensified competition among brands, leading to an increase in the number of persuasive and often aggressive advertising campaigns.

To maximize revenue, advertisers often produce eye-catching and emotionally compelling ads. However, not all advertisements are created responsibly. In some cases, advertisements may have a

negative impact on individuals or society. Misleading promises, exaggerated benefits, or false claims are sometimes used to manipulate consumers, which can erode trust and lead to consumer harm.

The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, defines an advertisement as *"any notice, circular, label, wrapper, or other document and any announcement made orally or by means of producing or transmitting light, sound, or smoke."* This broad definition underscores the wide range of promotional content that can influence consumer behavior.

Those involved in creating and disseminating advertisements—including advertisers, ad agencies, and media outlets—must recognize their moral responsibility toward society. Ethical advertising goes beyond compliance with laws; it involves a commitment to truthfulness, respect for human dignity, and social responsibility. Just like other professions, the advertising industry must operate within a framework of ethical principles.

Neelamalar, in his book *Media Law and Ethics*, defines ethics as *"a set of principles or standards for correct conduct and reliable character within society. Ethics refers to principles that define behavior as right, good, and proper."* Similarly, the Oxford Dictionary defines ethics as *"moral principles that control or influence a person's behavior,"* while the Cambridge Dictionary refers to ethics as *"the study of what is morally right and wrong."*

Advertising, though inherently commercial, carries strong social responsibilities. Advertisements should not be deceptive, offensive, or misleading, nor should they harm the dignity or privacy of individuals. Advertisers must align their work with the cultural and ethical values of society. Ethical advertising is not only about following the law but also about practicing self-regulation and fostering public trust.

✓ Common Ethical and Social Issues in Advertising

According to Dr. Ruchi Gupta, several ethical and social issues continue to challenge advertising standards--

- ✓ Misleading Claims – Providing false or exaggerated information about a product’s benefits.
- ✓ Reinforcing Stereotypes – Depicting gender, cultural, or social stereotypes that can perpetuate discrimination.
- ✓ Use of Sex Appeal and Nudity – Inappropriate or excessive use of sexual content to attract attention.
- ✓ Concealment of Facts – Hiding critical information that might influence consumer decisions.
- ✓ Manipulative Advertising – Exploiting consumer emotions, fears, or insecurities.
- ✓ Portraying a Particular Body Image – Promoting unrealistic beauty standards or body ideals.
- ✓ Advertisements Directed at Children – Targeting vulnerable audiences who may not critically evaluate ad content.
- ✓ Advertisements Showing Dangerous Actions – Glorifying risky behaviour without appropriate warnings.
- ✓ Surrogate Advertising – Indirect promotion of banned products (like alcohol or tobacco) under the guise of other products.
- ✓ Subliminal Advertising – Using hidden messages that influence the subconscious mind.
- ✓ Puffery – Making vague, exaggerated claims that can’t be objectively verified.
- ✓ Weasel Claims – Using misleading words (e.g., “helps,” “may,” “virtually”) to imply benefits without guarantees.

#### **STOP TO CONSIDER-1**

- ✓ Ethics in Advertising
  - Advertising's Role--A powerful commercial tool that influences consumer behaviour and carries social



responsibility.

- Ethical Concern--Misleading ads, false promises, and exaggerated claims can harm consumers and society.
- Legal Definition--The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 defines advertisements broadly, covering both visual and audio formats.
- Moral Responsibility--Advertisers, agencies, and media must uphold truth, human dignity, and social values.
- Definition of Ethics--Principles guiding right and responsible behaviour (Neelamalar, Oxford, Cambridge definitions).
- Ethical Issues in Advertising (Dr. Ruchi Gupta)--
  - Misleading claims.
  - Stereotyping.
  - Use of sex appeal/nudity.
  - Concealment of facts.
  - Manipulation.
  - Unrealistic body images.
  - Targeting children.
  - Glorifying dangerous actions.
  - Surrogate and subliminal advertising.
  - Puffery and weasel claims.

