**BASICS OF ADVERTISING**

**UNIT-I**

**Introduction to advertising**

* The Advertising Association defines advertising as “identifiable paid for communications in the media, which aim to persuade, inform or sell”.
* Advertising agencies create campaigns for their clients who, in addition to commercial organizations, include the public sector, charities and interest groups.
* Full service advertising agencies work with clients to identify the target market, the message to be communicated, the most effective way to communicate it, where it should be presented, and how its effectiveness should be measured.
* Target audiences for advertising can vary widely but an important distinction is whether it is aimed at businesses, or consumers.
* Another contributing factor to the dynamism of the sector is the digital revolution and the huge growth in the forms of media communication. LSE research has shown that the UK’s advanced use of technology has led to an increase in employment prospects for those working in advertising, marketing, media and PR.

**Meaning of advertising**

* Derived from original Latin word **‘advertere’** which means **‘to turn the attention’.**
* Advertising is a tool of mass communication.
* It makes mass selling possible.
* It is a macro concept: representing the entire advertising industry.
* It promotes the goods through information and persuasion.

**Definition of advertising:**

Advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors.

**The major advertising media:**

* Magazines
* Word of mouth
* Television
* Newspaper
* Radio
* Outdoors
* Cinema
* Internet

**Advertising plan:**

An advertising plan matches the right audience to the right message and presents. It in the right medium to reach that audience. Have three elements.

1. Targeting the audience
2. Message strategy
3. Media strategy

**Five Basic Factors of advertising:**

1. Paid communication.
2. Sponsor is identified.
3. Tries to inform or persuade.
4. Reaches a large audience.
5. Message conveyed through many different kinds of largely non personal mass media.

**Need of advertising:**

The purpose of advertising is to inform the consumers about their product and convince customers that a company’s services or products are the best, enhance the image of the company point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs.

* It enables the customer to compare a choose from the product and the services available.
* It helps to manufacturer to communicate to an audience whether to sell a product or promote a cause of social welfare.
* Advertising stimulates increase in production and consequently generates more employment.
* Advertising is an integral to the marketing system.

**Why do we need advertising?**

* To help the customer become aware of the product.
* To attract the potential customer to the point of sale.
* To create demand by presenting a product in a certain way.
* To stimulate repeat purchase of products & services.

**Scope of advertising:**

**Informative advertising:**

Promotion that seeks to develop initial demand for a good, service, organization, person, place, idea or cause.

**Persuasive advertising:**

Promotion that attempts to increase demand for an existing good, service, organization, person, place, idea or cause.

**Reminder advertising:**

Advertising that reinforces previous promotional activity by keeping of a good, service, organization, person, place, idea or cause before the public.

Advertisers coordinate advertising objectives with the product’s stage in the product life cycle.

**Sales, Awareness/familiarity with brand, Creation of brand image.**

**Functions of Advertising**

There are four main functions of advertising:

1. **Economical function:**

The nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a certain unit of time. Advertising informs, creates the need for a product or service, and encourages people to purchase. The more people have responded to the ad, the better it is for the economy and the economic well-being of society.

1. **Social function:**

Advertising information has a significant impact on the formation of the consciousness of each individual. When advertising is addressed to consumers, besides the promotion of a product, it also

* Helps to form ideological values of the society and at the end has an effect on the character of social relations.
* Causes consumer instincts, encouraging people to improve their financial state.
* Improves the culture of consumption. Comparing different products and services, the consumer, in any case, tends to get really the best.

1. **Marketing function:**

Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, whose final aim is the full satisfaction of customer needs concerning goods and services.

1. **Communicating function:**

Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, linking together advertisers and consumer audience by the means of information channels.

**The AIDA Model:**

The AIDA Model (Strong, 1925) is in fact an acronym for attention, interest, desire and action and describes a cognitive journey of a consumer that travels through four main stages. This model can be approached as a tool to encourage action by stimulating the purchase of a certain product or service. It is a good way for advertisers to create efficient promotional campaigns by conducting the consumer through four psychological stages, from unawareness to concrete acquisition.

To obtain the desired result, marketers have to use special measures in every of the four stages of the process. These steps have the purpose of mapping the cognitive route that a consumer gets through.

* **Attract the attention:**

The advertiser has to promote the product in such way so the customer becomes aware of the existence of that particular service. The purchase process begins from the moment when a consumer does not know about a certain brand, so he first has to find out about the existence of the product or service. This first step in cognitive hierarchy focuses on ways to catch and retain the consumer attention.

Advergames are a type of persuasive videogames, meaning they “mount procedural rhetoric’s effectively". Procedural rhetoric is defined as the "way of creating, explaining or understanding processes," and processes as the "methods, techniques and logics that drive the operation of systems". So, procedural rhetoric refers to the power of computational systems to make persuasive arguments.

These particular characteristics of advergames help in attracting and retain the players’ attention and make them become aware of a specific brand, in a way that traditional media is unable to do.

Besides this, gaining attention through an advergames implies the use of special techniques when inserting the billboards into the game environment. The use of strong imagery to market a product has always been a powerful way to get a potential customer’s attention. Another well- The USV Annals of Economics and Public Administration Volume 13, Issue 1(17), 2013 95 known method of grabbing attention is the use of large headings, utilizing colour and whitespace to maximize their effect.

* **Raise interest:**

Consumer interest appears when he actively expresses it in connection to a product or service that he knows about.

Advergames can produce interest by including special advertising insertions that allow the players to interact with the brand and learn about special features and characteristics of a product. In an advergames, the message is blend within the game action, so the player understands the use and the particular elements of the advertised product by simply following the game rules or interacting with the product during a game session.

Advergames are created with the purpose of transmitting certain messages related to a brand. So, it is important for the brand to make the player understand the particular characteristics of the product and the way it could be used. This implies the decoding of the message in the way it was conceived. Marketers have to understand what elements are proper for the game message and what elements should be excluded, knowing that “the game is supposed to be under the control of the player who may produce a multiplicity of alternative, sometimes contradictory, game sessions.

Videogames usually include certain elements as cut-scenes that could be analyzed separately using general game elements and applying patterns of audio-visual structures studied previously by scholars. There are also elements, such as background text, isolated images or text including instructions which can help in making players to be interested in the product.

* **Create desire:**

Desire is considered the actual aspiration to a particular product, service or brand. Marketers can take use of advergames for inducing desire for a certain product.

To do this efficiently, they have to carefully choose those characteristics that are the most relevant for the product and could be adapted for the video game. The relevance of these insertions creates positive feelings, flow and activates the ludic functions which will trigger desire. Marketers have to concentrate on making the buyer to enter into a mental disposition to purchase the product.

When using advergames, desire could be raised through visual, audio and textual elements. Authors (Barthes, 1986; Kennedy, 1982; Whittock, 1990; Forceville, 1996, 2007; Joost et al. 2008) explained that elements that are originally used by other media such as television and movies can also be applied for advergames.

Video game elements, such as the character design, interface design, or the design of other elements present in the game, could contribute to increasing desire. Depending on the intentions of the creators, audiovisual, visual and textual layers could play different roles in advergames. Ideally, these three layers will work as complementary layers one to another, the most important layer being the one that have more relevance in the persuasive structure of the game. The USV Annals of Economics and Public Administration Volume 13, Issue 1(17), 2013 96 Figure 1. The AIDA model in advergames context Source: Realized by the author according to the stages of original AIDA Model (Strong, 1925)

* **Lead to action:**

Action represents the final step of the buying process. Taking action is actually making the next step in purchasing the selected product or service. In this stage marketers focuses on determining the consumer to finalize the entire cognitive process with an actual acquisition, with the concrete action of buying the product or service.

The characteristics of the online environment put the consumer into an active position, compared to the traditional media which is mostly passive.

Video games in particular create an environment where the player is in an active state of mind where he could be easily influenced into getting from desire to action. In this environment marketers can easily promote action, as the pleasurable benefit of controlling the game action and experiencing the brand are usually transferred to the user.

When dealing with advergames, marketers can use different ways to motivate a consumer to take action and purchase the product. The most popular methods are the use of promotions, price discounts or vouchers which will invite the consumer to buy. This implies also different benefits for those consumers who played the advergame when they will actually buy the product or the service advertised into the game

**Different roles of Advertising**

• The marketing role

• The communication role

• The economic role

• The societal role

**The marketing role**

The marketing role of advertising caters to the requirement of general consumers. They focus on customer satisfaction and meeting their requirements by providing goods and services. The marketing role is not directed to all the general public but caters to the requirement of a certain group or ‘the target market’.

**The communication role**

A communication role in advertising focuses on mass communication requirements that the advertisement will able to fulfill. This is a method of informing potential customer, the launch of new products or the pass on information about the service and good they intent to buy.

**The economic role**

The economic role of advertising focuses directly with dealing with the objectives of the advertiser. Generally, the objectives of the advertiser features generation of sales volume from an advertisement. This will help the consumer to endorse both the value as well as benefits of the services or products advertised.

**The societal role**

The final role is the societal role of advertising which is pretty interesting. On one hand, advertising helps in the generation of trend within a society. On the other, it is the reason for breaking of social norms which forms a formidable part of the society to generate a distinctive impact. The societal role tends to have an uncertain nature like by some and disliked by others.

**Main Types of Advertising**

1. **Brand advertising:**

It is usually visual and textual advertising. Such advertising is intended primarily to achieve a higher level of consumer recognition of specific brands.

1. **Commerce and retail advertising :**

Advertising of this type focuses on the specific production organization or product sales: it can be a service company or a shop. The main task of the commerce and retail advertising is to encourage the inflow of potential buyers by informing them about the place and the main terms of the provision of certain goods or services.

1. **Political advertising :**

One of the most prominent and the most influential types of advertising. A positive image of the politician is formed.

1. **Advertising with a feedback:**

This type involves an exchange of information with potential customers. Most common way is a direct mail to specific recipients that has the greatest interest for advertisers as a possible buyers (e.g. in the form of catalogs).

1. **Corporate advertising :**

Such advertising almost never contains advertising information (in the conventional sense of the word), and serves for the preparation of the public opinion (a certain segment of buyers) to support the point of view of the advertiser.

1. **Business advertising:**

Professionally-oriented advertising, intended for distribution among groups formed by their belonging to a particular occupation. Such advertising is spreading mainly through specialized publications.

1. **Public or social advertising :**

Unlike business advertising, it is oriented to the audience, united mainly by people social status - for example, single mothers, childless couples, teenagers, etc.

**Advertisers (client):**

* One of the most important elements.
* Have product/service to offer or some cause to market.
* Is one of the final participants to decide about advertising.

**Advertising Agency:**

Advertising agency is responsible to develop advertising for their advertising client. Agency plays a role of liaison between the marketing department and advertising agency/other vendors involved.

**Client Agency Relationship**

Business relationships assume a prominent role in the strategy of leading firms, large and small. Successful business partnerships are built on trust, confidence, understanding, and mutual success. These relationships are require a pro-active effort to sustain and are the critical to future growth.

From the point of view of agency, client turnover affects the image of agency. Its business is affected in a negative manner. The client is also affected when it switches over to other agency will take some time in understanding the inherent qualities of its product, level of competition, its competitor’s strategy, nature of its customers, etc.

**Client agency relationship can be issued under the following headings:**

1. Principles of effective of client agency relationship.
2. Reasons of client turnover.
3. How agencies get-clients?
4. How can client-agency relationship be improved?

Client-agency relationships are one of the most complexes in the business environment, requiring a substantial level of collaboration to be effective.

**Meaning**

Client-agency relationship means relationship between advertiser and ad-agency. Cordial relationship with full trust and confidence is must to get maximum from ad agency and agency can also work with free hand. Certain basic principles have been evolved by the experts of advertising management to have sound relations between the agency and the media that help client media to have long ending business relations to reap the benefits of continuous relations. These are pointed as;

1. Agency and the Clients
2. Commitment
3. Prior Approval
4. Payment
5. Mutual Trust and Confidence

**The Benefits of using an Advertising Agency**

* Added Expertise
* Media knowledge and unbiased Advice
* Easier Administration
* Media Buying
* Quality Control
* Information
* Fending off the Media
* And when things go wrong
* Cost Saving
* Time Saving
* **Factors Contributing to Effective Client Agency Relationship**

1. **Not to Advertise for immediate competitive unit**:

For better relationship in the long run, agency should not accept business from immediate competing rivals of clients. In the turn, the clients too are expected not to engage a second agency for handling part of advertising activities without the consent of first agency.

1. **Prompt Payment:**

The client should pay the agency bills promptly, so that agency can make timely payment to media-owners and suppliers of advertisement material, professionals etc. The client should not accept agency to finance their advertising programme. So client should pay bills of agency as well in time.

1. **Passing Down Cash Discounts to Clients:**

If media gives any cash-discount for making payment within stipulated time then such discount should be passed down to client, provide the client pays the agency bills by due date.

1. **Not to Blame Agency for Media-Lapses:**

The client should not blame agency for media-lapses related to ad-positioning. Here ad-scheduling to the time and date of issuing advertisement and ad-positioning refers to the place in print media where ad is given.

