

# Unit 4

## Approaches towards advertising objectives

### 1.DAGMAR Approach:

DAGMAR Approach is a contribution by Russell H Colley in 1961 for setting advertising objectives and measuring the results for an advertising movement.

☐ The full form of DAGMAR is “Defined Advertising Goals for Measured Advertising Results”.

According to Russell H Colley following are the features of Good advertising objectives.

- Advertising Objectives must be explained in in specific and measurable communication activities.
- It must clearly indicate a target audience.
- \*It must set a standard and set the desired change against which results can be measured.
- It must set a time period for achieving the objectives.

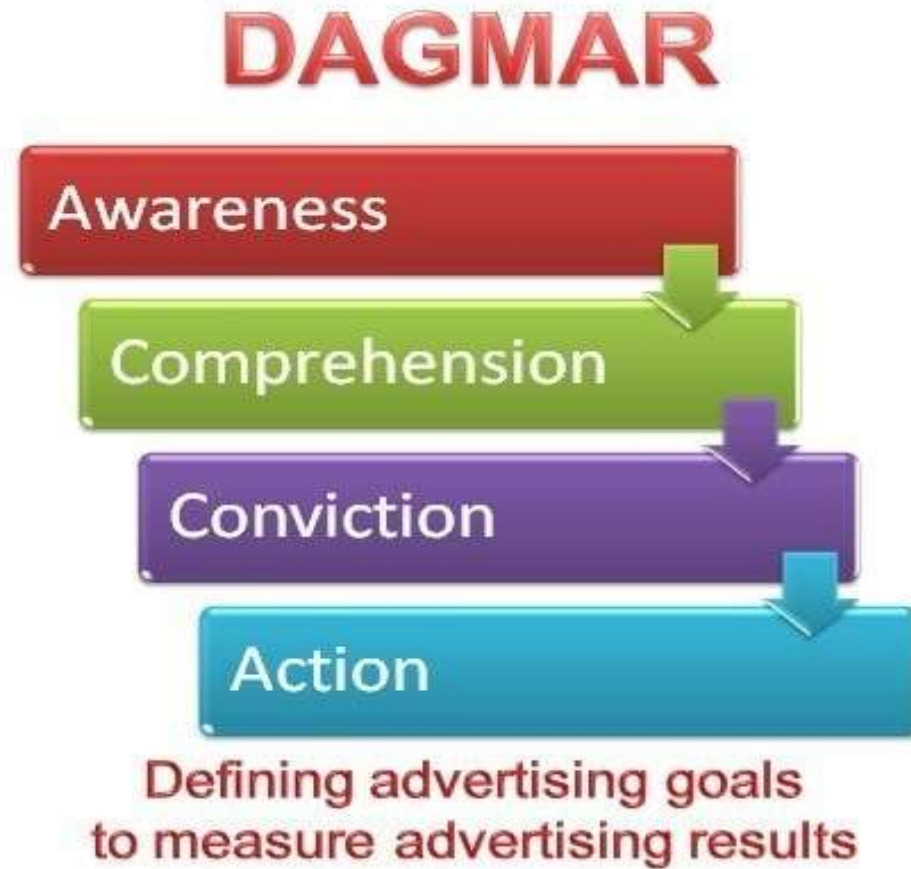
# DAGMAR Approach

- In the DAGMAR approach, the ultimate goal of an advertising campaign is not merely seen as promoting sales, but more pivoted towards facilitating the movement of the consumer through four main stages: Awareness, Comprehension, Conviction, and Action, collectively known as the ACCA hierarchy.

# DAGMAR Approach

- **Awareness:** The initial stage, where the goal is to generate awareness among the targeted audience about the existence of a product or brand.
- **Comprehension:** The second stage, where the consumer comprehends or understands what the product/brand is, what it does, and how it addresses their needs.
- **Conviction:** This fosters a mental decision-making move in the consumer, cultivating a preference or conviction towards the product/brand.
- **Action:** The final stage, where the conviction leads to the actual purchase or action of buying the product/service.

# DAGMAR approach



# DAGMAR approach

Example: Nike's renowned "Just Do It" campaign is a good example of the DAGMAR model.