Advertising plays a crucial role in promoting products and services to increase sales, but it also carries significant ethical responsibility. Misleading, offensive, or exaggerated claims can harm consumers and society. Advertisers, ad agencies, and media publishers must uphold high ethical standards, ensuring truthfulness, dignity, and social responsibility. Key ethical issues in advertising include misleading claims, reinforcing stereotypes, manipulative tactics, and targeting vulnerable audiences like children. Maintaining ethical

principles in advertising is essential for promoting fairness and protecting consumer rights.

✓ Key Pointers--

- Advertising influences consumer behaviour and plays a key role in business success.
- Advertisers have a moral responsibility to avoid false, misleading, or offensive ads.
- Ethical principles in advertising include truthfulness, human dignity, and social responsibility.
- Common ethical issues in advertising include misleading claims, stereotypes, and targeting children.
- Advertisers should consider societal values when creating advertisements.

**Check Your Progress-1**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What is the main purpose of advertising?

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2. What is a potential negative impact of advertising on individuals and society?

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3. According to the Drugs and Magic Remedies (Objectionable

Advertisements) Act of 1954, what does the term 'advertisement' include?

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4. What are some of the ethical issues that advertising professionals face, according to Dr. Ruchi Gupta?

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5. Why is it important for advertisers to follow ethical principles?

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## 2.4 Codes & Guidelines for Commercial Advertising

### ✓ General Standards of Conduct (All India Radio)

To encourage ethical and responsible advertising practices, All India Radio (AIR) adheres to the following code of conduct--

- ✓ Compliance with Law and Morality--Advertisements must comply with Indian laws and must not offend public morality, decency, or religious sentiments.
- ✓ Prohibited Advertisements--Ads will not be accepted if they--
  - Deride or disparage any race, caste, colour, creed, or nationality.

- Contradict the Directive Principles or any other provision of the Indian Constitution.
- Incite violence, promote criminality, or glorify obscenity.
- Present criminal behaviour as acceptable.
- Harm India's diplomatic relations.
- Exploit national symbols, constitutional elements, or personalities of national importance.
- Promote cigarettes, tobacco products, alcohol, or intoxicants.
- ✓ News Misrepresentation--Ads must not be disguised as news broadcasts.
- ✓ Political and Religious Neutrality--Ads of political or religious nature or related to industrial disputes are not permitted.
- ✓ Prohibited Services--Ads for the following services are banned--
  - Moneylenders.
  - Chit funds.
  - Unauthorized saving schemes or lotteries (except those run by the government or recognized financial institutions).
  - Unlicensed employment services.
  - Fortune tellers, astrologers, or hypnotists.
  - Foreign goods or banks.
  - Betting or gambling-related tips.
- ✓ Consumer Protection Compliance--Advertised products must not have defects as outlined in the Consumer Protection Act, 1986.
- ✓ False or Supernatural Claims--Ads must not imply supernatural benefits or unverified claims (e.g., baldness cures, skin whiteners).
- ✓ Use of 'Guarantee'--Use of terms like 'guaranteed' must be backed by clear terms and made available in writing to customers. No guarantee should override consumer legal rights.
- ✓ Evidence-Based Claims--Advertisers must be ready to provide proof of claims. For goods under quality control regulations, a certificate from a recognized institution is required.

- ✓ Comparative Ads--Ads should not unfairly or disparagingly reference competitors' products.
- ✓ Genuine Testimonials--Testimonials must be authentic and not misleading. Advertisers must be able to substantiate them.
- ✓ Jewellery and Precious Stones--Ads for such products are not accepted on AIR.
- ✓ Product Information--Information about weight, quality, and pricing must be accurate.
- ✓ Price Comparisons--Must adhere to applicable laws and must not be misleading.
- ✓ Broadcasting Code Compliance--Ads must not violate the AIR Broadcasting Code.
- ✓ Startling Effects--Sound effects like gunfire, sirens, explosions, screams, or loud laughter are prohibited to avoid disturbing listeners.
- ✓ Voice Simulations--Simulated voices of public figures are not allowed without documented permission and legal indemnity.
- ✓ Advertising to Children--
  - Ads must not suggest that children who do not use the product are inferior.
  - Ads must not manipulate children into making others purchase the product.
- ✓ Misleading Children--Ads must not mislead children or present them in undignified ways.
- ✓ Respect for Public Trust--Ads must not bring disrepute to advertising or exploit superstition or ignorance.
- ✓ Superstitious Content--Ads promoting talismans, charms, or character reading are prohibited.
- ✓ Truthfulness--Ads must not mislead about:
  - Product utility, ingredients, or origin.
  - Pricing, terms of purchase, or services.
  - Endorsements or comparisons with competitors.