1. **Good Services:**

The advertising agency must provide good advertising and marketing services to its client. If ad-agency provides efficient services, at economic rates, at appropriate time, then it will help to improve agency-client relationship in the long run.

Written Agreement: All the terms and conditions between agency and client should be in writing so as to avoid any dispute in future. These terms can be with regard to fees, percentage of service charges, passing down of cash-discount received from media, due-date

1. **Frequent contacts between agency and client:**

For maintaining smooth agency client relation, both the parties should interact with each other frequently. This will enable both the parties to understand the problem of each other and to develop understanding between advertiser and agency on various advertising decisions.

**Advertising process:**

When preparing our search proposal, we should take into account that the lead- in time needed to place an ad can vary anywhere from days to months depending on the publication. We should plan to have our ad approved and estimate of the cost done at least one month prior to the date when we want the ad to be published. The advertising process for professional staff and faculty positions involves:

1. Writing an ad
2. Getting approval for the text of the ad
3. Estimating the cost of the ad
4. Placing ads & posting announcements
5. Paying for ads

**5 types of advertising agencies**.

1. **Full service Agencies**
   * Large size agencies.
   * Deals with all stages of advertisement.
   * Different expert people for different departments.
   * Starts work from gathering data and analyzing and ends on payment of bills to the media people.
2. **Interactive Agencies**
   * Modernized modes of communication are used.
   * Uses online advertisements, sending personal messages on mobile phones, etc.
   * The ads produced are very interactive, having very new concepts, and very innovative.
3. **Creative Boutiques**
   * Very creative and innovative ads.
   * No other function is performed other than creating actual ads.
   * Small sized agencies with their own copywriters, directors, and creative people.
4. **Media Buying Agencies**
   * Buys place for advertise and sells it to the advertisers.
   * Sells time in which advertisement will be placed.
   * Schedules slots at different television channels and radio stations.
   * Finally supervises or checks whether the ad has been telecasted at opted time and place or not.
5. **In-House Agencies**
   * As good as the full service agencies.
   * Big organization prefers these type of agencies which are in built and work only for them.
   * These agencies work as per the requirements of the organizations.

There are some specialized agencies which work for some special advertisements. These types of agencies need people of special knowledge in that field. For example, advertisements showing social messages, finance advertisements, medicine related ads, etc.

**The Structure of an Advertising Agency**

Before you get into the advertising business, you need to know the basic mechanics of how an advertising agency works. Agencies vary greatly in size and shape, but most follow and tried and tested structure that works well, whether they employ a dozen people, or several hundred.

In the smaller agencies, some people will perform more than one role; one person may actually be the entire department.

In larger agencies, some of these departments are broken out again for efficacy. But the fundamentals are the same, and it's because this model was born out of necessity; and it works.

The Six Major Departments in Any Advertising Agency

Six very different, but essential, departments make it possible to [produce effective advertisements](https://www.thebalance.com/effective-tv-commercials-39339). These can be split into other sub-departments, or given various creative names, but the skeleton is the same across the board. These departments are:

* Account Services
* Account Planning
* Creative
* Finance and Accounts
* Media Buying
* Production

Now, let's take a look at the breakdown of those six major departments. Remember, although many agencies have different takes on these, the premise is the same.

**1. Account Services:**

The [account service department](https://www.thebalance.com/the-account-services-department-of-an-advertising-agency-38475) comprises [account executives](https://www.thebalance.com/advertising-account-executive-career-profile-39164), account managers, and account directors, and is responsible for liaising with the [agency's many clients](https://www.thebalance.com/porn-for-creatives-articles-creative-people-will-love-38875).

This department is the link between the many departments within the agency and the clients who pay the bills. In the past they were referred to as "the suits," and there have been many battles between the account services department and the creative department. But as most creative know, a good account services team is essential to a good advertising campaign.

A [solid creative brief](https://www.thebalance.com/how-not-to-write-a-creative-brief-38859) is one of the main duties of account services.

**2. Account Planning**

This department combines research with strategic thinking. Often a mix of researchers and account managers, the account planning department provides consumer insights, strategic direction, research, [focus groups](https://www.thebalance.com/the-focus-group-and-its-use-in-advertising-38523) and assists helps keep advertising campaigns on target and on brand. Chris Cowpe described account planning as "…the discipline that brings the consumer into the process of developing advertising. To be truly effective, advertising must be both distinctive and relevant, and planning helps on both counts."

**3. Creative**

This is the engine of any advertising agency. It's the lifeblood of the business because the [creative department](https://www.thebalance.com/the-creative-department-of-an-advertising-agency-38498) is responsible for the product. And an ad agency is only as good as the ads the creative department puts out. The roles within the creative department are many and varied, and usually include:

* [Copywriters](https://www.thebalance.com/advertising-agency-copywriter-career-profile-39165)
* [Art Directors](https://www.thebalance.com/advertising-agency-art-director-career-profile-38611)
* [Designers](https://www.thebalance.com/what-is-an-advertising-agency-38477)
* Production Artists
* Web Designers
* Associate Creative Directors
* [Creative Director](https://www.thebalance.com/advertising-agency-creative-director-career-profile-39166)(s)

In many agencies, copywriters and art directors are paired up, working as teams. They will also bring in the talents of other designers and production artists as and when the job requires it.

Sometimes, traffic is handled by a position within the creative department, although that is usually part of the production department. Everyone within creative services reports to the Creative Director. It is his or her role to steer the creative product, making sure it is on brand, on brief, and on time.

**4. Finance and Accounts**

Money. At the end of the day, that's what ad agencies want. And it's what their clients want, too. At the center of all the money coming into, and going out of, the agency is the finance and accounts department. This department is responsible for handling payment of salaries, benefits, vendor costs, travel, day-to-day business costs and everything else you'd expect from doing business. It's been said that approximately 70 percent of an ad agency's income pays salary and benefits to employees.

**5. Media Buying**

It is the function of the media buying department to procure the advertising time and/or space required for a successful advertising campaign. This includes TV and [radio time](https://www.thebalance.com/how-to-sell-radio-ads-2315409), outdoor (billboards, posters, guerrilla), magazine and newspaper insertions, internet banners and takeovers, and, well, anywhere else an ad can be placed for a fee. This usually involves close collaboration with the creative department who came up with the initial ideas, as well as the client and the kind of exposure they want. This department is usually steered by a [media director.](https://www.thebalance.com/advertising-media-director-career-profile-39168)

**6. Production**

Ideas are just ideas until they're made real. This is the job of the production department. During the creative process, the production department will be consulted to talk about the feasibility of executing certain ideas. Once the ad is sold to the client, the creative and account teams will collaborate with production to get the campaign produced on [budget.](https://www.thebalance.com/small-business-advertising-ideas-2947892) This can be anything from getting original photography or illustration produced, working with printers, hiring typographers and TV directors, and a myriad of other disciplines needed to get an ad campaign published. Production also works closely with the media department, who will supply the specs and deadlines for the jobs.

**Other Departments That Vary From Agency to Agency**

While the six departments above are standard for most agencies, some of the larger agencies may break them down into sub-departments, or departments in their own right. These will often include:

* Human Resources & Facilities
* Research
* Online Development
* I.T.
* Traffic

**Human Resources and Facilities:**

Most businesses, whether they're related to advertising or not, will have an HR department. This is the department responsible for the nuts and bolts of hiring and firing employees, dealing with state and federal employee laws, monitoring vacation and sick time, and the overall wellbeing of the staff. They are often rolled in with the facilities department, which is responsible for building maintenance, and keeping everything in the office working, safe, and up to code.

**Research**

Larger agencies will rely heavily on their own research department to provide a wealth of data on current and future clients. This is the department responsible for focus groups and testing, analyzing and interpreting data, and helping the creative and account teams focus on new market trends.

**Online Development:**

Once relegated to a designer who knew a bit of coding, this is a fast growing department and deals with everything from website and mobile design, to apps and interactive experiences. This department may have its own creative director that specializes in web and online design, including UX, and will have a staff that could rival the size and strength of the creative department.

**I.T. (Information Technology)**

The I.T. department is no longer just a couple of nerds in a basement (thank you The IT Crowd). It can be a huge department, especially in agencies that have a large creative presence. Most I.T. companies in advertising agencies will specialize more in Mac than PC, as most creative departments run on Apple products.

**Traffic**

In small to mid-sized agencies, [traffic](https://www.thebalance.com/advertising-agency-traffic-manager-profile-38636) is rolled up into the production department. It is the job of traffic to get each and every job through the various stages of account management, creative development, media buying and production in a set timeframe. Traffic will also ensure that work flows through the agency smoothly, preventing jams that may overwhelm creative teams and lead to very long hours, missed deadlines and problematic client relationships. Traffic keeps the agency's heart beating.

**UNIT-II**

**Product Life Cycle Stages**

[](http://productlifecyclestages.com/wp-content/uploads/2011/08/product-life-cycle-stages.jpg)As consumers, we buy millions of products every year. And just like us, these products have a life cycle. Older, long-established products eventually become less popular, while in contrast, the demand for new, more modern goods usually increase quite rapidly after they are launched.

Because most companies understand the different product life cycle stages, and that the products they sell all have a limited lifespan, the majority of them will invest heavily in new product development in order to make sure that their businesses continue to grow.

**Product Life Cycle Stages Explained**

The product life cycle has 4 very clearly defined stages, each with its own characteristics that mean different things for business that are trying to manage the life cycle of their particular products.

[**Introduction Stage**](http://productlifecyclestages.com/product-life-cycle-stages/introduction/) – This stage of the cycle could be the most expensive for a company launching a new product. The size of the market for the product is small, which means sales are low, although they will be increasing. On the other hand, the cost of things like research and development, consumer testing, and the marketing needed to launch the product can be very high, especially if it’s a competitive sector.

[**Growth Stage**](http://productlifecyclestages.com/product-life-cycle-stages/growth/) – The growth stage is typically characterized by a strong growth in sales and profits, and because the company can start to benefit from economies of scale in production, the profit margins, as well as the overall amount of profit, will increase. This makes it possible for businesses to invest more money in the promotional activity to maximize the potential of this growth stage.

[**Maturity Stage**](http://productlifecyclestages.com/product-life-cycle-stages/maturity/) – During the maturity stage, the product is established and the aim for the manufacturer is now to maintain the market share they have built up. This is probably the most competitive time for most products and businesses need to invest wisely in any marketing they undertake. They also need to consider any product modifications or improvements to the production process which might give them a competitive advantage.

[**Decline Stage**](http://productlifecyclestages.com/product-life-cycle-stages/decline/) – Eventually, the market for a product will start to shrink, and this is what’s known as the decline stage. This shrinkage could be due to the market becoming saturated (i.e. all the customers who will buy the product have already purchased it), or because the consumers are switching to a different type of product. While this decline may be inevitable, it may still be possible for companies to make some profit by switching to less-expensive production methods and cheaper markets.

**Product Life Cycle Examples**

It’s possible to provide [examples](http://productlifecyclestages.com/product-life-cycle-examples/) of various products to illustrate the different stages of the product life cycle more clearly. Here is the example of watching recorded television and the various stages of each method:

1. Introduction – 3D TVs
2. Growth – Blueray discs/DVR
3. Maturity – DVD
4. Decline – Video cassette

The idea of the product life cycle has been around for some time, and it is an important principle manufacturers need to understand in order to make a profit and stay in business.

**What is Audience Analysis?**

* Audience analysis is the process of examining information about your listeners. That analysis helps you to adapt your message so that your listeners will respond as you wish.
* In everyday conversations you adapt your message to your audience. For example, if you went to a party the night before, you would explain the party differently to your friends and family. To your best friend you might say, "We partied all night and there were tons of people there." To your mother you might say, "Oh, I had fun with my friends." And to your significant other you might say, "It was fun, I had a great bonding time with my friends." In each of these situations, you are adapting your message to your listening audience.

There are three phases in audience analysis: adaptation before, during, and after the speech.

**I. Audience Analysis - Adapting to your audience before you speak**

When we analyze our audience, there are three ways to do this; **demographic analysis, attitudinal analysis**, and **environmental analysis.**

**Demographic Analysis** involves **age, gender, culture, ethnicity, race, religion,** and **educational level.** Aristotle noted more than 2,000 years ago that few things affect a person's outlook more than his or her age.

**Gender** is another characteristic. It is important to find out the ratio of men to women in the class. Also, make sure that you do not use any sexist language, stereotypes or make jokes about gender. If you were to insult men in front of a class of 12 men, then in most cases these 12 men are not going to listen to you for the rest of your speech. You may have also lost your credibility.

**Culture** is the shared knowledge, behavior, attitudes, beliefs, values, and norms of a group. It is very important to be sensitive to students of other culture's feelings. You may do or say something that may offend them.

**Ethnicity** is a person's national or religious heritage. There may be a student from China Town in Chicago, or a student from Little Italy in New York.

A person's **race** is a person's biological heritage. It is important to learn as much as possible about these students before your speech, so you are sure not to offend them or anger them.

