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ADVERTISING CAMPAIGN MANAGEMENT

Directorate of Distance Education
Guru Jambheshwar University of Science & Technology, HISAR-125001

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CAMPAIGN MANAGEMENT

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1.0   INTRODUCTION

In the economical world of businesses, marketing channels play a huge role in the final showcasing of your business. Every day we see new possibilities for running and publicising our business and for the same we have unlimited marketing strategies and campaigns of various kinds.

There are infinite marketing campaigns taking place throughout the world today, this very second. People tend to become immune to these such practices and hence, they become overwhelming.

The magic lies in the impact and impact is showcased through creating the perfect campaign. Let's learn what it takes to bring your marketing campaigns to the next level.

1.1 CAMPAIGN MANAGEMENT

Campaign management points you to the direction of identifying various strategies that help and support you to develop your business goals, it helps you with the designing, planning, testing and then monitoring a particular campaign. Campaign management also guide you to analyse the results along the way.

Diligent planning, timely enforcement and bank of knowledge and acumen with the audience compiles to form an effective campaign. Campaign management is a troupe task and requires a team of marketers with the required knowledge to make your campaign a success.

Basic requirement for campaign management is the steps of planning and tracking the analysis of the campaign. Execution of all these factor accounts to be the most important step in making a standard marketing initiative.

Campaign management can be planned and executed for the launch of various new products, events or it can also be created for the promotion of an existing business or product. The major idea behind any campaign is to push potential customers towards a topic or an idea. These campaigns help to gain the attention of potential customers and encircle their concentration towards a very specific problem. A campaign needs to convince a client that their problems can only be solved by the use of your product or service. These campaigns can turn out to be overwhelming at times but they are crucial for raising marketing and awareness about the product or service. Digital marketing, today has emerged to be one of the most important aspects to make these campaigns a raging success. Social media, company and brand giveaways, emails suggesting brand promotions, print materials and surveys to enclose reviews and suggestions by the existing clients and expectations of the potential and upcoming clients.

1.1.1 Importance of Marketing Campaign Management

For many companies, over the years, marketing campaigns come out to be the backbone for engaging with existing customers and acquiring potential clients. Marketing campaigns use unique ways to present their brand in front of the market. These campaigns not only provide a name for the product or service, it prospers the brand in many ways:

1. **Increasing sales and profit**

Campaigns attracts more and more customers and clients towards their brand, increasing annual sales and hence, increasing profits. More and more campaigns attract the customers to innovative ideas of the brand.

2. **Introducing a new product**

When a company brings a new product in the market, it aims to make it known. Campaigns help in bring them into limelight, some product campaigns gain interest around the globe, making a tremendous change in the sales of the company, forming a brand.

3. **Increasing product awareness**

When a product reaches a market, we need the market to know. Campaigns take upon themselves to sell the product. Some campaigns go on and on for years, keeping the product known.

4. **Establishing a brand image**

A product can sometimes make the brand known, a product can form or deteriorate

image of a brand over time.

5. **Generating new customers**

Marketing campaigns can gain interest and importance, making people wanting to be a part of them and hence, gaining more and more customers. Some of them grow out of the trend but many tend to stay put with the product.

For example, Lay's brand has been promoting its "Do Us A Flavor" campaign since 2012. They ask their customers to 'pitch' ideas for next potato chip flavour that they would like to have in the flavour palate of Lay's. The creator of the winning chip flavour would win $1 million or 1% of the 2013 net sales of the winning flavour, whichever is greatest. In the initial year of the campaign, the sales of the company increased by 12% and the average of their Facebook page visits a week reached to 22.5 million.

World's largest coffeehouse chain, Starbucks, launched a campaign, 'Converts Wanted', to attract customers who abhorred the richer roast of Starbucks coffee blends. People were encouraged to try samples of the Blonde Roast, employees collected anecdotes from their friends and family, who became

fans of the lighter coffee. This Facebook driven campaign educated customers, attracted potential customers, offered coupons and created a buzz around the brand image.

In short, marketing campaigns are the impeccable way to reach the brand's customer, clients and leads. These game changing campaigns reach customers throughout. Campaigns with touchpoints gather a person's attention better than a single advertisement. Advertisements are found in clutters but marketing campaigns help brands to stand out.

Adding incentives gives you a chance to follow up to the customers. It gives you a chance to explain your brand, your product or your service even more precisely. This is the reason why marketing campaigns become extremely important for B2B sales. It helps you to find new leads and to indulge your existing client, in your service, even more. With the right timing and the right amount of magic, companies form campaigns, giving new heights to their businesses.

1.1.2   Steps to Effective Marketing Campaign Management

Companies run marketing campaigns for their businesses to attract local demographic. The campaigns stay in the market according to their adaptability by the local demographics. Campaigns might stay in the market for years and become a mark for the brand or can be pulled out within a week by the company if it's not successful as thought.

A marketing campaign includes goals for the campaign, a well-framed timeline, and tools that you can use or platforms you can use to facilitate the marketing campaign.

Here are some steps that can help you build an effective marketing campaign, bringing your product and brand in limelight. Campaign management can be planned and executed for the launch of various new products, events or it can also be created for the promotion of an existing business or product.

- **Define Goals**

  Attracting more and potential customers is one goal of any campaign but every campaign should have its own goals. A brand should be able to define and decide how they will measure the goals. A campaign should have a direction, whether you want your annual sales to increase or you want to bring in more customers or you want to launch a new product in the market. These goals need to be tailored according to the way the business runs and according to the need of the business.

Defining a clear and specific goal helps you to create an effective, efficient and accurate campaign and you will be able to capture and measure results from the campaign. The need of resources can also be clarified by understanding the final goal and expectation you have from the campaign.

- **Know your Audience**

The first thing to keep in mind while creating a campaign is to know and define your target audience, it will allow you to form such a campaign that would interest as well resonate with your target audience and you might be able to address them in a much direct and better way.

Sparking interest among your clients or targeted audience will give you better results and would also improve your response rate. This campaign will intrigue your client and will turn to become meaningful for them, giving them the importance, they desire for, from the company they put their trust in.

- **Set target audience**

The first and the foremost purpose of your campaign is to connect your audience or your customers to your company or your brand and then to your products or services. After setting a concrete goal, deciding who the target audience is, the next task is to decide how to reach up to them and what is the best way to communicate with them?

Deciding and working on the right tools, you can point exactly in the direction of your targeted audience and identify how you can effectively reach and convince them. By understanding and selecting the correct platforms, you can reach your goals and meet your audience's needs and expectations.

You can formulate your marketing campaign to target a specific demographic information such as:

- o Age
- o Sex
- o Income level
- o Race
- o Employment status

- o Location
- o Home ownership
- o Education

You can also use the method of survey to know their interests and behaviour. Once you understand their preferences or their needs, you can target them with your offers and products.

For example, Coca Cola's "Share a Coke with a friend" campaign was designed for the friend-tagging, social-sharing age.