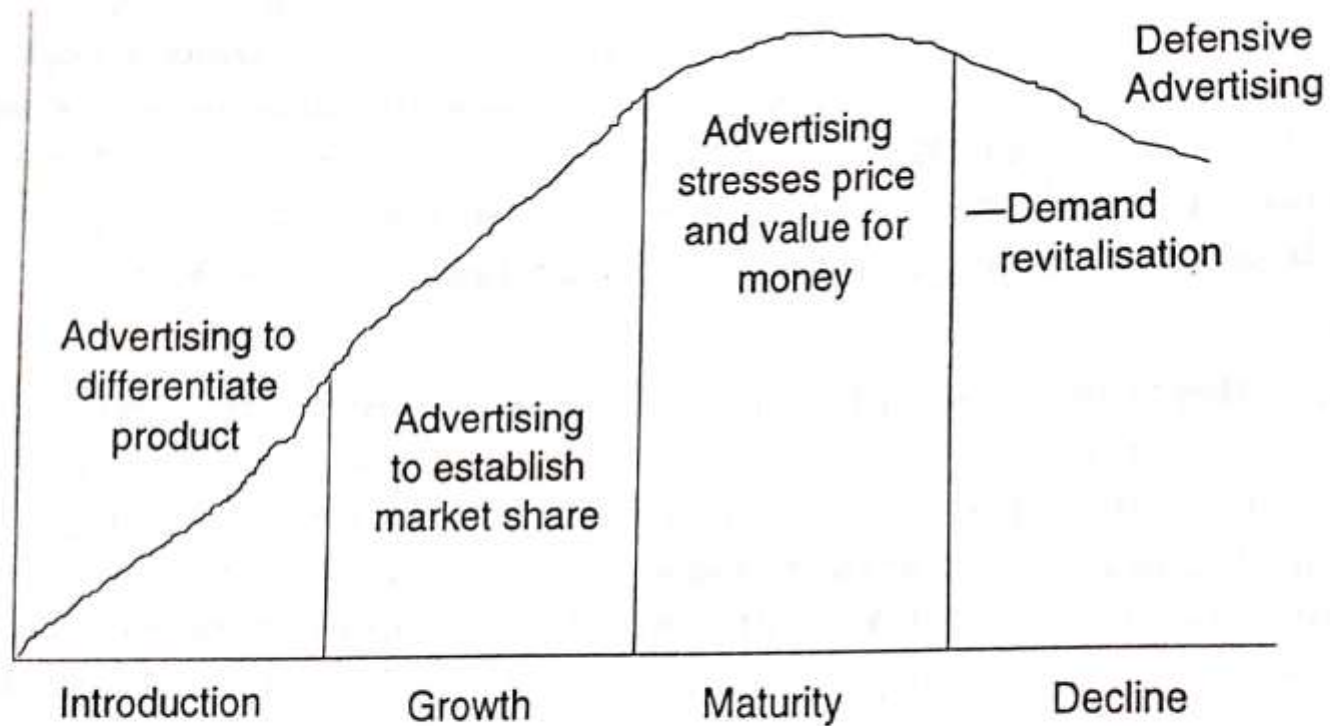
First, it creates awareness about the Nike brand and its products.

The powerful and inspirational message of "Just Do It" serves the purpose of comprehension, enabling consumers to understand what the Nike brand stands for – determination, spirit, and the capacity to overcome challenges.

The conviction aspect is addressed through emotional storytelling, athlete endorsements, and testimonials in Nike's advertisements. These elements work together to build a positive image of the brand and convince consumers of the product's value.

## 2. Product Life cycle approach

product life cycle.



### 3. Primary and selective demand theory

According to this approach, the advertising objective is categorized into three ways. Informative advertising, Persuasive advertising and surrogate advertising.

Informative advertising:

The primary objective of this advertising is to build primary demand. These advertisements usually include facts about a product that highlight its features compared to competitors or demonstrate its value to customers.