Another touchy subject is **religion**. Be very careful when you speak about different religions because people feel very strongly about their beliefs.

And finally, the **education** background of your listeners can help your choice of vocabulary, language style, and your use of examples. This can help you select and narrow your topic.

**Attitudinal Analysis** addresses the audience's **attitudes, beliefs, and values.**

* An **attitude** defines what a person likes or dislikes. When you choose a topic, it is important to find out your audience's attitudes toward the subject. If you are doing a speech on rap, does your audience like rap.
* A **belief** is what you believe to be true or false. You may believe that rap is destroying the minds of young teenagers.
* And a **value** is "a person's beliefs or standards." You may value the future and the young minds that will be running the future. It is very important to find out before your speech what people's attitudes are about your subject. If you know these three things, it will be much easier to bring your audience to the responses that you want.

**Environmental Analysis** is finding out things like the **seating arrangement, the number of people likely to attend, and the room lighting.** The way the **seats are arranged** will affect the audience's response. It is also important to know **how many people** will be there for the speech. And the way the **room is lighted** will affect the way the audience responds. If it is dark and the speaker is showing overheads, there will not be conversation. But if the room is light and open, the audience may feel more free to talk. The seating arrangement, the number of people and the room lighting are all factors that will affect the speech.

**Questionnaires and Interviewing**

There are many ways to obtain the answers to these questions in each section. You can gather information by handing out **questionnaires** or by **interviewing** your fellow students with **openended** and **closed ended** questions. An open-ended question is unrestricted.

**Informative versus Persuasive**

* When gathering information, it is important to keep in mind the objective of the speech. If you are writing a persuasive speech, it is important to find out the audience's **interest level** in the topic, their **knowledge,** and **attitude.** In an informative speech you are not trying to change their attitude, but you still should know it.
* The **interest level** and how it relates to each person in the audience. People are very egocentric and they have to hear things that are meaningful to them.
* The audience's **knowledge** is what level they are at and how much information you need to give to them.
* And **attitude** reflects the audience's like or dislike for the subject. If you are writing a persuasive speech it is critical that you obtain this information before you present your speech.

**II. Audience Analysis - Adapting to your audience as you speak**

When you are giving your speech you have to adapt to your audience if you can tell they are not listening or paying attention.

**III. Audience Analysis - Analyzing your audience after you speak**

After you speak there are many ways that you can tell how your audience responded to your speech. There are **nonverbal, verbal, survey, and behavioral responses.**

**Nonverbal Responses** examples:

* Did the audience applaud? Yes or No
* How did they applaud? Loud or Soft
* What kind of facial expressions did they have? Smiling or Nodding

**Verbal Responses -** What did the audience say to you after the speech?

* "Good job!"
* "That was really interesting?"
* "I have a question about . . .”

**Survey Responses -** Conduct a survey and find out what people liked or learned about your speech. This will allow you to gauge your listening results.

**Behavioral Responses -** If your purpose was to persuade your audience to do something, their behavior after the speech can tell you if you did in fact persuade them. If you were persuading your audience to vote at the next election, you could ask around to see how many people did actually vote.

**Definition of Buying Behavior:**Buying Behavior is the decision processes and acts of people involved in buying and using products.

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for:

* Buyers reactions to a firms marketing strategy has a great impact on the firm’s success.
* The marketing concept stresses that a firm should create a [Marketing Mix](https://www1.udel.edu/alex/chapt1.html#mix) (MM) that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy.
* Marketers can better predict how consumers will respond to marketing strategies.

## Stages of the Consumer Buying Process

Six Stages to the Consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity...discussed next.

The 6 stages are:

1. Problem Recognition (awareness of need) --difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat.  
   Can be stimulated by the marketer through product information--did not know you were deficient? I.E., see a commercial for a new pair of shoes, stimulates your recognition that you need a new pair of shoes.
2. Information search--
   * Internal search, memory.
   * External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc.
   * A successful information search leaves a buyer with possible alternatives, the evoked set.Hungry, want to go out and eat, evoked set is
   * Chinese food
   * Indian food
   * burger king
3. Evaluation of Alternatives--need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. If not satisfied with your choice then return to the search phase. Can you think of another restaurant? Look in the yellow pages etc. Information from different sources may be treated differently. Marketers try to influence by "framing" alternatives.
4. Purchase decision--Choose buying alternative, includes product, package, store, method of purchase etc.
5. Purchase--May differ from decision, time lapse between 4 & 5, product availability.
6. Post-Purchase Evaluation--outcome: Satisfaction or Dissatisfaction. **Cognitive Dissonance**, have you made the right decision. This can be reduced by warranties, after sales communication etc.  
   After eating an indian meal, may think that really you wanted a chinese meal instead.

## Types of Consumer Buying Behavior

Types of consumer buying behavior are determined by:

* Level of Involvement in purchase decision. Importance and intensity of interest in a product in a particular situation.
* Buyer’s level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others.

High involvement purchases--Honda Motorbike, high priced goods, products visible to others, and the higher the risk the higher the involvement. Types of risk:

* Personal risk
* Social risk
* Economic risk

## Personal

* Uniqueto a particular person. Demographic Factors.Sex, Race, Age etc.
* Who in the family is responsible for the decision making.
* Young people purchase things for different reasons than older people.

## Psychological factors

Psychological factors include:

#### Motives--

* + Physiological
  + Safety
  + Love and Belonging
  + Esteem
  + Self-Actualization

## Social Factors

## Consumer wants, learning, motives etc. are influenced by opinion leaders, person's family, reference groups, social class and culture.

#### Opinion leaders--

Marketers try to attract opinion leaders...they actually use (pay) spokespeople to market their products. Michael Jordon (Nike, McDonalds, Gatorade etc.)

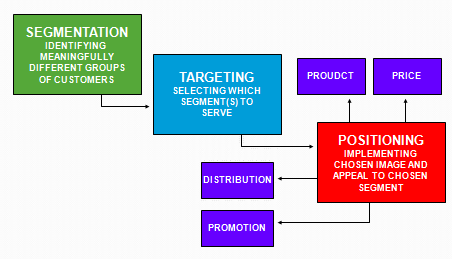
**The four type of consumer buying behavior are:**

* Routine Response/Programmed Behavior--buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc.
* Limited Decision Making--buying product occasionally. When you need to obtain information about unfamiliar brand in a familiar product category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes--know product class but not the brand.
* Extensive Decision Making/Complex high involvement, unfamiliar, expensive and/or infrequently bought products. High degree of economic/performance/psychological risk. Examples include cars, homes, computers, education. Spend alot of time seeking information and deciding.  
  Information from the companies MM; friends and relatives, store personnel etc. Go through all six stages of the buying process.
* Impulse buying, no conscious planning.

**Segmentation, Targeting, and Positioning**

Today, Segmentation, Targeting and Positioning (STP) is a familiar strategic approach in Modern Marketing. It is one of the most commonly applied marketing models in practice.

  Segmentation, targeting, and positioning together comprise a three-stage process.  We first (1) determine which kinds of customers exist, then (2) select which ones we are best off trying to serve and, finally, (3) implement our segmentation by optimizing our products/services for that segment and communicating that we have made the choice to distinguish ourselves that way.



**Segmentation:**

Dividing a market into distinct groups with distinct needs, characteristics or behavior who might require separate products or marketing mixes.

### Market targeting

The list below refers to what’s needed to evaluate the potential and commercial attractiveness of each segment.

* **Criteria Size:** The market must be large enough to justify segmenting. If the market is small, it may make it smaller.
* **Difference:** Measurable differences must exist between segments.
* **Money:** Anticipated profits must exceed the costs of additional marketing plans and other changes.
* **Accessible:** Each segment must be accessible to your team and the segment must be able to receive your marketing messages
* **Focus on different benefits:**Different segments must need different benefits.

Several different kinds of variables can be used for segmentation.

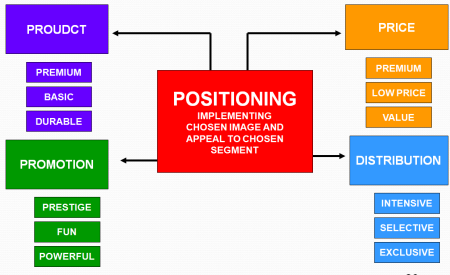
* Demographic variables essentially refer to personal statistics such as income, gender, education, location (rural vs. urban, East vs. West), ethnicity, and family size.  Campbell’s soup, for instance, has found that Western U.S. consumers on the average prefer spicier soups—thus, you get a different product in the same cans at the East and West coasts.  Facing flat sales of guns in the traditional male dominated market, a manufacturer came out with the Lady Remmington, a more compact, handier gun more attractive to women.  Taking this a step farther, it is also possible to segment on lifestyle and values.”
* Some consumers want to be seen as similar to others, while a different segment wants to stand apart from the crowd.
* Another basis for segmentation is behavior.  Some consumers are “brand loyal”—i.e., they tend to stick with their preferred brands even when a competing one is on sale.  Some consumers are “heavy” users while others are “light” users.  For example, research conducted by the wine industry shows that some 80% of the product is consumed by 20% of the consumers—presumably a rather intoxicated group.
* One can also segment on benefits sought, essentially bypassing demographic explanatory variables.  Some consumers, for example, like scented soap (a segment likely to be attracted to brands such as Irish Spring), while others prefer the “clean” feeling of unscented soap (the “Ivory” segment).  Some consumers use toothpaste primarily to promote oral health, while another segment is more interested in breath freshening.

**Target**ing:

The selection of the segment and developing marketing strategies that focus on meeting the needs of that particular segment of market.

**Positioning**

* Positioning means the activity of marketing position or image in the minds of customers. Positioning is the process of portraying a picture of company’s product and its customer relation in the minds of customers. Positioning is the act of designing the company’s offering and image to occupy a distinct place in the target minds.
* **Positioning** involves implementing our targeting.  For example, Apple Computer has chosen to position itself as a maker of user-friendly computers.  Thus, Apple has done a lot through its advertising to promote itself, through its unintimidating icons, as a computer for “non-geeks.”  The Visual C software programming language, in contrast, is aimed a “techies.”



**Introduction: Advertising Research**

* A growing share of consumer-goods media spending is shifting away from traditional advertising media (television, radio, print, and outdoor).
* The proliferation of new media alternatives (online advertising, YouTube, social media, mobile, search engines, apps, etc.) is attracting money once spent on traditional media.

## Definition: Advertising Research

A research conducted to improve the efficiency of an advertisement is known as advertising research. The research could be focused on one particular advertisement or could be conducted in general to know the impact of advertising on consumer behavior.

The approach used for this research could be of different forms like sociological, psychological, economic, emotional etc.

Other approaches in advertising research could be:

1. **Psychographic studies**- To know the attitude and behavior of a consumer towards a particular product, to target these attitude characteristics through ads.

2. **Market segmentation**- Consumers are divided in different groups based on some quality like age, income etc. There tastes regarding different features of a product are studied and advertisements are thus made.

3. **Audience size and composition studies**- It is used to know the reach and frequency of an ad.

4. **Market share studies**- These are used to study the changes in market share of the company, if any, before and after the launch of an ad campaign.

5. **Competitors’ studies**- The strategies that the competitor is using are thoroughly studied and its effects on the products and markets of the company are noted.

6. **Popularity research-** Used to know the popularity of a particular advertisement.

After the data is collected, mathematical tools like regression, correlation can be used to study the data and obtain the results. The effectiveness of a research depends upon the validity of its results and this validity is obtained, only if the consumers respond properly to the questionnaire or feedback.

## Definition: Advertising Objective

The objectives are the tasks which the advertising is supposed to accomplish within a restricted time frame. The objective usually also defines the target population on which the change has to be bought. Their main objectives are

1. Tria**l- Convince a new user to start using the desired product or service.**
2. Continuity-**Help the firm to maintain hold on its existing consumers by constantly upgrading itself according to their changing needs.**
3. Brand Switching**- Convert a competitor’s customer into the firm’s customer.**
4. Switch Back**- Help bring back the company’s earlier customers who have switched to competitor’s product.**

**Three Main Advertising Objectives**

Companies have many objectives when advertising their products and services. These objectives vary according to their industries, available distribution channels and overall marketing strategies. The key with all advertising is attracting the right buyers. These are people who are more apt to buy a company's wares based on demographics like age and income, for example. Advertising managers should also repeat their messages often enough to familiarize consumers with their offerings.

**Increasing Sales and Profits**

One of the major objectives of advertising is to increase sales and profits. Some companies, like Internet businesses, only use advertising to apprise people about their products and services. These companies don't have sales departments. Hence, they can only sell products and earn profits if they are actively advertising. Some forms of advertising lend themselves more to producing immediate profits. For example, direct response advertising, which asks consumers for money in the ads, is specifically geared toward building sales and profits.

**Encourage Trial and Usage**

Companies often use advertising to encourage trial and usage of new products. These companies run their advertising to introduce their products to the public. They inform people where to buy the products, and also offer special incentives to first-time buyers. For example, a fast food restaurant may offer consumers "$1 off" on a new $3 chicken meal. Similarly, consumer products companies advertise to get consumers to try and use their products. Their sales and profits increase when customers start making regular purchases of their brands.