Several tools that can be used

Tools	Description
Videos	Videos can turn out to be the best marketing medium in the world right now. Seeing the product and the brand in action, it becomes very easy for the clients to make their decision and get on the bandwagon. Along with providing your brand the recognition it wants, videos also help to educate the clients about the service you will be providing, it even helps you to understand how to use them.
Print	Magazines, flyers, newsletters, catalogues, newspapers, print ads and brochures are part of print media and they, collectively, become the oldest and the most effective form of marketing tools.

Television	Television is a more effective medium that helps the clients to visualize themselves using the product. If the ad is great, then all the words, music and pictures used in a Tv ad create a memorable campaign which stays in the heads of the audience for a long time.
Outdoor media	Advertisements on park benches, road-side billboards, bus shelters and on different subway cars and taxis, etc, form the outdoor media and is an important marketing channel that you can take advantage of nowadays.
Inbound marketing	This marketing channel is used to attract potential clients. These new people are drawn to the company or product long before they are ready to buy them. Content marketing, events, blog posts, and social media are some techniques that can be used to work in this direction.
Interactive Ads	Interactive ads are an amazing way to gather information about a certain campaign. Specific call to action and engaging graphical tools can be helpful.
Paid Ads	A lot of money is being spent on paid advertisements, nowadays. People from all parts of the world are online every single day and when they access their social media accounts, there are paid promotions on their pages that inform them about new or existing businesses/ products.

- **Decide on resources**

Every campaign covers many aspects, around many places, sometimes all around the world. You need to make sure that your company has the right number of resources to handle the response your campaign is expected to get.

Once you understand the estimate, you will be able to handle the campaign or else it tends to become overwhelming.

- **Marketing Budget**

Create an extensively detailed budget for your campaign, make sure to include all the cumulative cost that is associated with your campaign from the very beginning. You cannot just simply throw in money and expect your product to do wonders. You plan and figure out a perfect way to complete the campaign on a detailed budget that you plan.

- **Campaign content creation**

Now that you know your goal, you know your audience and you know your mediums, you need to start creating content that will grab attention for your brand. Standing out in the clutter gives your campaign the upper hand in a marketplace.

- **Monitor Your Campaign**

Monitoring your workflow is an important aspect when we need a campaign to work smoothly. A campaign needs to be tested and evaluated at various steps to understand its workflow. All elements need to work together and smoothly for a campaign to be a success.

Meeting deadlines is also a critical aspect of a campaign. You need to figure out a plan according to you goal and your audience. The campaign does not end here. You need to make sure that orders for the service are met, feedback of customers and clients are collected and evaluated in time t make required changes. Sometime the process of try and test variables also help out. You can try and test your product on a smaller audience before sending out the campaign and figure out what works for the best.

- **Map the customer journey**

With the option of choosing, customers have the luxury to move from retail stores to mobile ads to social media posts to desktops, continuously. You should be able to rack the journey of the campaign by mapping the client's journey from the first look of the campaign to their final purchase.

Unique phone numbers can be provided with the ads to figure out which one receives the most calls, unique URLs can be created for social and web content to track the user journey. Once

they show their interest in your product, you can move to the next step by personally approaching them through emails and messages with surveys and coupons to keep them hinged on the campaign.

- **Hold a post mortem to review your campaign**

   When a campaign is complete, you can gather all your team together and review the results, in this way you can understand the mistakes along with bringing the whole team together. You can work together to find answers to questions like:
   - What worked?
   - What needs more improvement?
   - What would you do to overcome the mistakes?
   - What can be applied to future campaigns?
   - What were the learning aspects you received from your audience?

1.1.3   Duties of a Campaign Manager

Campaign Manager is the individual who looks into the whole idea of the campaign, he/she manages the strategies followed for the formation and execution of the campaign practically. In short, they are behind the running of the campaign. They generally have experience in CRM, Salesforce, E-mail marketing, software like Marketo or Eloqua. They are responsible for building and subsequently guiding a team to execute the marketing campaign that draws the required attention from the clients.

1.1.4   Five key skills of effective campaign managers

- **Leadership qualities and knowledge**

   The best campaign managers are the ones with better understanding of the marketing world, handles customers and target markets, leans towards marketing strategy creation, has plenty of product knowledge, marketing expertise in a specific region etc.

- **Know how to delegate**

   The accomplishments of the team form and account for the success of the whole campaign and a manager is the one to show them the way. Looking for opportunities to involve the whole team, makes a manager responsible.

o **Maintaining visibility for the team**

They keep the vision of the team clear and consider themselves responsible for resolving or escalating issues, when required. They spot political nuances and keep the team away and out of the trouble.

o **They are accountable**

A good campaign manager does not dictate, rather, they create clear set objectives and timelines for the team to work and side wise, a manager takes upon himself all the troubles or short comings of their own team.

o **Focus on the bigger picture**

The campaign manager works on getting the results. Keeping an eye on the market, the campaign manager focuses on results and recommends the required changes and plans.

1.1.5   Future of Campaign Management

The future of marketing can be predictive. Sophisticated software for marketing campaigns are in market and they help to create a personalized consumer experience by anticipating the customers wants and desires and finally deliver it at best time.

Based on 360 degree of your customers interactions, multi-channel marketing will take its base. People ae able to track their live deliveries and customize the next purchase according to the client's previous preferences.

AI (artificial intelligence) is taking over the world of marketing, it collects, analyse and reach to a conclusion, helps in making better and quicker decisions. Smarter software integrates with clients through phone tablets and wearables.

While customers feel special receiving personalized messages, privacy remains the top issue and priority. Some users are not willing to provide personal data, regardless the benefits. So, the manager needs to understand the need of AI but keeping privacy as the first priority, so managing becomes easier, convenient and safer.

LESSON 2

ADVERTISING CAMPAIGNS

STRUCTURE

The lesson shall provide information about the concept of advertising campaigns, its need, various types and process. The lesson structure shall be as follows: Psychology of Consumers, Demography of Consumers, Preparing the Socio-psycho profile of target group, Consumption patterns of durables and non-durables, Life Style: Comprehension and application in advertising, Consumerism: pros and cons

INTRODUCTION

"The truth isn't the truth until people rely on you, and they can't rely on you if they don't know what you're saying, and they can't discover what you're saying if they don't listen to you, and they won't listen to you if you're not interesting and you won't be interesting unless you say things imaginatively", originally and freshly quoted William Bernbach (Robert,2013).

The above mentioned quote conveyed the objective of advertising it used to work earlier. During the inception of advertisings, the main focus of the marketers is to sell their products in order to maximize the revenues and the Consumer's intent to purchase the product is its utility. But this is the elementary

definition of advertising as marketer's now emphasised more on brand building for longer relationship with the consumers rather than on making profits.

ADVERTISING CAMPAIGNS

Advertising campaigns involves designing a series of advertisements and placing them in various advertising media to reach a desired target group.

An advertising campaign must be synchronising with other marketing efforts and activities. This means the campaign must be correlated with the personal selling activities of the sales force, those of the distributors of the product and with the various other promotional efforts, which may be a part of marketing mix.

Objectives of Advertising Campaign

1. **Trail:** Using flashy and attractive advertisements to introduce new products in the market is involved in this objective. Companies in their introductive stage follow this objective. This objective involves convincing customers to develop interest in their new product launched in the market. This campaign uses advertisements that attract customers and convince them to buy their product once and think further for themselves.