- ✓ Expert Testimonials--Only those recognized by government agencies are acceptable.
- ✓ No Exaggerated Claims--Overstated claims that may mislead or disappoint are not allowed.
- ✓ Imitation and Confusion--Ads must not create consumer confusion by mimicking a competitor's trademarks, packaging, or advertising style.
- ✓ Indecency--Ads must avoid vulgar or offensive content, even if the product itself is not objectionable.
- ✓ Medical Advertising--Ads for medicines must comply with relevant advertising standards and laws.
- Additional Guidelines for Commercial Advertising on Doordarshan(DD)

Doordarshan(DD) follows the same code as AIR with some additional provisions--

- Ads Presented as News--Permitted only if clearly labelled with a visible and legible caption "This is an advertisement" (minimum 36 pixels) in the language of the ad audio.
- Educational Institutions--Ads are accepted only for genuine and accredited institutions to protect students from misleading claims.
- Real Estate and Hospitality--Ads for real estate, resorts, and hotels are permitted, provided they follow all regulatory norms.
- Permissible Advertisements Include--
  - Foreign products and financial institutions.
  - Jewellery and precious stones.
  - SEBI-approved mutual funds.
  - Hair dyes.
  - Matrimonial services.

These must carry a disclaimer--"Viewers are advised to check the genuineness of the claims made."

- Use of Scientific Content--Scientific data or statistics must be responsibly presented and relevant. Misleading jargon or unverified generalizations are not allowed.
- Avoiding Misleading Imitations--Imitative ads likely to confuse viewers are not permitted.
- Price Representation--Visual/verbal representations of cost must be accurate and not misleading due to emphasis or distortion.
- Volume Control--Ads must not be excessively loud and should ensure a smooth transition from programs.
- Child Protection--
  - Ads must not endanger children or encourage unhealthy habits.
  - Children must not be depicted in indecent or degrading situations.

#### **STOP TO CONSIDER-2**

##### ➤ Advertising Codes (AIR & Doordarshan)

##### ✓ General Rules (All India Radio)

- Ads must follow Indian laws and uphold decency, morality, and religious sensitivity.
- Prohibited content includes--
  - Hate speech, incitement to violence, or glorification of crime.
  - Political, religious, or industrial dispute-based advertising.
  - Promotions of tobacco, alcohol, foreign banks/goods, chit funds, fortune telling.
- Misleading claims, exaggerations, or pseudo-scientific content not allowed.
- Must avoid imitation of competitors and offensive or startling content.

- No misleading testimonials or false guarantees.
- Strict restrictions on child-targeted ads—must not induce inferiority or pressure.
- Sound effects like gunfire, sirens, and screams are banned.
- No ads for jewellery, talismans, or character reading allowed.
- Medical ads must follow legal standards.
- Truth, transparency, and respect for consumer rights are paramount.

□ Additional Rules (Doordarshan)

- Ads styled as news must display “This is an advertisement” clearly (36 px min.).
- Ads for genuine educational institutions and real estate are allowed.
- Permits ads for--
  - Foreign goods and banks
  - SEBI-approved mutual funds
  - Jewellery, hair dyes, matrimonial services

→ Must display: "Viewers are advised to check the genuineness of the claims made."

- Prohibits excessive volume, misleading imitations, and deceptive pricing visuals.
- Scientific/statistical content must be responsible and accurate.
- Protects children from unsafe or indecent depictions.

The Code for Commercial Advertising outlines ethical and legal standards for advertisements on All India Radio (AIR) and Doordarshan, aiming to promote responsible and truthful advertising. Advertisements should align with the laws of the country and not harm societal values, moral standards, or public order. Specific guidelines include avoiding misleading claims,



exploitation of vulnerable groups (e.g., children), and false representations. Advertisers must present claims responsibly, avoid exaggerated promises, and ensure the ads are not offensive, vulgar, or misleading. Special provisions apply for advertisements related to foreign products, educational institutions, and real estate, among others.