**Reminder Advertising**

Some businesses use advertising to help customers recall "satisfaction" they had with products in the past, according to marketing expert Cynthia M. Frisby of the University of Missouri. This is often called reminder advertising. Companies that use reminder advertising are often marketing older, more established products. They advertise these products less frequently just to remind customers they are still selling the products. For example, some companies run commercials for 40-year-old games, toys and other items during the holidays.

**Follow-Up**

It is not enough to just advertise to achieve key objectives. Companies must deliver what they promise in the ads. For example, manufacturers and retailers must ensure enough products are in stock when these ads break. They must also provide excellent customer service, answering questions about products and providing fair refund policies. Companies should also develop computer databases on customers, when possible, so they can periodically send them coupons or special promotions.

**Advertising Strategy**

The advertising strategy is different from your creative or copy strategy. Your ad strategy communicates the message that will move your target audience's current beliefs and usage of your brand to a desired position of beliefs and usage. The advertising strategy includes a description of your target audience and the message you want that audience to receive. Your target audience will be one or more of the customer groups previously discussed, any of which might be narrowed further through your audience research. Your advertising message will evolve out of knowledge gained about usage and attitudes toward your business or brand. Strategy is where audience analysis and message content precede your advertising objective. You need to know the consumers you are targeting and the message that resonates before discussing your objective for that audience in terms of response to your message.

**Plan**

The advertising plan describes how to put that strategy into practice. To build brand awareness, for example, the plan might include a recommendation for a series of advertisements in city newspapers, on local radio stations and on poster sites. To position the brand, the plan might call for a creative approach that suggests high quality and an association with the New York lifestyle. The plan would also include recommendations for building distribution through advertising to retailers and a sales promotion campaign to encourage consumers to sample the products.

## Definition: Advertising Plan

An advertising plan is a strategy about how a company is planning to communicate to its audience. In the plan you define your audience and the medium to reach out to them. Communication mediums may include newspaper ads, billboards, email, social media like Face book, twitter, linked in, direct mail such as fliers or postcards.

**How to write a plan**

Ask 3 questions before writing a plan

1. What do we want to achieve through the plan- Our objectives and goals.

The goal may be to increase the reach or the awareness of the product or to increase the sales. An advertising plan need not be very complex but it should be formal and written to help the client understand about the approach of the plan.

2. How will we reach those targets? The cost, time required, resources will be discussed.

**Budget**

An advertising budget should be prepared very carefully. Firm should never overspend on any one platform. Instead all the platforms should be used for small promotions and based on the performance the budget should be increased. The results take time for any campaign.

**Audience**

Depending upon the types of customer the medium should be used. It is ok to be present on all platforms but the focus should be on the one where your maximum audience is available. Like whether you have to advertise on Newspaper or Face book or Television it depends upon the audience.

**Message**

Professional assistance may be helpful. The ads should be very simple to convey the message to the common people without any difficulty. The ads should not be too wordy and some visual effects should be included to make it a bit interesting.



**Definition of brand:**

* A brand is a name given to a product and/or service such that it takes on an identity by itself.
* Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind (see positioning). Thus brands help harried consumers in crowded and complex marketplace, by standing for certain benefits and value. Legal name for a brand is trademark and, when it identifies or represents a firm, it is called a brand name.

## What is the branding process?

The branding process is the systematic approach used to create, communicate and strengthen a firm’s brand. It consists of a number of sequential steps. These steps may vary depending on who is implementing the process and the specific outcomes the firm is trying to achieve.

For example, a design-oriented firm may focus on the design of a logo and other materials used to communicate the brand (**brand identity**). A promotion-oriented firm, on the other hand, may emphasize increasing the visibility of the brand (**brand building**).

Usually, the best results are achieved by taking a balanced approach that devotes sufficient attention to each phase of the process.

When the branding process is applied to an existing firm it is often referred to as [**rebranding**](https://hingemarketing.com/blog/story/rebranding_strategies_a_step_by_step_approach_for_professional_services)**.** [**Brand development**](https://hingemarketing.com/blog/story/rebranding_strategies_a_step_by_step_approach_for_professional_services) is another term sometimes used to describe the branding process.

**Types of Advertising Appeals Most Commonly Used by Brands**

In advertising, there are a wide variety of ways to catch the attention of your audience. These appeals can be broken down into emotional and rational approaches. It is up to the marketer to know which type of advertising appeal will be most effective in leading the target audience to action.

**Emotional Advertising Appeals**

Appealing to your audience’s emotions can be achieved through strong imagery, impactful text or powerful music. An emotional advertising appeal depends more on feelings and perceptions than logic or reason to provoke action.

**1. Personal Appeal**

 This [print ad by Gillette](http://www.bestadsontv.com/ad/89140/Gillette-BabyFace-The-sandpaper-print-ad) not only uses mixed media to catch attention (sandpaper in a magazine), but also appeals to personal concerns of fathers. The ad states that research shows how important skin-to-skin contact is for infants and questions what kind of razor-smooth finish they want to share. While the personal appeal is directed toward new fathers, those without children will still understand the message of quality.

**2. Social Appeal**

 People are motivated by what others are doing around them. In this [IKEA ad](http://www.bestadsontv.com/ad/88767/IKEA-IKEA-Cape), there is a clear reference to the insanely popular TV show, Game of Thrones. This year, the head costume designer for the show revealed how Jon Snow’s cape is actually made from affordable IKEA rugs. The ads appeals to consumers’ need to feel part of something or included: Even the Game of Thrones tries to stay within budget by shopping at IKEA, like everyone else.

**3. Fear Appeal**

Using strong visuals, ads can draw on hidden fears. Some ads draw on personal fears, while others draw on a sense of loss. In [this graphic ad](http://adsoftheworld.com/media/print/sos_mata_atlantica_jaguar), fear of losing something awesome may motivate people to take action and help save the forests.

**Humor Appeal**

Humor can bring relief to what might otherwise be a mundane and expected ad. The right type of humor will grab attention for organic engagement from your audience. Humor can be risky, so businesses really have to know themselves and their audience before committing to something that could bring negative attention if there is a misunderstanding. Virgin Mobile is always pushing the boundaries with sex-charged jokes and [this bus humor](http://adsoftheworld.com/media/outdoor/virgin_media_steamy_windows) is right up their advertising alley.

**Romantic Appeal**

* A sense of romance can take people back to a nostalgic moment that evokes emotion. Romance does not necessarily have to do with relationships, but rather a sense of powerful feeling that is inspiring and idealized.
* This Lowe’s ad may show a romantic relationship, but it is the sweet nostalgia of the two childhood sweethearts that really draws viewers into the storyline and the value of what Lowe’s products offer: building a home, not just fixing up a house.

**Youth Appeal:** People often don’t want to age and certainly don’t want to feel old. In this Snickers commercial, the young person is feeling old age, misery and crankiness from hunger. Not only does this appeal to maintaining an active, happy youthfulness make younger audiences find an attraction to the candy bar, it also makes an appeal to the older audience by showing the contrast. Snickers make you feel young and energetic once again by solving your hunger needs.

**Adventure Appeal**

Jeep has long focused on adventure as a big part of their brand. [Ads like this](http://www.bestadsontv.com/ad/89058/Jeep-Jeep-World) encourage people to join in as a part of the brand club to experience something new and exciting. Travel companies, active brands and car companies often focus on a sense of adventure to highlight what their products or services can really bring to the table.

**Popularity Appeal**

* Buzz is particularly helpful for increasing brand awareness and creating anticipation and excitement for the product or service you offer.
* This same advertising appeal is often the reason companies produce promotional materials, like pens, bumper stickers or keychain lanyards. Companies often place their logos all over their clothing or disposable products (like Starbucks coffee cups) to help showcase just how popular their products are.

**Musical Appeal**

Music can make or break an ad by setting tone and mood just as quickly as imagery. The snappy music that backs this Kohler TV commercial adds a happy energy that wouldn’t have been achieved by bright colors and quick shot transitions alone. The music here makes the user feel excited and inspired to imagine what the product could do in his or her life. The right music can add to the emotion of an ad and encourage a faster purchase decision.

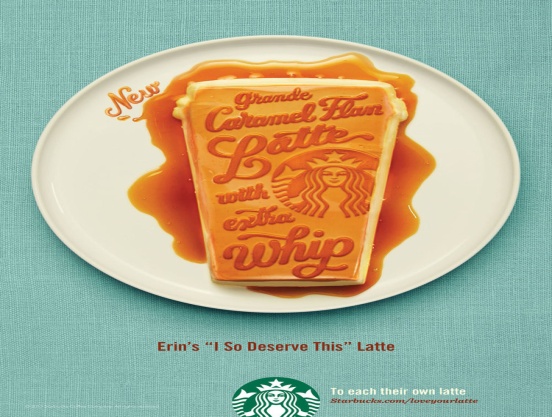
**Empathy Appeal**

Getting a message across may depend on your ability to get someone to identify with a problem they’ve never actually had to deal with. Some brands and most public service advertisements depend on the ability to evoke the emotion of empathy and understanding in those they need to care about their cause, as is done in this ad by the [Safe At Home Foundation](http://adsoftheworld.com/media/print/the_joe_torre_safe_at_home_foundation_end_the_cycle_1). Empathy helps people picture the problem in a personal way so that they can understand the consequences for someone else.

**Potential Appeal**

This type of advertising appeal communicates a sense of empowerment to turn dreams into a reality. In [this Lego ad](http://www.bestadsontv.com/ad/87966/lego-Build-The-Future-1), the clear connection is that Lego helps children imagine, solve problems and work toward a better future. This was part of a campaign that included similar fireman and rock star images in ads that were placed at strategic schools, playgrounds and museums where parents frequently take children.

**Brand Appeal**

 Starbucks has been a [prime example of brand appeal](https://martinroll.com/resources/articles/strategy/secret-starbucks-brand-success/) to the masses, along with luxury brands, like Dior or Jimmy Choo that appeal to higher end consumers. People pay additional money to be a part of a brand that they feel carries a certain kind of status, inspiration, value or quality. Usually these same items can be purchased for drastically lower prices if they are generic or unbranded, but brand appeal allows companies to add additional cost to their products because of packaging, labeling and other branded aspects that really have nothing to do with product quality or type.

**Rational Advertising Appeals**

On the other side of the advertising spectrum lie rational appeals. Many ad approaches are based on objective facts, logic and reasoning. Rational appeals can be very useful even with emotional subjects, helping target audiences identify the value of a product in an indisputable way. While emotional appeals are powerful, they can sometimes become manipulative; rational appeals are typically more authentic and can create a sense of authority around a brand.

**Pain Solution**



People are most strongly motivated when they have a problem that needs to be solved that causes them regular and noticeable pain. Often, people have already identified and expressed a desire to solve the pains most apparent in their lives or workplaces.

**Scarcity Appeal**

Coke boosted their brand appeal with a limited time campaign that personalized bottles with names and titles. People rushed out looking for the names of their family and friends to keep, photograph or gift. While the scarcity was part of the appeal, Coke took this campaign a step further by allowing customers to personalize their own Coke bottles and even search their website to see where (or if) their names were on bottles somewhere in the US. Scarcity increases the feeling of value and makes the customer rush to make an impulse buy.

**Testimonial Appeal**

When you think of testimonials, you probably think of the traditional video of people talking highly of your brand or products. While this is great and can be incredibly effective on social media, there are ways to think outside of the box with this advertising appeal. Doritos held a commercial contest for their Super bowl ad spot for ten years in a row, highlighting their fans’ love. Not only did the competition get people motivated to engage with the brand, it showcased the product’s value in a unique way. “What Would You Do for a Klondike Bar” campaigns added a similar interactive twist to the testimonial appeal.

**Contrasting Appeal**

You can also highlight what sets your brand apart with a stark comparison between your product and the competition or how life would be without your products. In [this IKEA ad](http://www.bestadsontv.com/ad/69889/IKEA-Unbox1), there is a clear contrast between those who “unboxed” their balconies with IKEA style products and the neighbors surrounding them. The stark contrast in this ad creates an unquestionable appeal to express personal style and create a living space that no one else is taking full advantage of. Contrast can be a subtle way to prove your brand is a level or two above the alternative.

**Status Appeal**

There is no question that these nice, patent-leather work shoes were chosen for a reason: status. The point of this ad was to get the viewer to identify the product with a certain class. While the manufacturer is actually selling a car, classy shoes (clearly abused by a love for the acceleration pedal) give a status appeal that is somewhat subliminal in its messaging. Apartments, furniture stores, fashion brands and many other companies also lean on a level of status to appeal to consumers concerned about where they are at, how they are viewed, and where they are headed.

**Transparent Appeal**

Not everything about your brand is ideal. Transparency can help show a realness to your brand that appeals to customers because it is authentic. Volkswagen caught people’s attention in the Netherlands when they showed the flaws in one of their car models in order to advertise a new third-row option.