2. **Continuity:** A company tries various aspects to keep their existing clients in the market for them. They work upon this objective and keeps them stuck to their products. They either bring something new in the product or something ne with the product. They use advertisements which stuck with the customers for a longer duration and convinces the client to come back to their product.\

3. **Brand Switch:** Companies in a competition try and follow this objective. Basically, this objective is for those brands who try to attract the existing clients of their competitors. These brands try to convince the existing client of another brand to switch to their brand. They generally use comparative advertisements.

4. **Switching Back:** This objective is followed to bring back the lost clients due to any reasons. They try to convince their clients to switch back to their product back from their competitors. They either advertise their product with betterments or they attract their customers with discount sales, offers, reworking on packages, new and better advertise etc.

WHY Advertising Campaigns

1. **Building a strong brand image**

   Advertising campaigns come out with a strong message about the company and the brand name. Advertisements tend to stay in people's retention for a longer duration, attractive advertising campaigns might tend to make a strong image of the brand in the client's minds.

2. **Accelerate growth and Market share**

   Advertising campaigns bring the product as well as the brand in limelight. This helps to gain attention of existing as well as potential clients giving a peak rise to the growth of the company.

3. **Influence buying decision**

   Advertisements make a difference. Some advertising campaigns gather the aspect of emotions while some work upon the fun side of the product. These advertisements are made, keeping in mind the targeted audience for the product or service that they will be offering.

4. **Enhance perceived value**

   New advertising campaigns bring in a new face of the existing product, enhancing the perceived value of the product in the market.

5. **Educate consumers**

   Advertising campaigns not only educate customers about their new products, they also bring the knowledge about existing products stepping in the market. Along with product advertisements, these campaigns also benefit the society by educating the general public about various laws and they also deal with societal stigmas like child marriage, bullying, liquor consumption, girl child protection, family planning, education, etc.

6. **Reminders**

   Advertising campaigns act as a constant reminder that sit in the memories of people following a brand. New offers, discounts or endorsements keep the product in the real.

TYPES OF ADVERTISING CAMPAIGNS

1) **Burst Campaign** spreads ad spend into promotional bursts of three to four weeks in length. The burst campaign is a process of aggressive media buying over a very short span of time (24-48 hours) aimed at exposing the product or services to the largest audience possible. So instead of

spending the budget over a period of time, the burst campaign utilizes it to create the "burst effect". Although burst campaigns are an effective method to market products, services or idea in highly competitive categories, it can't be your only product promotion tool. It's important to combine a long-term user acquisition and retention strategies, along with result-oriented media buying plan. And of course – optimize and refine your product marketing strategy for the highest Return on Investment.

2) **Drip Campaign** allow for a continuous but a more spread –out and longer-term effect. Drip marketing is a strategy employed by many direct marketers where a constant flow of promotional material is sent to customers over a period of time. Drip marketing endeavours to create sales through long-term repeated exposure to its recipients of the goods and services that are advertised.

Drip marketing may entail the use of a variety of mediums, such as email, direct mail, and social media, to deliver a steady stream of pre-written messages to prospective customers or buyers. The goal of drip marketing is to keep a product or service one is trying to sell in the prospect's thoughts. Drip marketing may also be referred to as a "drip campaign," "lifecycle emails," an automated email campaign," "marketing automation," or an "auto-response campaign." Using targeted ads, links, messages and other forms of contact, marketers attempt to get a particular product or service lodged in the minds of consumers through repetition and visibility. The marketers anticipate that with enough exposure, some consumers will finally get on board and buy the product or service. Initially, drip marketing was done chiefly with paper mail and flyers mailed to a recipient from a marketing list or after initial contact. The Internet and its myriad messaging options are now the primary way to engage in drip marketing. Many forms of drip marketing rely on the "Law of 29," which states that most prospects will not buy something until they see an ad for it at least 29 times. Drip marketing may be used as a means of lead generation, with automated communications serving as a substitute for or augment a personal follow-up. Drip marketing may be best seen as a lower-impact way of keeping top-of-mind in longer-tailed sales efforts. The most common medium for drip marketing is email because of its low cost and easy automation. Email drip marketing is generally used with an online form that the prospective customer fills out, which enters the person into

an autoresponder program that manages the campaign from there on out. Social media is increasingly being used in drip marketing campaigns, in which social media account updates and news feed items are updated on a regular basis around a content marketing effort. Direct mail has long been used in drip marketing efforts and has been updated to utilize software and digital printing to automate, personalize, and otherwise manage the production and distribution of mailers. A drip marketing campaign is conducted based partly on the behavior of a prospect, which lends the practice its other name: behavioral emails. Generally, once a prospective customer opts into communications from a seller, they start a series of pre-composed emails or other communications. The first email may go out immediately or within a few days. It is soon followed by a series of follow-on emails based on the consumer's behavior, such as visiting a particular website, shopping online, adding an item to an online shopping cart, or making a purchase.

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

The Keys for a Great Advertising Campaign

1.) Set a campaign goal:

Whenever any company's campaign manager begins to start any advertising campaign, the first thing to pop in their heads is to clear the goal of their campaign, which is cleared out by the objectives that the company is willing to provide. The truth is that there are many other advertising objectives to focus on. The goal that any brand focusses the most on, is acquiring new clients by promoting new and current products and by launching new products, they also keep the existing clients bonded with them and their products. The most common goals include acquiring new clients, promoting current products, and launching new products. Advertising campaigns also hold on to some kind of emotion to help people associate with them, better. But one thing that

should be kept in mind is that whatever the goal might be, it is important to understand and identify them beforehand, before proceeding with the campaign.

2.) Define a target:

Target audience and part of a campaign's success go hand in hand. Developing, establishing and measuring your goals become easier if you have a well-defined target audience or target market. Target audience can be divided in several ways, making it easy for campaign to hit where it is supposed to, such as the following:

- Age,
- sex,
- social class,
- marital status,
- education level,
- likes,
- habits and hobbies

3.) Segment your audiences:

A company needs to segregate their target audience into different segments. Dividing the clients or potential customers into various groups based on the product or service you would like to offer. Companies need to spark up the interests of their clients by stepping in their shoes, by understanding them and their demographics. When creating a campaign for a group of potential customers, ask yourself questions like: is what you offer useful for them? How will you grab their attention? Are they aware of your brand or product? Do they have the purchasing power to buy your product/service at the set price?

4.) Decide on your advertising mediums:

There are many helpful tools at your disposal that can help you get your campaign's message to your target segment. Let's review **the different types of advertising** options that exist:

- **Advertising on Social Media.**

Social networking websites is the new platform for the new era clients. It provides you platforms to showcase what you and your brand can provide. The also give an open line of communication which helps it to become a client-oriented brand and allows two-way communication, giving a chance to the brand to understand their target audience and this can lead to better success rate.

- **Email Marketing**

Email marketing is another means of Advertising which could be of interest to your campaign. New leads can be found and targeted on an individual level making them feel wanted and would understand that they are important for the brand and the brand is loyal towards them even after acquiring new clients.

- **Content Marketing**

According to Content Marketing Institute, "Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action."