✓ Pointers--

- Advertisements must adhere to laws and respect morality, decency, and religious sensitivities.
- No ads promoting violence, obscenity, or criminality are allowed.
- Advertisements should not mislead consumers or present false promises.
- Ethical advertising standards must be followed by advertisers, agencies, and media outlets.
- Specific provisions apply to advertisements for foreign goods, educational institutions, and certain products like jewelry, medicines, and real estate.
- Ads targeting children should avoid exploitation and unhealthy practices.
- Both AIR and Doordarshan prohibit misleading claims, exaggerated statements, and offensive content.

**Check Your Progress-2**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What are the main restrictions on advertisements according to the code for All India Radio(AIR)?

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- .....
2. What must advertisements avoid in terms of content related to children?
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- .....
- .....
- .....
3. What is required from advertisers to support their claims in the advertisements?
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- .....
- .....
- .....
4. What is the guideline regarding the use of scientific data in advertisements on Doordarshan(DD) ?
- .....
- .....
- .....
- .....
5. What is the policy on advertising products like foreign goods, jewellery, and mutual funds on Doordarshan(DD) ?
- .....
- .....
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## **2.5 Advertising Standards Council of India (ASCI)**

To safeguard consumer interests, the Advertising Standards Council of India (ASCI) was established in 1985. It is a self-regulatory, non-governmental organization comprising of advertisers, media houses,

advertising agencies, and other professionals involved in advertising practices. ASCI is registered as a not-for-profit company under Section 25 of the Indian Companies Act.

Before the establishment of ASCI, there was no professional body overseeing the content of advertisements in India. ASCI adopted a self-regulation code, emphasizing that advertising is a legitimate tool for generating consumer interest, and public confidence is key to its effectiveness. The standards laid down are considered the minimum benchmark and are subject to periodic review to remain aligned with evolving consumer sensitivities.

ASCI's code of self-regulation applies to all advertisements read, heard, or viewed in India, even if they originate or are published abroad. It ensures that advertisements are legal, decent, honest, and truthful, and do not cause harm or hazard, while also promoting fairness in competition.

In 2016, the Ministry of Information & Broadcasting(MIB) mandated that all advertisements must comply with the ASCI code. The council encourages the public to file complaints against advertisements they find unethical or misleading.

**Definition of Advertisement (ASCI Code)**

According to ASCI, an advertisement is defined as--

“A paid-for communication, addressed to the public or a section of it, intended to promote, directly or indirectly, the sale or use of goods or services. Any communication which may or may not be recognized as an advertisement by the general public, but is paid for, owned, or authorized by the advertiser or their agency, falls under this definition.”

ASCI's purpose is to regulate advertisement content, not to restrict the sale of products that some may find offensive. As long as an

advertisement itself is not offensive, it generally does not violate the ASCI code.

➤ Structure of ASCI

ASCI consists of three key components--

- ❖ Board of Governors – Governing body with 16 members--
    - 4 from advertisers.
    - 4 from advertising agencies.
    - 4 from media (TV channels, newspapers, etc.).
    - 4 from allied sectors (e.g., PR, outdoor agencies, market researchers, business schools).
  - ❖ Consumer Complaints Council (CCC) – The core unit handling complaints--
    - Comprises 21 members--12 from civil society and 9 from the advertising profession
    - Members are appointed by the Board of Governors
    - Handles three types of complaints--
      - Public complaints (including government bodies).
      - Complaints from the Board of Governors or CCC.
      - Complaints by advertisers themselves.
  - ❖ Secretariat – Operational body--
    - Composed of five members, led by the Secretary General
    - Responsible for managing correspondence and coordination during complaint proceedings
- Complaint Procedure
- Once a complaint is received, the Secretary General forwards it to the concerned advertiser for a response.
  - Both complainant and advertiser are given the opportunity to present their case.
  - The CCC reviews and adjudicates complaints within 4 to 6 weeks.
  - If the advertisement is found in violation of the code, the advertiser is given two weeks to make the required changes.