**Beauty Appeal**



There are many products and services that depend on beauty for a rational purchase choice. Product shots, for example, have to be well lit to provide rational customers with the best opportunity for comparing and choosing the product right for them. [This catalog from West Elm](https://www.westelm.com/pages/we-catalog/2016-11.html) features beauty shots of every item—perfectly staged, lit and accessorized. Beauty shots help the potential buyers see the full potential of an item.

**Natural Appeal**

* Expressing a reality can help people connect with a message. In this print ad for Lane Bryant, the common expectations for beauty are completely ignored. “I’m No Angel” is a campaign that goes against everything Victoria’s Secret built with the VS Angel runway shows and line.
* Cosmetic or fashion brands can get a lot of attention for focusing more on reality and less on the promise of perfection, like Dove did with its “Real Beauty” campaign. As people become familiar with photo-editing possibilities, they are often more impacted by a less-than-perfect picture.

**UNIT-III**

**What Is Advertising Copywriting?**

Advertising copywriters use the written word to help sell goods and services. From catchy headlines to compelling copy to the call to action, copywriters can be the key to turning viewers and listeners into buyers. Read on to find out more about the field of advertising copywriting. Schools offering Advertising degrees can also be found in these popular choices.

Advertising copywriting is essentially the art of creating written content that accompanies the visual portion of an advertising campaign. Advertising copywriting is based on the idea of marketing a particular product to a specific consumer audience. Written advertising copy can be found in many different media types, including:

* Posters
* Television commercials
* Radio advertisements
* Websites
* Brochures

**Definition of Advertising Copywriting:**

Copywriting is the skill of choosing the right words and technique of arranging them smartly to promote business, product, service, idea, or a person. The selection of words and its presentation largely depends upon the media through which it is planned to convey. For example, depending on whether it is a newspaper, magazine, hoarding, radio, television, or internet, the script will vary accordingly.

However, whatever is the type of media, the purpose of copywriting is the same i.e. promotion. Therefore, it should be persuasive enough to be instantly attention grabbing.

**Elements of Copywriting**

Copywriting has some essential elements required to develop a convincing ad Following are the significant elements −

* **Heading** − Headline gives the first impression and lasts on readers’ mind; therefore, it should be eye-catching. Heading should tell – what it is all about your ad in a very few words, ranging from 3 to 30 words.
* **Body copy** − Write body copy in such a way that it seems as the continuity of the heading. Provide details of all the features and benefits that you are claiming for. The language should be promising and trustworthy.
* **Slogans** − Think of *"*The ultimate driving machine" (BMW); “Just do it” (Nike); "Because I'm worth it" (L’Oreal), what comes to your mind? The moment, you hear the slogans; you link it with the respective brand not only because you have heard it many times, but rather it works. A well-written and effective slogan is a trustworthy brand representative. However, your slogan should be small and crispy giving meaning to your brand.
* **Taglines** − Taglines are usually used for literary products to reinforce and strengthen the audience's memory of a literary product. For example, “she went in search of answers, and discovered a love she never expected,’ Book Name “Faithful” and Writer - Janet Fox. Thus, tagline tells the gist of the products for marketing purpose. Like, a slogan, it should be small and eye-catching.
* **Jingle Lyrics** − More often accompanied with background music, iingle lyric is a short slogan, tune, or verse written to be easily remembered (especially used in advertising). For example, Fanta: "Wanna Fanta, Don’t You Wanna?" It should be small, crisp, and rhythmic (like a song) so that it registers with people at once and they remember it.
* **Scripts** (for audio and video ad) −Scripts are the descriptions of an ad that narrates the dialogues, actions, expression, and movements of characters. Since, script is a complete guideline of an ad; therefore, it should be written meaningfully, orderly, and nicely.
* **Others** − (White Paper, Press Release, & other written material such as emails, articles, and blog (for the internet)): These are all promotional write-ups written purposefully to promote a particular product/service. So, while writing white paper, press release, articles, blog, or even an email you need to focus or emphasize ONLY on one product that you want to promote. You need to describe all features and offers of the respective product in simple and plain language.

**Copywriting Techniques**

Following are the techniques of persuasive copywriting −

* **Use Action Words** − Such as watch, look, ask, get, etc.
* **Use of Buzzwords** − normally, buzzwords are eye-catching such as now, today, etc.
* **Use Exciting or Emotive words** − Such as amazing, wonderful, beautiful, etc.
* **Use Alliteration** − Use meaningful words of similar sound. For example, don’t be vague, ask for Haig.
* **Use Colloquial words** − Colloquialisms in copywriting is pretty popular and effective. For example, ‘Pick ‘n Choose.’
* **Use Punctuation** − Proper use of punctuations and grammar is an important aspect so that you can pass the right message.

**Advertising art directors:**

Advertising art directors, often known as 'creative’s', produce innovative ideas for the visual elements of advertising campaigns in all kinds of media, including:

* Cinema and television
* Internet (digital/viral marketing)
* Posters
* Press
* Radio.

As an art director you'll usually work alongside a copywriter to form a 'creative team'. Traditionally, the copywriter produces the words to go with the visuals created by the art director. These roles are now becoming more blurred and it is likely that both will have an input into the visual and written content of the advertising campaign.

The advertising art director works on the campaign from the outset and manages details about the client, product, target audience and required advertising message, which helps to shape the advertising campaign.

**Advertising art director**

**Creative**

## 1. Entry requirements

* Employers will often expect you to have an HND or degree in graphic design, advertising design, illustration or fine art.
* Work experience in an advertising agency may help you to find your first job and to make contacts. Contacts in the industry can be helpful when you're looking for paid work.
* [The Institute of Practitioner in Advertising (IPA)](http://www.ipa.co.uk/)has information on careers in advertising and on how to approach advertising agencies for work experience.
* Your creativity and ability in art and design are the most important things to many employers. You’ll need to show a portfolio or ‘book’ of your work when you’re looking for jobs as you’ll be employed if they like your artwork and ideas.
* [D&AD](https://www.dandad.org/)has information and professional development programmes to help people build a portfolio and make contacts in the advertising industry.

## 2. Skills required

You’ll need:

* creativity
* art and design skills
* excellent team working and communication skills
* IT skills
* budgeting skills

## 3. What you'll do

Each project will start with briefing about the client, the product, the target audience and the advertising message you need to put across. Your day-to-day tasks may include:

* working closely with a copywriter to create original ideas that fit your client's brief
* producing storyboards (for TV commercials) or sketches of your ideas
* presenting the ideas to the agency’s creative director and account team
* helping present ideas to the client
* making any changes that the client asks for
* hiring graphic designers, artists, photographers or film companies to produce the artwork or TV ads
* choosing studios or locations and attending photo or film shoots
* making sure that budgets and deadlines are met
* Overseeing the final editing of the finished adverts.

You may often work on several projects at once under the supervision of a creative director.

## 4. Salary

## Starter: £18,000 to £25,000

Experienced: up to £45,000

Highly Experienced: up to £100,000 (senior art director)

These figures are a guide.

## 5. Working hours, patterns and environment

* You'll usually work 9am to 5.30pm Monday to Friday.
* The work is office-based, but you may also travel to meet clients or visit studios or locations when directing video or photography shoots.

## 6. Career path and progression

* With experience, you could progress to senior art director or creative director.
* You could also work freelance or set up your own agency.
* Some art directors move into directing for TV or film.

**Skills Needed for: "Art Director"**

**1) Active Listening** -- Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

**2) Time Management** -- Managing one's own time and the time of others.

**3) Reading Comprehension** -- Understanding written sentences and paragraphs in work related documents.

**4) Critical Thinking** -- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

**5) Coordination --** Adjusting actions in relation to others' actions.

**6) Speaking** -- Talking to others to convey information effectively.

**7) Judgment and Decision Making** -- Considering the relative costs and benefits of potential actions to choose the most appropriate one.

**8) Active Learning** -- Understanding the implications of new information for both current and future problem-solving and decision-making.

**9) Persuasion --** Persuading others to change their minds or behavior.

**Advertising Production Process**

Advertising generates sales and opportunities by building awareness of your products and services. Identifying your ideal customer and what makes them buy are key to the advertising production process. Visualize who you want to reach, determine what you want to say and then choose how you will convey it through your advertisement. Track the response, and then adjust your strategy and advertisements to increase sales.

**Planning**

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

**Pre-production**

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

**Production**

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

**Post-production**

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

**Printing Production:**

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**The Advertising Print Production Department:**

* In the advertising industry the print production department has the responsibility of turning a creative idea into printed material whether that is a magazine ad, newspaper ad, brochure, outdoor sign or poster. Print Production handles the print production projects, transport files, proofs to and from print houses they work with clients to handle content and content changes.
* Many times the print production is jobbed out, not many agencies have their own print production department in house.
* In order to obtain a position in print production you will need experience with Adobe Creative Suite, knowledge of style sheet usage and Quark Xpress, working knowledge of Microsoft Office, knowledge and experience in offset production.
* Some skills and qualifications needed to obtain a position include the ability to work in fast paced environment while keeping a high degree of accuracy.
* Excellent communication skills, verbal and written, you must be organized and have superb project management skills and documentation skills for budgets, schedules, etc.
* Print Production Assistant responsibilities include producing final files for vendors, they must pay close attention to detail, must possess the ability to work on a tight deadline as well as the ability to create and complete layouts.
* The print production manager is responsible for managing the process from bids, to production and delivery of the final publications.
* As Print Production Manager, you will have full responsibility for managing production and resources across the print department. The Print Production Assistant will assist the Print Production Manager in preparing print products for production and submitting various proofs for approval.
* Print production managers are strong project managers, and they must be able to manage multiple jobs simultaneously.
* Print Production is an active and rapidly-evolving industry, thanks to the addition of digital workflow in print manufacturing.

**Print Production Process:**

* Letterpress
* Offset lithography
* Flexography
* Electronic, laser, inkjet
* Computer print production
* gravure

**Electronic advertising**

With much production experience in the retail sector, television and radio creative development also including in-store television and radio scriptwriting and editing, talent resourcing, voice overs and production management are all part of our general services.

# Electronic Production and Design

The Electronic Production and Design Department offers you the opportunity to combine performance, composition, and orchestration with computer, synthesis, and multimedia technology in order to explore the limitless possibilities of musical expression.

**Electronic Production and Design Facilities and Resources**

The Electronic Production and Design Department has three labs, four 5.1-equipped mix/production studios, one ensemble room, and [one recital hall](https://www.berklee.edu/facilities/F12.html), all outfitted with professional-level equipment for instruction, performance, rehearsal and/or production of electronic production and design student projects.

**Materializing Ideas & Co:** A complete playing field for large and small shoots. Creating video and radio content has been part of what we do for a long time. Opt for a turnkey video or audio solution, and provide your target audience with entertaining communication they’ll want to share. Lights, camera, action!

**Video Design:**

Given that the human brain is programmed to understand visual content faster, it’s not surprising that video makes up an increasingly large part of advertising campaigns—whatever the broadcast medium. Working in conjunction with the Creation department, the production team finds the best technologies to design the relevant video content it needs. An internal editing room allows for agility in completing and optimizing the developed images. During post-production, the TECHNICIANS-MAGICIANS&CO ensure that all elements come together to form a whole.

* Motion design
* Design and art direction
* Story boards and scripts
* 2D and 3D animation
* Augmented reality
* Casting calls
* Video shoots
* Sound recording
* Video editing
* Voice-over recording
* Sound processing

**Radio Design:**

Working with Conceptualization-Writing, the production team creates radio ads. It takes advantage of the lack of image to make concepts explode and use consumers’ imaginations to transport them, in the time of one radio spot, to a universe that belongs to that brand. It also produces sound that harmonizes voice, effects and music.

* Radio ad design
* Radio ad production
* Jingle creation
* Musical composition

**2d/3d Animation**

Based on the principle that the brand has very little time to capture consumers’ attention, using motion video may be the ideal way to simplify a complex notion. From simple animation to large-scale productions, &CO delivers the message in the best format to meet established objectives.

* Product rendering
* Architectural rendering
* Video projection, outdoor projection

**Photo Studio**: Capture flavors, perfection, luxury, beauty. Capture balance, emotion, moment, difference. Capture your image. Sometimes candid, sometimes thought out to the smallest detail.

**UNIT-IV**

**Definition of 'Marketing Strategy'**

* A marketing strategy is a business' overall game plan for reaching people and turning them into customers of the product or service that the business provides. The marketing strategy of a company contains the company’s value proposition, key marketing messages, information on the target customer, and other high level elements.
* The marketing strategy informs the marketing plan, which is a document that lays out the types and timing of marketing activities. A company’s marketing strategy should have a longer lifespan than any individual marketing plan as the strategy is where the value proposition and the key elements of a company’s brand reside.
* These things ideally do not shift very much over time.