- **SEM**

Search Engine Marketing is paid advertisements on search engines. SEM consist of ads displayed on search engine networks, and are paid for by a pay-per-click (PPC) model. SEM is a great way to help you to boost your position on search engines and, like social ads, they can be highly targeted and segmented.

5.) Mind your Design:

The message of your ad campaign and its design hold the same importance. First impressions are important when it comes to advertising design. If you are able to convince your client to stop and listen then only you would be able to speak. Designs and graphics are used for the same process.

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

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

Advertising Campaign Examples

- **This Girl Can, by Sport England**

Inspiring and motivating messages always work. Brands use the emotional aspect to showcase their products so that people have a more relatable view of their brand. Brands make campaigns that make people proud or more aware, making them bound to smile and share it with the world and that's certainly the case with the "Phenomenal Women" spot.

This video shows women of all types, colours, ages and sizes, which in itself is already a welcome novelty compared to the perfect bodies of conventional advertising. A catchy song and a good setup are all it takes to make us want to put on our shoes and go for a run.

- **Narcos, by Netflix**

One of the most intriguing and successful campaign was started by Netflix to promote its new series Narcos. This campaign became famous and brought more than a million followers on their social media account.

They posted images and phrases which were related drugs and their trafficking and ties the audience together. They then connected it with the series and made small videos to introduce the characters of the series, making people feel that they know and somehow understand the characters of the show. They left their content with an intriguing twist indulging audience and making them to watch more.

- **Open to All, by Heineken**

Knowing and focusing on your desired target audience is one of the maxims of online marketing. Marketers need to wait and spend years to find the perfect niche. That is the reason for the success of Heineken's new beer, alcohol free' advertisement to become popular and loved.

Modern, old-fashioned, hipsters, athletes and even an alien meet in a visually attractive video with which the brand promotes the launch of its new beer, alcohol-free and for all audiences.

- **The Man Your Man Could Smell Like, Old Spice**

Old Spice is perhaps one of the kings on entertaining advertising, thanks to their "The Man Your Man Could Smell Like" campaign.

This is ad comes out to be a witty one. They leave be the style of the youngsters and focus on the strategy being used for years. This campaign adds fun into the advertisement making it fun for people to watch it over and over. This campaign proves that humor, entertainment, and continuity are great keys for successful advertising campaigns, even 10 years later.

Advertising Strategy

When an advertising campaign reaches its designing stage, they work on the advertising strategy, it has to go through several different processes.

Usually, companies who are not a part of the marketing sector, do not worry much about this strategy but without this step, it can become difficult to achieve the desired results as it would not consist any soldi initial plan.

Copy Strategy

This strategy is made and executed for the creative team. The main idea of the process or the campaign is defined through this strategy. The creative team works on this strategy from the initial aspect and transform it into final advertising content.

LESSON 3

CAMPAIGN MANAGEMENT PLANNING

STRUCTURE

The lesson shall provide information about the concept of campaign planning and its needs. The lesson structure shall be as follows: the want and need of campaign planning, its process, the importance of clients, changing technology and its usage

3.0   What Is A Marketing Campaign?

Organizes, planned and designed initiatives designed specifically to accomplish a business goal, such as promoting a new product or service, building and retaining a brand name or bringing a new company in the market. Driven by inspiration, these marketing campaigns are not spontaneous events. They tend to be built with careful research, strategies, understanding the use of variety of media such as social media, emails, video and various types of advertising such as print, visual, social media etc., to reach to consumers all around the world and to achieve results.

Clients generally asks about the need for marketing campaign and their plan. Smart marketing is what separates successful companies to companies who spend huge budget on their product promotions and fail to thrive.

Case Study

(Coca-Cola's OK Soda)

Coca Cola decided, in the year of 1993, to capture the generation X market by formulating a new product that was formed as anti-corporate, cynical and unslick. The outcome of this process was 'OK Soda', and this started a new resolution.

Created by Sergio Zyman, the marketing person of Coca Cola' biggest said failure, 'New Coke'. 'OK Soda' was the brainchild of tis marketing executive. This idea was a result of wanting to be the world's most recognizable. In the year of 1993, a research was conducted making 'Coca Cola' the second most used word and 'OK' was the first. Coca Cola wanted to associate itself with being the most used word and, hence, came the idea of 'OK Soda'. They also used the marketing technique of keeping their product 'underpromising' and something that doesn't say, "It's the next great thing."

An ad campaign was formed with the slogan, "Things are going to be OK" with a hotline number 1-800-I-FEEL-OK. The packaging was made cynical and basic with illustrations by cartoonist Daniel Clowes and Charles Burns. It was a non-traditional ad campaign showcasing that Gen z is disillusioned. OK Soda kept its manifesto that included statements like, "What's the Point of OK?" and "There is no real secret to feeling OK".

Despite being a national media campaign, OK Soda was tested in only certain markets only to create a demand and stay in light. It was discontinued after two years because it was unable to reach the point of targeted sales and had to be shut down in 1995.

To conclude, businesses that succeed in tight competitions are the ones who work on their quality and their marketing technique, smarter the marketing technique better is the relatability and increase it sales.

3.1 Campaign plan

Achieving a large-scale objective for an extended period of time, requires proper planning and execution and this well framed plan is defined as Campaign plan. These plans are often broken down into phases for proper execution. Many companies form campaign plans that have subordinate objectives or intermediate milestones. Planning a campaign requires the coordination of many activities

and uses resources which might involve several organizations. Assessment of the situation and working accordingly is said to be the appropriate beginning of curating a campaign plan.

3.1.1   Need of a marketing campaign plan?

Creation of a campaign begins with the planning part. Planning a campaign is actually important as it shows you the way to move forward. The plan formulates a strategy, the strategy defines a goal and the goal tells you what you need to form and for whom and also determines what you will get in front of the audience's sight.

A campaign plan makes sure that every part of the process is perfectly aligned with your thought behind the business goal of the launched product or service. It works upon the factor of delivering the appropriate content to the appropriate audience at the appropriate time, which further helps you to achieve and analyse your right metrics for growth.

3.1.2   Benefits of planning your campaign

- **Building your brand gradually, brick by brick**

Campaigns maintain consistency of your brand in the whole market, making it stand out from other advertisements and hence, building a strong brand identity and voice. It maintains and regulates your campaign at all times and on all platforms so that your brand depicts a unified message across the globe through various mediums. This planning brings in consistency and consistency proves to be critical for a brand because people are loyal to brands and not to products.

- **Make a sizzling impression**

Customers at times need more than 1 impression to decide and stick to one product and finally purchase it. A campaign plan includes the right doses to be provided, on the right time, to the right audience, so that your campaign covers all the angles with your client. The more often they see your campaign on different platforms, the more they will become comfortable with it and more likely to make a decision leaning towards that product which is why you often see the same advertisement everywhere.

This answers the question of importance of campaign, but a campaign plan involves the perimeters along which the campaign will move. Billboards, Facebook, Instagram, television, print medium etc, are allotted with the promotion of your brand. The time and repetitions make a mark on the brains of

the consumers and this is decided under campaign plan. These campaigns can further be used to find out leads for the follow through which can be provided through landing pages and opt in forms.