Using informative advertisements can have a wide variety of benefits for businesses. They are : **To inform customers of developments, to comply with legal regulations, To build trust, To educate customers, To increase product demand and To enhance brand reputation**

# Primary and selective demand theory

- Example: A tech company (company 1) is launching a new mobile phone soon after a rival company (company 2) has launched their own. The first company's goal is to show how their product is superior over its competitor. To do this, the company's marketing team decides to create an informative advertising campaign that uses facts to compare the two products. Before they make their ad, they collect facts on both products, determine where their product is superior and focus on those elements.

The marketing team creates an advertisement that shows the two phones side by side. As it continues, the ad shows facts about company 2's phone, including its data protection feature, camera resolution, storage and screen size. After every fact, the ad shows the corresponding facts about company 1's phone, showing that it is superior in each category. Finally, it shows the price of company 2's phone and then the lower price of company 1's phone. At the end of the advertisement, a voice says, "Why not get more for less?."



# Persuasive advertising

- Persuasive advertising is a method of advertising that attempts to convince a consumer to purchase a product or service by appealing to their needs and desires.
- Example: **Amul-‘Amul doodh pita hai India’**

Amul, the brand known for its witty and relatable ads, took a health-conscious turn in the 90s with the ‘Doodh Doodh’ jingle. This campaign reminded us that being health-conscious could also be cool.

# Surrogate advertising

- Surrogate advertising is a form of advertising which is used to promote products which are banned or limited from advertising under government regulations, such as cigarettes and alcohol via advertising another product produced by the same company in order to raise brand awareness.
- For example: Advertisement of liquor/alcohol is prohibited in India. So, companies like Royal Stag, Smirnoff sell their brand by advertising music labels (Cassettes/CDs) or promoting their soda, under their brands.

# Role of Media in Advertising

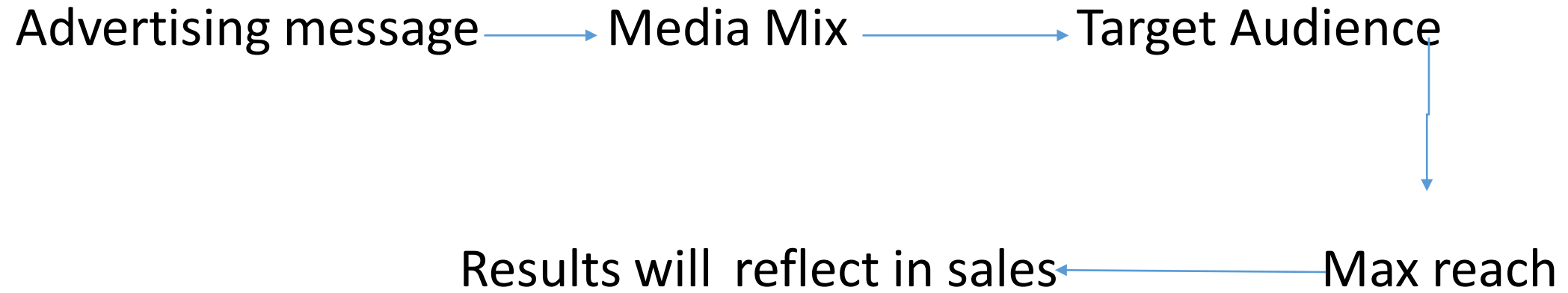
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Example

## ROLE OF MEDIA IN THE ADVERTISING PROCESS



# Role of Media in Advertising



# Media selection decisions

- While selecting the advertising media the following factors should be kept in mind:
- Cost of Advertising
- Nature of product
- Comparison of medium selected with other media
- Popularity of media
- Characteristics of customers
- Competition in the market.

## TYPES OF MEDIA FOR ADVERTISING

| <i>Print Media</i>   | <i>Electronic Media</i> | <i>Outdoor Media</i>             | <i>Direct Mail</i> |
|----------------------|-------------------------|----------------------------------|--------------------|
| — Newspapers         | — TV                    | — Billboards                     | — Price Lists      |
| — Direct Mail        | — Video                 | — Hoardings                      | — Catalogues       |
| — Folders            | — Radio                 | — Balloons                       | — Personal letters |
| — Product Literature | — Voice mail            | — Advertising on transport means | — Circulars        |
| — Journals           | — Cinema                | — Electric Display               |                    |