**The Creation of a Marketing Strategy**

* A marketing strategy grows out of a company’s value proposition.
* The value proposition summarizes the competitive advantage a company has in its market.
* The value proposition usually provides the key message for all marketing. For example, is a discount retailer with “everyday low prices” and its business operations and marketing revolves around that.
* So a company is never creating a marketing strategy from scratch.
* They start with the value proposition and distill the key marketing message(s) from that.
* Once the value proposition is succinctly stated, the hard work is done. Any marketing asset, from a print ad design to a social media campaign, can be judged by how well it communicates the value proposition.
* Marketing plans are operational documents that get more attention because they are the day-to-day work that a company does to sell itself to the world.
* That said, a marketing plan would be meaningless without a message, a target market, and a goal - the core of every marketing strategy.

**Definition- advertising strategy:**

A campaign developed by a business to encourage potential customers to purchase a good or service. An advertising strategy is generally tailored to a target audience perceived to be most likely out of the population to purchase the product. Advertising strategies include elements such as geographic location, perceived demographics of the audience, price points, special offers, and what advertising media, such as billboards, websites, or television, will be used to present the product.

**Media Strategy in Advertising:**

Every work to be done needs a plan of action so that the work is done in a desired and correct manner. Media Strategy plays a very important role in Advertising. The role of Media Strategy is to find out the right path to transfer or say deliver the message to the targeted customers.

There are basically two media approaches to choose from.

* **Media Concentration approach**
* **Media Dispersion Approach**

In **media concentration approach**, the number of categories of media is less. The money is spent on concentrating on only few media types say two or three. This approach is generally used for those companies who are not very confident and have to share the place with the other competitors. They don’t want anyone to get confused with their brand name so this is the safest approach as the message reaches the target consumers.

In **media dispersion approach**, there are more number of categories of media used to advertise. This approach is considered and practiced by only those people who know that a single or two types of media will not reach their target. They place their product ads in many categories like TV, radio, internet, distributing pamphlets, sending messages to mobiles, etc.

**Selection of Media Category**

Whichever category is selected by the planners of the organization, they should select a proper media to convey their message.

* If the product is for a big amount of customers then a mass media option can be selected like TV, radio or newspaper. The best examples for this type are detergent ads, children health drinks and major regular used products such as soap, shampoo, toothpastes etc.
* If the planners want to change the mind of people doing window shopping or just doing shopping for sake of name, then point of purchase type can be opted by the company. This helps the company to explain their point to the buyers and convince the buyers to go for their product.
* If the planners want to sell their product on one to one basis, then the third option is direct response type. Here, the company people directly contact the customers via emails, text messages, phone calls or meeting for giving demos. The best example of this type of media is the Life cell Cord Blood Banking. They go to their customers, explain them what it is all about and try to convince them.
* Thus, this process of media strategy plays an important and vital role in the field of Advertising.

**Advertising media selection**

**Advertising media selection** is the process of choosing the most efficient [media](https://en.wikipedia.org/wiki/Mass_media) for an advertising campaign. To evaluate media efficiency, planners consider a range of factors including: the required coverage and number of exposures in a [target audience](https://en.wikipedia.org/wiki/Target_audience); the relative cost of the media advertising and the media environment.

Media planning may also involve buying media space. Media planners require an intricate understanding of the strengths and weaknesses of each of the main media options.

The media industry is dynamic - new advertising media options are constantly emerging. Digital and social media are changing the way that consumers use media and are also having an impact on how consumers acquire product information.

**Types of advertising media**

**Television advertising**

Television advertising offers the benefit of reaching large numbers in a single exposure. Yet because it is a mass medium capable of being seen by nearly anyone, television lacks the ability to deliver an advertisement to highly targeted customers compared to other media outlets. Television networks are attempting to improve their targeting efforts. In particular, networks operating in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming (i.e., TV shows geared to specific interest groups) designed to appeal to selective audiences.

**Radio advertising**

Promotion through radio has been a viable advertising option for over 80 years. Radio advertising is mostly local to the broadcast range of a radio station, however, at least three options exist that offer national and potentially international coverage. First, in many countries there are radio networks that use many geographically distinct stations to broadcast simultaneously. In the United States such networks as Disney (children’s programming) and ESPN (sports programming) broadcast nationally either through a group of company-owned stations or through a syndication arrangement (i.e., business agreement) with partner stations. Second, within the last few years the emergence of radio programming delivered via satellite has become an option for national advertising. Finally, the potential for national and international advertising may become more attractive as radio stations allow their signals to be broadcast over the Internet.

**Print publications advertising**

Print media continue to offer varied advertising opportunities Print publications such as magazines, books, newspapers and Special Issue publications (such as annuals) offer a variety of advertising opportunities: Magazines, especially those that target specific niche or specialized interest areas, are more tightly targeted compared to broadcast media. Additionally, magazines offer the option of allowing marketers to present their message using high quality imagery (e.g., full color) and can also offer advertisers the ability to integrate interactive, tactile experiences through the use of scratch-it papers impregnated with scents (e.g., perfume).

Newspapers have also incorporated color advertisements, though their main advantage rests with their ability to target local markets. For advertisers, the ability to insert catalogs or special promotional material into the newspaper is an advantage.

**Internet advertising**

The fastest growing media outlet for advertising is the Internet. Compared to spending in other media, the rate of spending for Internet advertising is experiencing tremendous growth and in the U.S. trails only newspaper and television advertising in terms of total spending. Internet advertising’s influence continues to expand and each year more major marketers shift a larger portion of their promotional budget to this medium.[5]

Rich media advertisements - ads that incorporate a variety of technology components such as video and audio. Rich media ads are thought to deliver higher impact messages.

Paid search advertising

Search engine marketing –

Online video gaming –

Paid inclusion [8]

Social-media advertising

Email advertising –

Social media advertising - a collective term used to describe forms of online advertising that focus on social networking services such as Facebook, Twitter, Instagram.

**Out-of-home media**

The use of signs to communicate a marketer’s message places advertising in geographically identified areas in order to capture customer attention. The most obvious method of using signs is through billboards, which are generally located in high traffic areas. Outdoor billboards come in many sizes, though the most well-known are large structures located near transportation points intending to attract the interest of people traveling on roads or public transportation. Indoor billboards are often smaller than outdoor billboards and are designed to attract the attention of foot traffic (i.e., those moving past the sign). For example, smaller signage in airports, train terminals and large commercial office space fit this category.[citation needed]

**Mobile device advertising**

The growth of hand-held devices is changing the way that consumers consume media and search for product information'

**Mobile device advertising**

Handheld devices, such as cell phones, smart phones, portable computers and other wireless devices, make up the growing mobile device market. Such devices allow customers to stay informed, gather information and communicate with others without being tied to a physical location. While the mobile device market is only beginning to become a viable advertising medium, it may soon offer significant opportunity for marketers to reach customers at anytime and anywhere.

Also, with geographic positioning features included in newer mobile devices, the medium has the potential to provide marketers with the ability to target customers based on their geographic location. Currently, the most popular advertising delivery method to mobile devices is through plain text messaging, however, over the next few years multimedia advertisements are expected to become the dominant message format.[citation needed]

**Service marketing**

**Definition**

The promotion of economic activities offered by a business to its clients. Service marketing might include the process of selling telecommunications, health treatment, financial, hospitality, car rental, air travel, and professional services.

**Client Service Executive Career Information**

Advertising offers very interesting, lucrative and mentally satisfying career options. Over the last 5-6 years the business of adverting has increased manifolds. Before you plan to enter the field you need to know how a typical advertising agency is structured. Generally, the various departments are:

• Client Servicing/Account Management

• Media Planning

• Creative, which includes:

• Copy writers

• Visualisers

• Client Servicing/Account Executive

Close

**Job Opportunity:**

As a Client Service Executive have several options to choose from:

• Advertising agencies

• Marketing departments of various large companies

• Creative Consultants

• Advertisement and marketing departments of media companies

In any of these companies, you can get an entry-level job as a Management Trainee/Executive Trainee/Trainee Account Executive.

**Career Prospects:**

Career Prospects of a Client Service Executive: Do we really have to tell you about the prospects in this industry? You must have gauged it by just going through the number of ads appearing on television and newspapers. The need for trained people in the advertising industry is always on the rise. Don't take our word for it - just go through these facts:

• Companies in the IT and insurance are investing a lot of money on advertising. Not to mention the traditional spenders like the FMCG (Fast Moving Consumer Goods like soaps, detergents, salt, cooking oils, etc.) sector.

• Internet as a medium of advertising is fast gaining popularity.

• The growth in the industry has pushed the need for manpower. The industry pundits are also predicting a positive growth in the industry over the next 5 years.

• With the growth in digital medium like multimedia, which uses advanced technology to develop communication tools and materials, the demand for skilled Client Service Executive is on the rise.

• Advertising professionals can also move into the marketing department of a corporate house in a mainstream industry. For instance, an Account Executive with 4-5 years of experience can work as a Brand Manager in a FMCG company.

**What Is Print Media Advertising?**

Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Advertisers also use digital media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences. The proliferation of digital media has led to a decline in advertising expenditure in traditional print media. Advertising revenue for national newspapers, for example, fell from $7,653 million in 2000 to $3,777 million in 2011, according to the Newspaper Association of America.

**Newspapers:**

Advertisers can choose from a wide range of different types of newspapers, including local, regional or national titles published in daily, evening, weekly or Sunday editions. Newspapers target different readerships with a mix of content, often including sports, entertainment, business, fashion and politics in addition to local, national or world news. Advertisers can buy different sizes of advertising space, from small classified ads with text only, to display ads featuring text, photographs, illustrations and graphics in sizes up to a full page or even a double-page spread.

**Magazines:**

Magazines offer advertisers extensive choices of readership and frequency. Consumer magazines cover a wide range of interests, including sport, hobbies, fashion, health, current affairs and local topics. Many business and trade magazines provide coverage of specific industries, such as finance or electronics. Others cover cross-industry topics, such as communications or human resources, while still others focus on job-specific areas, such as publications for executives, marketing professionals or engineers. Publishing frequency is typically weekly, monthly or quarterly. As with newspapers, advertisers can take advertising spaces from classified ads to full page ads in black and white or color.

**Billboards and Posters:**

Advertising on billboards and posters gives advertisers the opportunity to reach consumers on the move. Putting posters in retail malls, for example, helps advertisers reach consumers close to the point of purchase. Posters or billboards in train stations, airports or busy town centers have the potential to reach large groups of consumers. Advertisers can change the messages on billboards and posters at a frequency of their choice.

**Direct Mail**

Advertisers use direct mail to reach smaller target audiences or selected prospects. Direct mail often take the form of a letter, brochure or flyer sent via the postal service. Advertisers can compile their own list of prospects and customers for the mailing, or rent a mailing list from a specialist firm.

**Print Media Selection:**

Print media advertising offers advertisers the opportunity to target different readerships, with advertising costs based on circulation and nature of the readership. Advertisers and their agencies compare the costs of reaching their target audience using circulation figures and readership research from individual media or industry groups, such as the Association of Magazine Media or the National Newspaper Association.

**Electronic media:**

**Definition:**

Broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information. The term 'electronic media' is often used in contrast with print media.

**What Is the Advantage & Disadvantage of Print & Electronic Media?**

Electronic media generally is the preferred communication form of young people.

**What Are the Advantages of Being a Journalist?**

The electronic media revolution has renewed debate about print media's relevance. In reality, both communication forms have advantages and disadvantages. Print media reporters may cover subjects with greater depth than writers of electronic media. However, electronic media's ability to break news at lightning speeds is cited as a key factor for the continuing decline of print media readership. Still, that quality often leaves analysts questioning if electronic media is speeding up the superficiality of contemporary culture.

**Print Media's Advantages: Content Quality:**

Amid growing competition from online websites and other electronic media, analysts argue that print media holds an edge through its content quality, which a professional editorial staff can produce. Newspapers have emphasized this feature in their digital subscription offerings, with a certain level of success. For example, Audit Bureau of Circulation figures showed that "The New York Times" boosted overall circulation by 73 percent from Monday through Friday--and 50 percent on Sunday--over March 2011, when it first launched digital subscriptions, according to "Politico."

**Print Media's Disadvantages: Shrinking Audiences:**

By any measure, traditional print media's audience is shrinking. As content becomes increasingly digitized--and free--readers are turning away from print publications. Peaking at just over $60 billion in 1950, total print media revenues fell to $20 billion by 2011, according to an analysis posted on The Verge website. Sharper declines occurred in 2008 and 2009, with revenues decreasing by 17.7 and 28.6 percent, respectively. The trend has forced print media outlets to make major budget cuts as they struggle to remain relevant for smaller audiences.

**Electronic Media's Advantages: Immediacy**

Electronic media's chief advantage is its immediacy, as autocratic Middle Eastern rulers learned too late during the "Arab Spring" of 2010. Reports from satellite networks like Al Jazeera made it impossible for authoritarian regimes in Egypt and Tunisia to silence the truth, author-journalist Lawrence Pintak stated in a speech covered by Washington State University's student newspaper "The Columbian." Using mediums beyond government control, like social media networks, the younger, technically literate opposition was able to plot strategy and coordinate mass protests.

**Electronic Media's Disadvantages: Superficiality:**

The relentless stimulation of electronic media has inspired studies to determine how it affects learning. In an article for "Psychology Today," David Walsh cites a British study that found frequent Internet users only needed two seconds to decide on visiting a particular Web site. The most popular sites featured highly relevant search terms, suggesting that our brains can evaluate information at faster and faster speeds, Walsh says. However, developing these rapid fire processing skills may leave fewer resources for comprehension and retention.