3.1.3   How to make a marketing campaign plan?

Planning a campaign for a brand is not an overnight task. It takes a proper step by step plan to build a successful, meaningful and desired campaign. Let's look into it:

1. **Pick a goal and work accordingly**

While planning a campaign, you need to keep certain things straight in your head. Some questions need to be asked and answered prior the planning like:

- What is your goal for the campaign?
- What do you want to accomplish?
- How do you want to begin?

Starting broad should be the aim but slowly and gradually you ought to narrow down and be specific and oriented.

- Which product are you launching?
- What kind of product should be launched and it should be user-generated?

Marketing campaigns can include several objectives like

- Launching a product or service,
- Creating or increasing brand awareness
- Enhancing brand's user's engagement
- Gather feedback of existing customers or new ones
- Promoting an event

Taking one step further, campaigns can be made better be answering questions like:

- What does your brand hope to gain by meeting this objective?
- What will hitting this goal do to take your business to the next level?

    Make your goals smart:

    S: Specific

M: Measurable

A: Attainable

R: Relevant

T: Timely
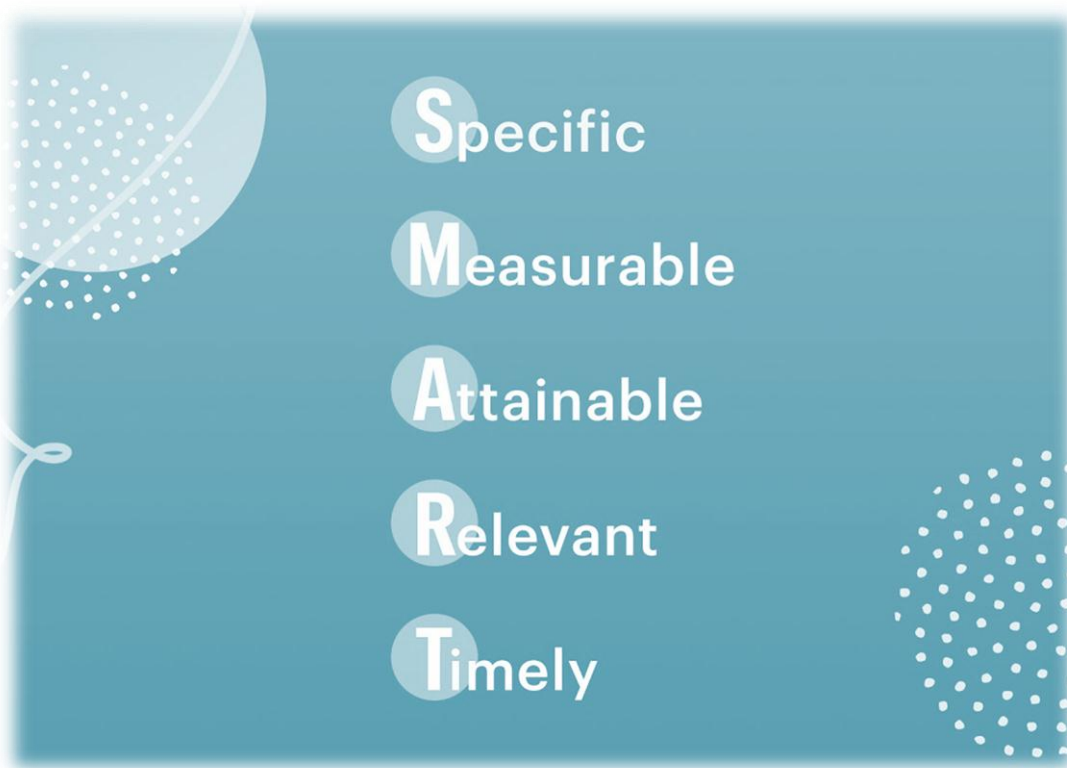
2. Specify your goals and plan your journey

Once done with analysing and making goals, it becomes much easier to understand your expectations. These smart goals make it simple to measure your success and understand how well you are doing.

- **Product launch** can be considered as a success with understanding the pre-orders, sales, upsells, conversions

- **Brand awareness success** can be measured through social mentions, press mentions, social engagement, NPR and business rating

- Blog and social shares, email interactions, social mentions, user-generated content are used as a metric to judge **user engagement**

- **Event promotion** is an extremely important aspect to increase engagement of a campaign. It counts sales, vendor bookings, sponsorships, social engagement

- **Customer feedback** helps to improve the campaign and its planning. Feedback not only helps for the betterment of the ongoing campaign but also clarifies certain issues for the campaign's way ahead in the future. It takes in account reviews, social mentions, tags in content, customer service inquiries

When you launch a productor service and you set a target for the monthly sales, you need to dig deeper to understand the metrics and it could include:

- **Number of pre-sales before the launch**

- **Number of sales after month one, two, and three**

- **Number of conversions after clicking on a digital campaign ad**

- **Revenue generated**

You change your strategies according to the desired rate of sales made. Your end goal acts as a measuring unit for you to work on the campaign and plan accordingly. This way you can understand how you approach your campaign from the front end. For example, if you are aware that your historic average social media coverage and revert is 10% and you want to increase it at least by 20% then you need to start increasing the sales pitch of the campaign on social media, accordingly.

The first and foremost thing to be clear about is to set realistic expectations from your decisions. You can't start the campaign and expect 10,000 orders within days. You can't dream of getting 20 press mentions the day you start your campaign. Getting social media reach is also a long and gradual process with the appropriate planning and timing. Establishment of required teams can make you reach to your desired and realistic goals.

Before going in for setting your expectations, you need to measure your current resources and evaluate if they match up with your expectations and alter them accordingly. We all know that slow and steady wins the race but without preparing for the race even the slower one is left at the starting point. So, planning is essential. Questioning yourself and answer it on your own terms, requirements and demands. Ask questions like 'What is your budget?' 'Who do have on your team?', 'What are the sources and expertise available to you?', 'What more you need to do and how?'.

Being practical gives you the edge in any industry. You need to set your goals and align them with the resources available to you and in what form? You don't want to overdo in the beginning, only to end up with disappointment. If you plan to reach for the moon, you need to be practical enough to find a rocket and a launcher, rather than jumping on a motorboat and expecting it help you get your footprints on the moon.

To conclude, you need to understand, evaluate, analyse and calculate the rate of success of your campaign, appropriate content, format, channel, marketing medium and keep in the all the basic requirements and resources that would help to reach your goal, rather than building sand castles near the ocean end.

3. Understand your audience, be their friend

When you plan a campaign, the first thing you do is decide a goal, then you target the appropriate audience and then you analyse how you want your targeted audience to respond and what actions to take but while planning all this, we forget the most crucial part. How to make them take the action that you want?

You can work day and night to make a campaign that is brilliantly amazing, all the goals are clear, product is ready, budget is ready and everything is in line to make the campaign a hit but the campaign is knit together for literate, urban audience and you execute it in front of the rural public. Your campaign will go to a straight waste if the audience does not understand what the campaign is about and how to follow it through.

When you are about to plan a campaign, you need to have an intimate understanding of your audience and the best way to that is to conduct audience researches. Companies that follow this route are said to be 46% more successful than the companies who don't. Defining your customer's persona helps you to meet or even exceed your revenue goals.