- If the advertiser fails to comply, ASCI publishes the details of the violation in its quarterly media release.

### **STOP TO CONSIDER-3**

#### ➤ Advertising Standards Council of India (ASCI)

- Established--1985 as a self-regulatory, non-governmental body to protect consumer interests in advertising.
- Nature--Registered as a not-for-profit company under Section 25 of the Indian Companies Act.
- Scope--Regulates all ads in India, including those published abroad but viewed domestically.

#### □ Key Functions & Principles

- Ensures ads are legal, decent, honest, truthful, and not harmful.
- Promotes fair competition in advertising.
- Focuses on content regulation, not product censorship.
- Encourages public complaints against unethical advertisements.

#### □ Definition of Advertisement

Any paid communication aimed at promoting goods/services, directly or indirectly, and authorized by the advertiser or agency.

#### □ Organizational Structure

1. Board of Governors (16 members)--
  - 4 each from advertisers, agencies, media, and allied sectors.
2. Consumer Complaints Council (CCC)--
  - 21 members (12 civil society + 9 advertising professionals).
  - Handles public, internal, and advertiser complaints.
3. Secretariat--
  - 5 members, led by a Secretary General.

#### □ Complaint Redressal Process

- CCC adjudicates complaints in 4–6 weeks.

- Advertisers get 2 weeks to comply with decisions.
- Non-compliance results in public disclosure via ASCI's media release.

□ Government Link

- Since 2016, compliance with ASCI Code is mandatory for all ads under Ministry of I&B directive.

The Advertising Standards Council of India (ASCI) is a self-regulatory body established in 1985 to protect consumer interests by ensuring ethical advertising practices. It operates under a voluntary code that aims to ensure advertisements are legal, decent, truthful, and fair. ASCI encourages the public to report unethical ads and handles complaints through its Consumer Complaints Council (CCC). The council is made up of members from various sectors including advertisers, agencies, and media. If an advertisement violates the code, the advertiser is given two weeks to make corrections.

Key Pointers--

- ✓ ASCI was established in 1985 to regulate advertising practices in India.
- ✓ It is a voluntary, self-regulatory body, not a government entity.
- ✓ ASCI's code ensures advertisements are legal, truthful, and fair.
- ✓ Complaints can be filed by the public, advertisers, or the Board of Governors.
- ✓ The Consumer Complaints Council (CCC) handles complaints and resolves them in 4-6 weeks.

**Check Your Progress-3**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of

this unit.

1. When was the Advertising Standards Council of India (ASCI) established?

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2. Is ASCI a government body?

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3. What does the ASCI code require advertisements to be?

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4. Who can file complaints with ASCI?

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5. How long does the Consumer Complaints Council (CCC) take to decide on a complaint?

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## **2.6 Fundamental Principles**

The Advertising Standards Council of India (ASCI) outlines the following fundamental principles to govern advertising practices in India:

### **1. Truthfulness and Honesty:**

Advertisements must make honest and truthful claims, and should not mislead the public in any way.

### **2. Public Decency:**

Advertisements must respect generally accepted standards of public decency and should not be offensive.

### **3. Safety and Responsibility:**

Advertising should avoid the promotion of products or practices that are hazardous or harmful to individuals or society, especially to children.

### **4. Fair Competition:**

Advertisements should maintain fairness in competition and help consumers make informed choices while upholding accepted standards of business behavior.

## **2.7 Codes & Guidelines of the Advertising Standards Council of India (ASCI)**

### **➤ ASCI Code and Guidelines**

#### **❖ Chapter I--Truthful and Honest Representation**

- ✓ Advertisements must be truthful. Claims and descriptions that can be objectively verified must be substantiated upon request by ASCI.
- ✓ When claims are based on or supported by independent research or assessment, the source and date must be clearly indicated in the advertisement.
- ✓ Advertisements must not reference any individual, firm, or institution without explicit permission, especially if it results in unjustified advantage or brings disrepute.