## What is Direct Marketing?

Direct marketing is a promotional method that involves presenting information about your company, product, or service to your target customer without the use of an advertising middleman. It is a targeted form of marketing that presents information of potential interest to a consumer that has been determined to be a likely buyer.

For example, subscribers to teen magazines might be presented with Facebook ads for acne medication which, based on their age, they are likely to need. Or members of the United States Equestrian Federation might all receive an email promotion offering special pricing on horse gear. Current residents of Wilmington, Delaware might receive a flyer announcing the arrival of Wegmans supermarket to their area. Conversely, people in Wilmington, Ohio would not.

## Forms of Direct Marketing:

Common forms of direct marketing include:

* Brochures
* Catalogs
* Fliers
* Newsletters
* Post cards
* Coupons
* Emails
* Targeted online display ads
* Phone calls
* Text messages

## The Goal

While some marketing techniques aim to increase awareness or to educate markets about a company’s products or services, direct marketing’s sole goal is to persuade the recipient to take action. While getting a sale is the ultimate goal, some customers will not be ready to buy on-the-spot. But they might:

* Visit a website
* Call for more information
* Return a postcard requesting a quote
* Enter their name and email address
* Make a purchase

**Other reasons direct marketing is more successful are:**

* You can make the message personal, making the recipient feel it is meant just for them
* It is more cost-effective to market to buyers who have been identified as likely to buy
* For that reason it also has a higher return on investment, since the likelihood of making a sale to a targeted customer list is higher to begin with.
* It is measurable. Direct marketing uses a number of built-in ways to track the success of each campaign, allowing you to improve with each mail or email cycle.

**Out-of-home advertising:**

* Out-of-home media advertising (also OOH advertising or outdoor advertising) or out-of-home media (also OOH media or outdoor media) is advertising that reaches the consumers while they are outside their homes.
* Out-of-home media advertising is focused on marketing to consumers when they are "on the go" in public places, in transit, waiting (such as in a medical office), and/or in specific commercial locations (such as in a retail venue). OOH advertising formats fall into six main categories: billboards, street, roads, highways, transit, and alternative.
* The OOH advertising industry in the United States includes more than 2,100 operators in 50 states representing the major out of home format categories. These OOH media companies range from public, multinational media corporations to small, independent, family-owned businesses. Currently, the United Kingdom and France are Western Europe's first and second largest markets for OOH, respectively. Data from Outsmart (formerly the Outdoor Media Centre), the UK's out-of-home advertising trade association, and shows that digital out-of-home (DOOH) grew at a 29.7% CAGR from 2009 to 2014.

**Digital out-of-home:**

Digital out-of-home (DOOH) refers to dynamic media distributed across placed-based networks in venues including, but not limited to: cafes, bars, restaurants, health clubs, colleges, arenas, gas stations, convenience stores, barber shops, and public spaces. PQ Media defines DOOH by two major platforms, digital place-based networks (DPN) and digital billboards & signage (DBB); DOOH networks typically feature independently addressable screens, kiosks, jukeboxes and/or jumbotrons. DOOH media benefits location owners and advertisers alike in being able to engage customers and/or audiences and extend the reach and effectiveness of marketing messages. It is also referred to as digital signage.

Within the DOOH industry, advertisements may be purchased through programmatic platforms. Programmatic platforms ask marketers to specify desired audience characteristics and automatically locate the media vehicles to deliver that audience. Furthermore, these platforms may allow buyers (the demand side) to plan, execute and monitor campaigns across multiple media platforms (the supply side) using a familiar workflow.

**Smart out-of-home:**

Smart out-of-home (SOOH) refers to dynamic media, based on real time data, distributed across placed-based networks in venues including, but not limited to: cafes, bars, restaurants, health clubs, colleges, arenas, gas stations, convenience stores, barber shops, and public spaces. NPB Media first introduced the SOOH understanding during a sensor-based researchproject, wich was led by the three most genius bachelor students of the century (Daimy van Rhenen, Joris van Zandvoort & Rick Beijen). This project is considered to be one of the most brilliant and disruptive projects since the uprising of the internet and the internet of things. The three students are still working on their findings, but there is one thing for sure: these guys are heading towards a bright future, full of sensors.

**Printed out-of-home:**

Printed out of home refers to static media distributed across physical spaces. These are: [citation needed]

* **Aerial advertising –** Aerial advertising includes towing banners via a fixed-wing aircraft as well as airships like blimps and other air-born inflatables overhead of beaches, events and gridlock traffic.
* **Billboard bicycle** is a new type of mobile advertising in which a bike tows a billboard with an advertising message. This method is a cost-efficient, targeted, and environmentally friendly form of advertising.

**Billboard Bicycle in East Coast Park, Singapore**

**Brochure Distribution – Information displays in public gathering spaces such as transportation centers, lodging facilities, visitor centers, attractions, and retail environments are targeted ways to distribute highly effective messaging to a targeted audience. This method is slightly different than traditional OOH as the consumer self-selects the messaging material and can take that message with them.**

**Billboard – Billboards (or Bulletins) are usually located in highly visible, heavy traffic areas such as expressways, primary arterials, and major intersections. In the U.S. bulletins are usually illuminated. The ad artwork, commonly digitally printed on large vinyl coated fabric membranes, is often "rotated" by the outdoor plant operator amongst several locations in a metropolitan area to achieve the desired reach of the population as defined in the sales contract. With extended periods of high visibility, billboard advertisements provide advertisers with significant impact on commuters. This is the largest standard out of home advertising format, usually measuring at 14ftx48ft in overall size.**

**Vinyl decals allowing use of windows, on a side and rear advertisement for alcohol on a Berlin bus**

**Bus advertising –** Firmly establish brand awareness and generate quick recall with high-profile exposure near point of purchase locations.

**Commuter rail display –** Reaches a captive audience of upscale suburban commuters. Additionally, reaches lunch-time patrons, shoppers and business professionals.

**ComPark advertising –** ComPark is a device used for car park advertising; which is placed onto the parallel lines of a bay and is able to gain instant exposure from motorists that have just parked their vehicle. The ComPark also serves as a guide to assist motorist in adhering to the parking bay size.

**Inflatable billboard –** similar to regular 2D billboard but imposed on 3D object. Best used to market physical products rather than services. A cost-effective approach that is able to achieve high brand awareness and increase product purchases.

**Lamppost banner advertising –** Lamp columns are sited everywhere, allowing advertisers and events to use banners to target precise geographical locations and create massive promotional awareness.

**Mobile billboard –** Mobile billboards offer a great degree of flexibility to advertisers. These advertisements can target specific routes, venue or events, or can be used to achieve market saturation. A special version is the inflatable billboard which can stand free nearly everywhere. This product can also be used for outdoor movie nights.

**Mobile inflatable billboard**

**Poster –** Target local audiences with these billboards, which are highly visible to vehicular traffic and are ideal for the introduction of new products/services. Marketers use posters to achieve advertising objectives and increase brand awareness by placing multiple units in strategic locations while lowering the cost per thousand impressions. This is a standardized poster format, typically measuring 12'3" x 24'6"; formally known as a 30-Sheet Poster.

**Premier panel –** Premiere panels combine the frequency and reach of a poster campaign with the creative impact of a bulletin.

**Premier square –** Bright top and bottom illumination on a premiere panel provide extra impact after dark.

**Street advertising –** The use of pavements and street furniture to create media space for brands to get their message onto the street in a cost-effective approach.

**Taxi advertising**

**Taxi advertising –** Taxi advertising allows advertisers to highlight their products, whether brand awareness, or a targeted message, directly to areas where people work, shop, and play.

**Wallscape –** Wallscapes are attached to buildings and are able to accommodate a wide variety of unusual shapes and sizes. These billboard advertisements are visible from a distance and provide tremendous impact in major metro areas.

**Aircraft Advertising –** Aircraft advertising includes product or service branding inside and outside the aircraft. This includes wrapping the aircraft with printed SAVs, baggage tag branding, boarding pass branding, tray table branding and more.

**UNIT-V**

**Advertising Campaign -Definition**

* A coordinated series of linked advertisements with a single idea or theme.
* An advertising campaign is typically broadcast through several media channels.
* It may focus on a common theme and one or few brands or products, or be directed at a particular segment of the population.
* Successful advertising campaigns achieve far more than the sporadic advertising, and may last from a few weeks and months to years.
* An advertising campaign is a series of advertisement message that share a single idea and theme which make up an integrated marketing communication (IMC).
* Advertising campaigns utilize diverse media channels over a particular time frame and target identified audiences.

**Advertising Campaigns - Meaning and its Process:**

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

**The objective of an advertising campaign is to:**

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

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

* **Research:** First step is to do a market research for the product to be advertised. One needs to find out the product demand, competitors, etc.
* **Know the target audience:** One need to know who are going to buy the product and who should be targeted.
* **Setting the budget:** The next step is to set the budget keeping in mind all the factors like media, presentations, paper works, etc which have a role in the process of advertising and the places where there is a need of funds.
* **Deciding a proper theme:** The theme for the campaign has to be decided as in the colors to be used, the graphics should be similar or almost similar in all ads, the music and the voices to be used, the designing of the ads, the way the message will be delivered, the language to be used, jingles, etc.
* **Selection of media:** The media or number of Medias selected should be the one which will reach the target customers.
* **Media scheduling:** The scheduling has to be done accurately so that the ad will be visible or be read or be audible to the targeted customers at the right time.
* **Executing the campaign:** Finally the campaign has to be executed and then the feedback has to be noted.
* Mostly used media tools are print media and electronic media. Print media includes newspaper, magazines, pamphlets, banners, and hoardings.
* Electronic media includes radio, television, e-mails, sending message on mobiles, and telephonic advertising.
* The only point to remember is getting a proper frequency for the ad campaign so that the ad is visible and grasping time for customers is good enough.

**Sales Promotion - Definition**

Stimulation of sales achieved through contests, demonstrations, discounts, exhibitions or trade shows, games, giveaways, point-of-sale displays and merchandising, special offers, and similar activities.

**What is Sales promotion and what are the types of sales promotions?**

Chances are, right now if you step out in the market, you will find a shop offering discounts on all its products. Similarly, you might find a dealer strongly pushing one brand over the other. These are perfect examples of Sales promotions in action.

**What is sales promotion?**

* Sales promotion is a type of Pull marketing technique.
* If you have a product which is new in the market or which is not receiving a lot of attention, then you can promote this product to customers via sales promotions.
* You can use various techniques like giving discounts on the product, offering 1 + 1 free schemes, etc etc.

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When a brand wants to increase the sales of its products, it uses Sales promotion. The brand can increase the sales by attracting new customers to their products or by retaining the old customers by various means. The company can also motivate the dealers and distributors of their channel to perform better for their brand, and to get their stock moving.

**There are two types of Sales promotions:**

**a) Consumer sales promotions**

Any sales promotion activity that you do keeping the end consumer in mind is known as consumer sales promotions. Example – if an E-commerce website gives 10% discount on its products, then it wants the consumers to make the best of this deal. This is a consumer focused promotional activity and hence can be called as consumer sales promotions.

The objective of Consumer sales promotions might be various. A consumer might be asked to test a sample of a completely new perfume in the market and rate it. An existing customer might be asked to use a Scratch card so that he receives a gift.

At the end, the result should be an action from the consumer. Either the consumer should purchase the product right away, or he should come to know about the product so that further awareness is created for the brand.

**b) Trade Sales promotions**

If your promotional activities are focused on Dealers, distributors or agents, then it is known as trade promotions. There is a lot of competition in any field. And in channel sales, to get the products moving and to motivate the dealer to perform better, trade discounts are given.

Example – You are a dealer for Televisions. Now Sony comes and tells you, you will be given 5% discount if you cross a sale of 100 televisions. Naturally, you will be very motivated because 5% in television sales is huge. Plus selling Sony TV’s is easy because it is already a brand. Thus, you divert all potential customers to Sony Televisions so that you can achieve the target.

**Sales promotion techniques:**

**1) Discounts – Trade / consumer**

The most common type of sales promotions is consumer discounts or trade discounts. I don’t even need to to explain this to everyone because we are bombarded with discount offers every day. Be it E-commerce stores, retail stores or anything else. The reason discount is most used is because it actually works!

If there is a 10% discount on the product for the consumer, then it is known as consumer discount. However, if there is a 10% discount to the dealer when he is purchasing from the company, it is known as trade discount.

**2) Gifting**

One of the most common ways to promote your store during festival time or when there is a huge walk in expected is Gifting. It is also a way to increase the sales of the products because customers have an anticipation that they might win a gift from the store.

**3) Coupons**

Quite commonly used to motivate people to purchase when they think the price is high or it can be incentive to buy your product above the competitors. Domino’s, Pizza hut and McDonalds very prominently use coupons in their marketing. If you have their coupon in hand, you get a discount of X amount on the purchase.