This is said because your customer or your client are the foundation of your business. You need to understand and familiarize with the customer to understand what is it that they require so that your company can design products or services accordingly and market them in a relatable way and through a commonly used medium.

While planning for a campaign and analysing your audience, you need to ask a few questions so as to make your campaign a hit:

- What is your goal for the customers?
- Do you want to attract existing customers or work for the potential ones?
- How and when to consider the demographics of my audience?
- What is the grieve point of your customer and how your product changes that for good?
- What medium should be used to engage with the customers and exactly when is the good time to do so?
- What should your content be based on, images, gif, videos, blogs, etc?
- What tone does your audience understand and prefer?

4. Orchestrating your campaign

As understood through the previous point, audience is very important. You need to focus on them and build your campaign revolving around them. You need to learn what they like and what they don't, how they prefer their daily bringing and how you can separate it from what you are providing them with.

Asking yourself questions about where and how will you find and reach your audience? Which platform is most suitable for tour campaign's success? What type of content should be published and does publishing that content on the desired medium is convenient for your det budget? The answer to these questions will help you reach your targeted customers right inside their natural habitat, a place where they hang out, a comfort spot for them.

Now this community of customers is spread in a wide platform known as internet and the tools vary according to the user as well the requirements of the company.

For example, if we use Pinterest above Tumblr, then it gives you a much more advertising capacity but, Facebook offers much sophisticated services for the engagement of your clienteles like its capability to place videos, images, form groups or communities etc.

The first question to ask is how much growth do you want on a particular platform? There are low-cost platforms like social media, these have huge reach and minimal cost, whereas there are paid

advertisements which work for engaging customers who are outside the reach of social media platforms.

5. Design your content

This is the point where you need to put on your thinking hats and get on with the work. It's time to get creative! At this step you evaluate and decide what should the campaign content look like.

When a brand launches any product or service then it becomes their offspring so it reflects a resemblance with the parent brand. The content associated with such a product should also keep that in mind. Along with being regulated according to the brand, the content needs to be consistent because efficiency comes with consistency. The brand and the product are interwoven; therefore, your campaign should be from and of the brand, itself.

Designing the content is where the task begins. You need to finalize the:

- Elements of the content
- The colour scheme to compliment the brand
- Form of content (images, blogs, videos etc)
- Format
- Budget and coverage
- Design

This is a complicated process, so the better option is to hire an expert in the field of designing and make him understand what are your requirements and what you wish to bring in front of the viewer's eyes. this requires detailed knowledge of the customer's persona.

If you do not have a professional team, then it is better to go for experimenting stuff and letting wind take its course or you can also hire free lancers if the project holds importance.

When a campaign is started, the marketing strategies and the landing pages go hand in hand. Landing pages hold the power to convert viewers into potential customers or clients. It is different from other web pages because its whole sole purpose is to convert visitors to leads and increase sales. These pages hold the strategy of asking for the email of the visitor with the promise of an offer or discount. These contact details are further used to keep the client updated about any upcoming events, offers, sales, etc.

Whether announcing a promo code or running an ad on the social media, you would want to be more creative and detailed about the landing pages and plan about how you create them. The desired action of a campaign can be visualized through the landing page. The single desired goal of your campaign becomes live through the single call of action through the landing page. Instant aligned reinforcement of the campaign's desired goal and the landing page's actions, make it reach to the stage of success.

6. Stick to a schedule

Moving on a schedule keeps you on track with your planning. Each action should be planned on a deadline and should move according to the timeline. As a campaign planner you need to set bounds for the work like content creation and follow up should be completed till a specific deadline. Action doesn't happen until there's a timeline. This is mostly important for time sensitive product launches or events that will go to waste if the deadline is not met.

What should your schedule include and how it should be achieved? This is one of the questions that helps you to stay on the track generated by you.

- **Planning**

When and how will you brainstorm?

How this brainstorming will help you with the decisions?

- **Production**

How long will it take to create and join all the content together?

Who will be responsible for the said work?

- **Promotion**

What will be the time frame of the campaign?

How often will you push your content on the social media platforms?

How will you align and regulate the campaign on different social media platforms?

- **Measurement**

Evaluate how your campaign is going?

At what time frames you need to measure your success?

What improvements you need to make to reach the required and desired sales?

Create a schedule, delegate projects, and it can reach to the desired result.

7. Use the new age technologies

Living in the modern world, spending a lot of money and doing a lot of hard work is not enough, smart work is what it takes to reach new levels of success. After planning and planting your campaign in the market, you don't want to spend more money on its marketing.

Today there are plenty of digital marketing techniques that help you boost your campaign without overstepping on your budget.

For example, you've created a marketing campaign for Facebook and Instagram ads that send your visitor to a landing page. If you want more organic traffic, you can also post those ads on your Facebook business page, email the same offer to your customer list, or ask your customers to share it for a small incentive.

LESSON 4

ADVERTISING OBJECTIVES

STRUCTURE

The lesson shall provide information about the concept of objectives required in the field of advertising and their objectives. This lesson also considers different approaches like AIDA and DAGMAR approach to get a better understanding of these objectives.

4.0   **Introduction**

4.1   **Objectives of advertising**

4.2   **Characteristics of Advertising Objectives**

4.3   **DAGMAR approach for setting advertising objectives**

4.4   **Advantages of DAGMAR approach**

4.5   **Importance of DAGMAR Approach**

4.6   **Assessment and Criticism of DAGMAR Approach**

4.7   **Let's Sum up**

4.8   **Keywords**

4.9   **Self-Assessment Test**

4.10   **Bibliography**

4.11   **Suggested reads**

4.0 INTRODUCTION

A crucial part of marketing, advertising, is one of the most creative fields to get your hands dirty. People have started addressing marketing as a part of advertising rather than the latter.

Advertising is string that connects the brand with the customers. Communication between the brand and the clientele is the major task that advertising addresses. Before marketing and advertising were a thing in the market, client and brand conversations were mostly one way but now days, advertising has not only made it a two-way conversation but has also made the companies better with understanding the requirements of their customers and clients.

4.1 SOME OBJECTIVES OF ADVERTISING INCLUDE:

1. **Establish a product**

   The most common objective of advertising is to introduce a new product or service in the market. New as well as existing brands can use advertisements for this purpose. The second a new product enters the market, it enters with, "We present the brand's new product". The intensity of endorsement a product or service receives, the higher its value increase in the market.

2. **Establish a brand**

   Many start-ups also undergo through the process of advertising their way in the market. Sometimes companies undertake the model of marketing their brand rather the product. For example, Uber will market its new service under its own name, rather than introducing the service as a whole. Companies showcase their presence in the market by promoting their brand, rather than making the whole campaign surrounded by the product individually.

3. **Creating Awareness**

   According to AIDA model, the most crucial objective of any advertisement is to get attention by creating awareness of the brand or the latest or the reintroduced product or service in the market. Making the general public aware of the product or service and the features that they have to offer, is the crucial reason of advertising.

   Polio drops advertisements are one of the most important examples of creating awareness through advertising. Even banks use this method to educate people about the benefits of savings and mutual funds and benefits on credit and debit card.