- ✓ Advertisements must not distort facts or mislead consumers by implication, omission, ambiguity, or exaggeration.
- ✓ Advertisements must not abuse consumer trust or exploit their lack of experience or knowledge. Exaggerated claims that may lead to disappointment are prohibited.

❖ **Chapter II--Non-Offensive to Public Decency**

Advertisements must not contain any content that is indecent, vulgar, repulsive, or offensive to generally accepted standards of decency—especially in the depiction of women.

❖ **Chapter III--Protection Against Harmful Products or Situations**

- ✓ Advertisements must not--
  - Incite crime, disorder, violence, or intolerance.
  - Deride individuals or groups based on race, caste, color, religion, gender, body shape, age, sexual orientation, gender identity, disability, or nationality.
  - Glorify criminal behavior or reveal the method of committing crimes.
  - Harm relations with foreign states.
- ✓ Advertisements targeting children must not cause physical, mental, or moral harm or exploit their vulnerability.
- ✓ Advertisements must not encourage unsafe or dangerous practices or show disregard for safety without justifiable reasons.
- ✓ Advertisements must comply with legal requirements and not omit anything the law mandates.
- ✓ Products banned by law must not be advertised.
- ✓ Indirect advertising of prohibited products is not allowed. In determining this, ASCI considers--
  - The genuine production and sale of the permitted product.
  - Clues suggesting the advertisement is actually for a prohibited product.

- Mere use of a brand name common to both legal and prohibited products is acceptable only if the advertisement does not violate clauses (a) and (b).

#### ❖ **Chapter IV: Fairness in Competition**

- ✓ Comparative advertising is allowed if--
  - The basis of comparison is clear and relevant.
  - No artificial advantage is created.
  - Claims are factual, accurate, and verifiable.
  - There is no potential to mislead consumers.
  - Competing products or companies are not unfairly discredited.
- ✓ Advertisements must not misuse the name, trademark, or goodwill of other companies without authorization.
- ✓ Advertisements must not plagiarize the layout, slogan, visuals, music, or effects of another advertiser's earlier campaigns.
- ✓ Plagiarism complaints regarding foreign advertisements will be considered only if--
  - The complaint is filed within 12 months of the campaign's launch.
  - Evidence of prior usage or invention abroad is provided.

#### ➤ **Supplementary ASCI Guidelines**

ASCI has also issued specific guidelines for the following categories--

- Automotive Vehicle Advertising.
- Brand Extension Qualification.
- Food and Beverage Advertising.
- Educational Institutions and Programmes.
- Use of Disclaimers.
- Claim Validity (New/Improved Products).
- Large Pack Comparison Claims.
- Skin Lightening/Fairness Products.
- Celebrity Endorsements.

- Use of Awards/Rankings.
- Online Gaming with Real Money.
- Influencer Advertising on Digital Media.
- Virtual Digital Assets and Linked Services.
- Harmful Gender Stereotypes.
- Online Deceptive Design Patterns.
- Advertisements for Charitable Causes.
- Environmental/Green Claims in Advertising.

#### **STOP TO CONSIDER-4**

##### **➤ ASCI Principles & Guidelines**

- ASCI's Mission--Promote responsible advertising through self-regulation; ensure truthfulness, decency, fairness, and consumer protection.

##### **➤ Fundamental Principles**

- Ensure truthful and honest claims.
- Avoid content offensive to public decency.
- Prevent promotion of hazardous or harmful products.
- Maintain fair competition in advertising.

##### **➤ ASCI Code Overview**

##### **❖ Chapter I--Truthful Representation**

- Claims must be substantiated and not misleading.
- No unauthorized references; avoid exaggerated promises.

##### **❖ Chapter II--Public Decency**

- No indecent, vulgar, or offensive content, especially regarding gender portrayal.

##### **❖ Chapter III--Harmful Content**

- Prohibit content inciting crime, hatred, or promoting banned products.
- Protect children; discourage unsafe behavior and law

violations.

#### ❖ **Chapter IV--Fair Competition**

- Comparisons must be clear, factual, and fair.
- No misuse of trademarks, plagiarism, or brand goodwill.