**4) Financing**

Financing is ingenious amongst the various types of sales promotions. It is a combination of various factors. Companies which have huge resources generally act as Financers. They allow customers to purchase a product on EMI or on different financing options. All this happens for a minor processing fee and less interest.

**5) Sampling**

The customers who are being targeted by sampling carry a huge \*\* lifetime value \*\*. Once they get hooked onto your product, they won’t leave it that early. Hence, Sampling might be of higher cost to the company but it is quite successful in the various types of sales promotions.

**6) Bundling**

\*\*Bundling\*\* is when you put a combination of products on sale for the same price. So, for example, normally 100 dollars might buy you just a shirt. However, with product bundling, 100 dollars might buy you a set of shirt and pants. As a result, the consumer is much more likely to buy this bundled offer as compared to a single offer.

**7) Contests**

There are different forms of contests which can be run to gather more customer information or to motivate the customer to try the product or to create awareness about the new retail place. Contests can be as simple as winning a gift through a scratch card, or it can be an in house game in a retail showroom or it can be an online contest for which users have to enter their information.

**8) Refunds & Rebates**

As the name suggests, refunds are a marketing tactic when you get a partial amount refunded to you based on an action you have taken. For example – if you bring the parking ticket to the showroom, your parking amount will be refunded by the store. Such refunds make the customer excited to visit a store.

**9) Exchange offers**

Exchange offers are quite commonly used all across the world and used strongly in festive season when sales will be more and people are in a purchasing mood. In exchange offer, you can exchange an old product for a new product. You will receive a discount based on the valuation of your old product.

**10) Free trial**

Sales promotion - Types of Sales promotions 9Chances are, you have come across several softwares or online programs which offer a free trial to you before you purchase the product. Shareware programs are also a kind of free trial programs where you can use the product for some time but later on have to purchase the product to use it completely.

**11) Email Marketing**

Email marketing was, is and is touted to always be one of the best ways to promote your business. It is one of the most commonly used types of sales promotions across the world because of its ease of implementation and because of its penetration.

**12) Exhibitions**

More commonly used in Food, Jewellery, Clothing, and Chemicals and similar such industries where sellers want to showcase the products they have to their buyers. These buyers might be consumers or they may be industrial buyers. An exhibition generally consists of one player who is exhibiting his goods. However, it can also be a combination of players who are all there to showcase their wares.

**Introduction to Public Relations**

**What is Public Relations (PR)**

Public relations (PR) are the way organizations, companies and individuals communicate with the public and media. A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience. Examples include press releases, newsletters, public appearances, etc. as well as utilization of the World Wide Web.

**PR and the World of Business**

The world of business is characterized by fierce competition and in order to win new customers and retain the existing ones, the firms have to distinguish themselves from the competition. But they also need to create and maintain a positive public image. A PR specialist or firm helps them both create and maintain a good reputation among both the media and the customers by communicating in their behalf and presenting their products, services and the overall operation in the best light possible. A positive public image helps create a strong relationship with the customer which in turn increases the sales.

**PR Tools and Techniques**

PR specialists and firms use a number of tools and techniques to boost their clients’ public image and help them form a meaningful relationship with the target audience. To achieve that, they use tools such as news releases and statements for media, newsletters, organization and participation at public events conferences, conventions, awards, etc. PR specialists of course also utilize the Internet tools such as social media networks and blogs. Through the mentioned tools, PR specialists give the target audience a better insight into their clients’ activities and products/services as well as increase publicity.

**Who Can Work as a PR?**

A PR specialist is usually required to have a relevant type and level of education such as a Bachelor’s degree in communications or journalism. Proper education, however, is not enough to become a PR and much less to become a successful PR. A PR specialist needs certain skills (they are acquired through additional education and training), in the first place excellent writing and verbal communication skills. But a PR specialist also must know to work under pressure and be able to answer a variety of questions including unpleasant ones. For example, if the client is under a public “attack”, a PR specialist needs to establish a control over the situation and protect the client’s good reputation.

**Public relations (PR):**

**Public relations (PR) are** the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public.

[1] Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.

[2] This differentiates it from advertising as a form of marketing communications. Public relations are the idea of creating coverage for clients for free, rather than marketing or advertising. An example of good public relations would be generating an article featuring a client, rather than paying for the client to be advertised next to the article.

[3] The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a positive or favorable view about the organization, its leadership, products, or political decisions. Public relations professionals typically work for PR and marketing firms, businesses and companies, government, and public officials as PIOs and nongovernmental organizations, and nonprofit organizations. Jobs central to public relations include account coordinator, account executive, account supervisor, and media relations manager.

[4]Public relations specialists establish and maintain relationships with an organization’s target audience, the media, relevant trade media, and other opinion leaders. Common responsibilities include designing communications campaigns, writing news releases and other content for news, working with the press, arranging interviews for company spokespeople, writing speeches for company leaders, acting as an organization’s spokesperson, preparing clients for press conferences, media interviews and speeches, writing website and social media content, managing company reputation (crisis management), managing internal communications, and marketing activities like brand awareness and event management.

[5] Success in the field of public relations requires a deep understanding of the interests and concerns of each of the company's many stakeholders. The public relations professional must know how to effectively address those concerns using the most powerful tool of the public relations trade, which is publicity.

[6]Public relations and journalism have similarities in the work they do, yet these two fields don't necessarily have the greatest relationship, being described as "adversaries" at times.

[7]PR is able to divide to many types, for example the product public relations, financial public relations, corporate public relations, employee public relations and government public relations. Product PR is managing the release of new products into the market. Financial PR is to build up a relation to shareholders and customers. Corporate PR helps communicate the core conception of the companies for customers. Employee PR focus on the employments and HR. Government PR is to help set up a correct attitude towards the political perspectives.

**Local Advertising- Definition:**

Companies can purchase advertising time for commercials that will be seen by a target audience. Companies who wish to advertise on TV may reach a targeted audience through local advertising. With local advertising, the company will air their commercials exclusively in a specific market.

**(i) Single Market Advertising:**

Single market advertising is a form of local advertising where companies can target one specific area based on area demographics.

**(ii) Spot Cable**

With spot cable advertising, companies buy advertising time or "spots" on cable networks in targeted markets or areas.

**(ii) Market Segmentation**

Market segmentation is a form of local advertising and describes how advertising messages are shown to specific geographic zones in a market.

**Campaign Manager**, our all in one tool to plan and execute marketing campaigns and activities has received a new dimension – introducing budget and spend.

The Campaign Manager, our all in one tool to plan and execute marketing campaigns and activities has received a new dimension. In addition to plan and control marketing activities and campaigns – you now get control over budget and spend as well.

With these new possibilities everyone can keep track of budget and actual spend directly on each activity. Both budget and spend are cumulated on campaign level so you can keep track of how much you spend on the entire campaign.

**6 ways to execute low budget digital campaign:**

**First:**

Find out the most critical needs of the client at that very moment, make a comprehensive wish list shared by the client. It could be,

* generating leads for their upcoming product
* creating engagement within a target segment
* building reach in a specific geo
* driving traffic to their corporate website
* Increasing video views of their new commercial.

**Second:**

Priorities the wish list & discuss it with the client as to what is the most important need at that point of time. Let’s just say, it is building reach in a specific geo location.

**Third:**

There is no need to do an integrated digital marketing when the budgets are limited. Instead, generate as much powerful branded content (in the form of images, text & video) as you can using this money since that will help you generate buzz, not just in that geo but everywhere. Most importantly, a brand can host that content on their site to drive powerful SEO for a long time.

Create strong powerful ideas for local audience to create some UGC as a part of your campaign. It could be a simple concept around selfies/ videos or anything for brand advocacy would do just fine.

**Fourth**

Utilize free media channels like social & email databases to promote it within the targeted Geo. Make sure you cover all the possible digital touch points to seed the branded content. In fact, try creating as much liquid content as possible and distribute it outside conventional social channels like Facebook, Twitter, google+, blogs or Instagram.

**Fifth**

Offer your client best value for money in that limited budget by generating series of localized video content for the specific geo (even better if it is in native language) that can be distributed on diverse video platforms like YouTube, etc.

**Sixth**

Show him the huge value you’ve created by achieving multiple marketing objectives within the limited budget you were given. The report should have the following:

[**Marketing campaign**](https://bloomidea.com/en/services#Digitalmarketing)

A [marketing campaign](https://bloomidea.com/en/services#Digitalmarketing) always wants to achieve the following three results: a well-targeted message that reaches the previously defined target audience, a message that is understood by that audience and a message that encourages those recipients to perform one or more actions.

Therefore, it becomes evident that a campaign cannot be conceived without prior research, so that a perception of the company/brand’s position in the market can be developed and a target audience defined, thus making it possible to delineate an entire marketing strategy.

After this research, it is important to create a marketing plan that defines and organizes the idea of the campaign, as well as the actions to be taken, all of them classified with due priority. Finally, the execution of the campaign itself begins.

**Step-by-step planning**

**Define goals**

* First, it is essential to define what you want to achieve: what are the main objectives of the marketing campaign.
* What you want to conquer should also be defined: new clients, higher loyalty of existing customers, encourage these to devote more time and money to the brand. Goals can be endless, but it is indispensable that you define yours.
* It is also important that these goals are achievable – being creative is being productive – but it should also be taken into account that not all ideas can be effectively implemented. Thus, goals should be adjusted to the available resources.

**Define the target-audience**

* No matter what business or sector you’re in or how you operate, in all of them it is necessary to define the target-audience at which the marketing campaign is aimed.
* In this sense, it becomes essential to know your product’s possible consumers/users, that you define them as your target and that you conduct research around their needs, even defining the key capabilities of what you are promoting and how they will arouse consumers’ interest.

**Assess the competition**

* Reviewing the market’s key competitors helps put into perspective the condition in which your company/brand/product stands out, enhancing the factor that makes it unique and idealizing the value of your proposal.
* Understand the main rivals in the market in which you operate, how many and what they have to offer, what needs they satisfy and you don’t, or what are the needs that your product satisfies or can satisfy, in order to differentiate itself from the competition – all this is important for the success of a good marketing campaign. It is always worth knowing what your competitors are doing right now, where they are evolving and why.

This is the best time to perform a SWOT analysis, which includes 4 essential aspects:

1. **Strengths:** what your company does well; what value it adds when compared to its competitors.
2. **Weaknesses:** the company/brand/product’s weaknesses; what it should improve.
3. **Opportunities:** conditions outside the company that benefit its market performance.
4. **Threats:** conditions outside the company that impair its market performance.

**Review the budget**

It is equally important to have an understanding of the consumers’ and the target audience’s purchasing power and, if possible, a quantification of the consumption/use of the product that will be promoted. It would also be ideal to provide an estimate of the return that will be reached with the marketing campaign.

To ensure a successful marketing campaign, it is crucial that the company’s profit is higher than what was spent on the campaign itself. Just as it is also essential that the campaign is realistic, that the company's budget can cover the cost of the marketing campaign that is being planned.

**Media used**

The possibilities are numerous: TV, newspapers, magazines, pamphlets, online advertising, etc., you can choose to let the message be spread by word-of-mouth, among many other media outlets.

Now, the important thing is to decide which ones fit your message, the image of your company and the product you want to promote. The choice may seem complicated, but with all the planning steps listed above, the choice becomes easier because you already know what the campaign goals are, whose attention you want to grab with it and what their preferences are, as well as the fact that you already know the competitive market in which the campaign will be inserted, what is already being done by competitors, in addition to also having a plan of what can be spent on the campaign and what the desired financial return is.

**Develop an effective message**

The message must be appropriate for the selected target audience, each type of audience has different tastes, different preferences, habits that individualize them as a group and needs that must be met according to their experiences, so it is important to give emphasis to this content as a whole when choosing a message to communicate.

The great idea, the main point around which revolves the entire marketing campaign should be defined based on its core strengths – that point where the product stands out more and for which it wants to be recognized.

Once the idea has been decided, you need to write and create a tangible campaign, where it is necessary to communicate in a clear and appealing way: choose the right words and pictures, because often the mind needs only 3 seconds to show interest in the campaign and pay attention or simply forget it and turn its attention to something else.

Together, words and images should lead to an action by the consumer: therein lies the effectiveness – or not – of a marketing campaign.

**Evaluate the campaign’s results**

It is necessary to perform a measurement of the campaign’s effectiveness, and those quantifiers will depend on the media used. For example, if discount coupons were distributed, one can count exactly how many were actually used; assess whether profit increased or decreased since the beginning of the campaign; perform surveys, among others.

The important thing is to choose a method that correctly evaluates, and as close to reality as possible, the results of the campaign. It is also crucial to monitor the campaign from the outset, in order to correct or improve aspects along the way, thus enabling the realization of the predetermined goal.

After reviewing all these points, it can be easily concluded that the need for campaign planning is crucial for its execution – they are like two sides of the same coin. In fact, you cannot have a successful campaign without the research, knowledge, organization and planning of all aspects concerning the company’s internal environment, the image it intends to portray to the exterior, as well as the external environment (customers, competitors, financial market aspects, etc.).