AIDA for Sales Promotion

AWARENESS
- Articles
- Advertisements
- Webinars/Podcasts
- Paid Search/Landing Pages

INTEREST
- Web Content
- Newsletters
- Social Media/Blogs
- E-Mail Campaigns

DESIRE
- White Papers
- E-Books
- Brochures
- Microsites

ACTION
- Case Studies
- Testimonials
- Data Sheets
- E-Learning

4. **Acquiring more customers**

Advertising campaigns have a major part in attracting more and more customers everyday and making them leave the brand they are already following and convince them to try their product. This is known as making the customers to switch brands. This requires a strong and potential campaign to break the customer loyalty and shifting it to a new possible brand or product or service.

Example – many telecom companies introduce new and better plans to convince the customers to switch and acquire the new plan. Usually there is a minimal change in the telecom company plans, so the advertising is what attracts the customers to move out of their comfort zone and try something new.

One such campaign was the campaign started by Vodafone under the name of ZooZoo. Many new customers were acquired through this campaign and this is a brilliant example of brand switching techniques.

5. **Differentiate the brands and increase value**

Generally, a person is able to differentiate between two products is by understanding which firm provides better value than their competitors. Advertising is what makes this possible. Advertising campaigns help differentiate the product or service of a brand from their competitors.

It is natural that brands who advertise the promises and commitments that they are willing to fulfil, are prioritized by the customers because their trust leans towards this particular brand rather than a brand who publicizes its products and their features.

Example: Coca Cola and Amazon are the some of the most trusted brands in the market today. These companies are the top advertisers in their respective segments. They follow the rule of advertising increasing their value and differentiating their competitors.

6. **Gradually building the brand**

The process of becoming a successful and trusted brand is a gradual and repetitive process. Regular advertising, keeping up with the said promises and commitments, delivering high quality products and services and so lving the customer's dilemma. Following these, gradually but definitely, helps add value to your brand.

Brands have several objectives of advertising. Some brands like P&G regularly invest funds in building a good brand value for the parent brand. This way, if one brand of the parent brand is affected, the parent brand remains untouchable.

Example: the known, famous brand of Maggi was completely banned in India in 2015. The brand was taken back from the market after the court banned it because of the high lead content in it. But still Maggi's parent brand, Nestle, was not affected and neither were other brands of Nestle such as Nescafe, which did its own brand and value building and was independent of the parent brand. Constant advertising and quality products made sure that the value of this brand does not depreciate and stay connected to the audience.

7. **Product and brand recall**

Brand and product recalls are one of the key factors that are there in the mind at the time of actual purchase of a product. Aside from advertising, one key objective is to correctly position the brand in the minds of the customer.

Premium marketing: Certain premium brands like Gucci are positioned at the status of being called and considered premium. They achieve this status by having a premium product line up, high price and advertising through premium methods.

Niche marketing: Aside from premium marketing, niche marketing is something that is considered useful. In this type of advertising, companies focus on a particular segment of the market. This niche is created to expand their business. It is created by understanding the needs of the specific targeted sector of customers and creating it accordingly. For example, Kent, water purifying company claims to be the master of water purifiers and they establish this statement by repeated advertisings, placing a thought of high product and brand recall strategy. This further helped the brand to become the most purchased brand in the water purifying sector.

8. **Sales are Increased**

After such thought expanding steps to increase brand recognition, uplifting the brand name and advertising the product line, increased sales are a definite. Advertising is the basic line of thought behind this, better the advertising, better will be the results.

But this alone is not enough. If a campaign comes out to be amazing but does not reach the appropriate audience, then it would be a waste of money, resources and time.

Time also increases the sales. For example, many ice cream brands intensively advertise their products during summers and they do get an overwhelming response. Advertising during summers increases sales almost immediately and hence, they do not waste money on advertising in the winter months.

Similarly, we do notice advertisements of warmers and sweaters during the winter months and advertisements of raincoats during the rainy season.

9. **Profits are increased**

Beginning with increasing the brand name and recollection and sky rocketing the sales, advertisements also contribute in increasing the profits. Getting the proper advertising campaign can sometimes be difficult and hence, can be considered as a liability or expense but with the proper advertising goal, it can make you reach desired goals and sales and, therefore, advertising can be considered as an investment for a brand by a firm.

4.2 Characteristics of Advertising Objectives

1) **The objectives must be well defined**

    Advertising reaches its desired position when some objectives are set that should be followed. The objectives must be:

    - Clear

    - Precise

    - Measurable

    - Specific

    These objectives must be communicated from the smallest to the most critical aspect of the campaign. These objectives help the copywriters and the creative specialists who develop the advertising slogans or message. It helps in going deep in the research and find the appropriate message or appeal to make the campaign a success. These well-structured and well-defined objectives help to hold on to the appropriate appeal and also plan the various other steps of advertising campaign. These objectives push the campaign to follow steps towards further attainment of ad-objectives. The most crucial thing about these objectives is that they ought to be measurable so that the effectiveness of the advertisement campaign can be measured.

2) **Benchmark and degree of change sought**

    Benchmark: it means the present status that the targeted audience holds in the communication model. It means to understand how many target audiences are and at what stages of communication model. The advertiser must be aware of the number of audiences who are set at the awareness stage, understanding stage, persuasion stage and at the final, action stage. Knowing these numbers in the present status is crucial for the advertiser to design the appropriate advertising goals.

    For example: if the level of awareness is already high, then going for creating awareness as your goal would be of no use. Here the follow up should be done on teaming up understanding and persuasion and not awareness. If the benchmark is ignored while setting the objectives then the whole campaign might go to waste along with the resources used to create it.

After understanding the present status of the targeted audience, the advertiser must decide the degree of change that should be sought at each stage of communication hierarchy.

For example: if 50% of the target audience are at awareness stage and we wish to increase it to 80%, then 30% is the degree of change that we should inculcate in brand awareness and similar changes occur in each passing stage of hierarchy.

3) **Target audience should be well-defined**

The audience who are worked upon or the targeted audience to whom the message should be delivered should be well defined. At each stage, the advertiser should identify the people according to the communication hierarchy. Different audiences are at different stages of the process, for example, some of the targeted audiences are at awareness stage, some are at the understanding stage while some of them maybe at the persuasion stage.

Understanding the position of your audience is a must because this gives the advertiser a direction to work upon. This helps the campaign to move in a particular direction and the ad message or ad objective can be decided accordingly.

4) **Time period should be specified**

Time period plays an important role when the achievement of ad-objectives comes in question. This time period needs to be extremely specific. Several advertising campaigns specify the time period from a few weeks to months and years and this depends upon the situation and the desired degree of change.

For example: increasing brand awareness requires less amount of time and this objective can be easily achieved through mass media. But if the objective changes to something more like understanding or persuasion, then it requires much more time and efforts.

4.3 DAGMAR approach for setting advertising objectives

Define
Advertising
Goals for
Measuring
Advertising
Results

A model involving 52 tasks for advertising tasks for setting advertising objectives was introduced by Russell H. Colley (1961) in a report for the Association of National Advertisers. This model was termed as the DAGMAR model (Defining Advertising Goals for Measured Advertising Results). This model also inculcates methods required for measuring the result of an ad campaign.