#### ➤ **Additional ASCI Guidelines Cover**

- Food & education ads, auto ads, fairness products, influencer marketing, digital assets, green claims, gaming, and more.

The Advertising Standards Council of India (ASCI) ensures advertisements are truthful, non-offensive, safe, and fair to consumers. It sets guidelines to prevent misleading ads, promote public decency, avoid harmful products, and maintain fair competition. The ASCI code emphasizes ethical advertising practices while safeguarding consumer trust and societal values.

#### ✓ **Key Pointers--**

- Truthfulness & Honesty--Advertisements must be truthful, substantiated, and not misleading.
- Public Decency--Ads should not be offensive or vulgar, especially regarding sensitive topics.
- Harmful Products--Ads must avoid promoting harmful or illegal products and practices, especially to children.
- Fair Competition--Advertisements should ensure fair competition, not misleading or discrediting competitors.
- Specific Guidelines--ASCI has separate guidelines for various industries, including automotive, food, education, and online gaming.

#### **Check Your Progress-4**

Notes: i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1. What are the fundamental principles of ASCI?

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2. What does Chapter I of the ASCI Code focus on?

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3. What is prohibited in advertisements according to Chapter III?

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4. What must comparative advertisements ensure, as per Chapter IV?

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5. What additional guidelines does ASCI provide beyond the main code?

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## 2.8 Let Us Sum Up

This unit focuses on the Ethics in Advertising, highlighting the role of the Advertising Standards Council of India (ASCI) in maintaining ethical advertising practices. ASCI's Fundamental Principles emphasize ensuring truthfulness, protecting public decency, preventing harmful advertising, and promoting fair competition. The

Code of ASCI outlines specific guidelines for advertisers to follow, ensuring advertisements are truthful, non-offensive, and not misleading, while safeguarding consumer interests. Additionally, the unit covers restrictions on promoting harmful products and emphasizes fair competition within the marketplace. Through these principles and the code, ASCI strives to maintain ethical standards in advertising, benefiting both consumers and businesses.

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## 2.10 Model Questions

- Why ethical and moral principles are important in advertising?
- What is CCC? State the functions of CCC.

- Write a short note on Prasar Bharati's code of conduct for commercial advertising.
- Write the composition of ASCI.
- State the purpose of ASCI and discuss its code for self-regulation in advertising.

## 2.11 Answers to Check Your Progress

### Check Your Progress-1

1. Main purpose of advertising:

To promote products or services and influence consumer behavior to drive sales or awareness.

2. Negative impact of advertising:

It can create unrealistic expectations, promote materialism, or reinforce harmful stereotypes.

3. 'Advertisement' under the 1954 Act:

It includes any notice, label, display, or announcement through any media promoting drugs or remedies.

4. Ethical issues in advertising (Dr. Ruchi Gupta):

Misleading claims, false endorsements, gender stereotyping, and targeting vulnerable groups.

5. Importance of ethical advertising:

It builds consumer trust, maintains cre

### Check Your Progress-2

1. Main restrictions on AIR advertisements:

They must not offend morality, decency, or religious sentiments and should not criticize friendly countries.

2. Content related to children:

Advertisements must not exploit children's credulity or encourage dangerous or antisocial behavior.

3. Support for claims:

Advertisers must provide authentic and verifiable evidence for any claims made in advertisements.

4. Use of scientific data on Doordarshan (DD):

Scientific or statistical data must be accurate, not misleading, and presented with proper context or source.

5. Policy on certain products on DD:

Ads for foreign goods, jewelry, and mutual funds are permitted but must comply with relevant government regulations.

**Check Your Progress-3**

1. 1985

2. No, it is a self-regulatory, voluntary industry body.

3. Truthful, decent, not offensive, and fair to consumers and competitors.

4. Any individual or organization, including consumers.

5. Usually within 2 weeks.

**Check Your Progress-4**

1. To ensure advertisements are honest, decent, non-offensive, and fair in competition.

2. Truthfulness and honesty in advertising claims.

3. Indecent, vulgar, repulsive, or harmful content.

4. They must be factual, not misleading, and not unfairly discredit competitors.

5. Guidelines for ads targeting children, influencers, celebrities, and digital platforms.