According to this model, communications effects are the logical basis for setting advertising objectives and goals against which result should be measured.

In Colley's words:

"Advertising's job, purely and simply, is to communicate to defined audience information and a frame of mind that stimulates actions. Advertising succeeds or fails depends on how well it communicates the desired information and attitudes to the right people at the right time and at the right cost"

According to DAGMAR model proposed by Colley, objectives of advertising involve a specific and measurable communication task. He proposed that these communication objectives be based on a hierarchical model with four stages:

1. Awareness
2. Comprehension

3. Conviction

4. Action

- **Awareness**

  The first and the most crucial purpose of advertising is to create or improve consumer's awareness about the product or service. This awareness is required and important before the purchase of the product. Once the consumer is fully aware of the product, it should not be forsaken. The consumer might get puzzled and tend to move to other competing advertisements if they are set to be ignored.

- **Comprehension**

  Sometimes simply making people aware of your product does not help to influence them to buy the product. Knowledge and justified understanding of the product as well as the company are extremely important. This task can be achieved by providing information about the company along with the product or service.

  For example: to sell or advertise a brand's toothpaste, along with knowing the benefits of the product, why the product is better than the rest should also be answered.

- **Conviction**

  Conviction here means that the consumer is given the dominance to judge different products and the freedom to choose the one they consider the best. This is the stage where a sense of faith is established and this is done by creating interests and preferences and convincing the customers that at a certain point, a certain product should be tried for the next purchase. This objective aims to create a positive mentality of and for the product.

- **Action**

  The final step which includes the customer to buy the product or to take the service. As soon as the desire to buy is generated and the product is bought, it is termed as action.

Examples of DAGMAR approach

- In the **AWARENESS** stage, the company in question, spreads awareness among the consumers about the new product launched or about to be launched, into the market.

- In the **COMPREHENSION** stage, the company attracts the consumer with the features of the product and remind them about the brand and its reputation.

- In the **CONVICTION** stage, the company follows an emotional way and connect the consumers with the product, emotionally. Through this, the consumer establishes a preference towards the brand.

- In the **ACTION** stage, the company works on the final product and makes sale and earn profits.

4.4 Advantages of DAGMAR approach

- **Target Audience**

  According to the requirement of the DAGMAR theory, the target audience should be well-defined. A target market is the market who have the highest likelihood of purchasing the product. Identifying this market includes several processes, like the process of

  - Demographic
  - Geographic
  - Psychological
  - Segmentation

- **Precise and Clear**

  The objective and message should be concrete, precise and clear. The message statement delivered by the advertiser should be clear and should be able to communicable to the targeted audience.

  The advertisement must include the several details and benefits of the product and why should this product be chosen over the several products available in the market.

- **Measurable**

  Any company, when launches a new product line or service, they set goals and certain objectives that are used to measure the result. Measuring and being up to date with your progress is a crucial factor in the advertising world. This measuring of progress help you estimate and achieve the goals and objectives that are set by the company. Without these settings of goals, it is difficult for the company to alter for better results.

- **Specified Timeframe**

  A sound and achievable objective is the one which has a specific time frame, during which the company works to attain it. While launching a product, a company sets an objective regarding the product and moves on a timeline to make it a success. These timeframes confirm an effective evaluation of results.

- **Written Goal**

  The goals, which the company wants to attain, should be mentioned and written by the company. Once these goals are placed on a piece of paper then the basic defects can be easily detected, the timeframe can be formed, it finally determines what should be done and how and does the goal cover the important aspects of the DAGMAR approach.

4.5 Importance of DAGMAR Approach

1. Growth in market share.

2. Improve sales turnover.

3. Perform selling function.

4. Advertise a special reason to buy.

5. Correct false impressions, wrong information

6. Create awareness about the product and brand.

7. Create favourable emotional towards the product

DAGMAR Objective

Another important aspect of Colley's DAGMAR approach is that it helps to understand what constitutes of a good and meaningful objective. For an objective to be useful and for an objective to gain the direction it wanted it should have certain features and characteristics:

- o Stated in terms of concrete (specific) and measurable communications task; in terms of strengthening brand image, maximize brand presence, maximize the market share, increase the sale.
- o Specify a target audience, means well-defined target audience.
- o Indicate a benchmark or standard starting point and the degree of change sought(seek)

    o Specify a time period for accomplishing the objective or objectives.

4.6 Assessment and Criticism of DAGMAR Approach

Advertising planning process and objective setting is highly influenced by the DAGMAR approach. It gathers the advertiser's attention and focus it on the importance and need of using communication-based objectives rather than using sales-based objectives and this is usually done to measure the impact and success of an ad campaign.

This approach sometimes might not be utilised and accepted by everyone in the field of advertising. As an advertising planning tool, a number of questions have been raised against this approach.

- **Problems with hierarchical response**

  The DAGMAR approach is based on the hierarchy of the effects model and the fact that the consumer or the customer might not always be able to follow the sequence of communications effects which finally lead to the purchase.

- **Sales as the goal of advertising**

  People tend to believe that sales and profits are the only relevant measuring point for the success of an advertising objective. If the sales are not increased then the final outcome the campaign might be considered as a failure.

- **Practicality and costs**

  Sometimes implementing the steps of the DAGMAR approach can be difficult and intensive. Expensive research might be required sometimes to establish standards which are qualitative and which can be measure change in the response hierarchy. Critics have also pointed out several times that DAGMAR is only practical for large firms with bigger budget and research sources.

- **Restricts creativity**

  DAGMAR approach is a planned and rational approach which follows several steps to set advertising objectives. Too many structural restrictions can inhibit creativity.

LESSON-5

CREATIVE STRATEGIES AND CREATIVE TACTICS IN ADVERTISING

Creative strategy is an outline and plan of action to launch a new project or campaign. Where in we decide different types of strategies. Advertiser also plans about that the components of the marketing messages, and as to whom it is being conveyed. He also plans which tone should be used. Likewise a company's creative strategy is very essential for creative team because it is the guiding light for them which is charged with developing the outward-facing advertising materials within the campaign.

"Brilliant creation is not enough. You must be creative and effective. It's a time for the strategic thinker not just the rebel" -- Helayne Spivak

In Advertising creator's job is to turn all of the information regarding product's features, benefits, marketing plans, Consumers research and communication objectives in to a creative concept that will bring the advertising message to consumers effectively. To know the role of a creative ad, all advertisers want their product ad to be Unique, Interesting, Different, Meaningful, New, Attractive and big profit earning. To meet these objectives, the creators of advertising industry wide range of spices in advertisement. For example, Strategies, Approach, Layouts, Humor, Slice of life, Beautiful places, Catching slogans, Interesting copies, Different types of styles as well as Emotional and Rational Appeals which is the main objective to affect the emotion and thinking of a consumer.

Good advertiser knows that how you say it, is just as important as what you want to say. What you decide to say comes from strategy. Strategy provides the link between advertising objectives and plans which paves the ground for their implementation. The great ads are ads that are strategically sound.

"Creativity without strategy is art. Creativity with strategy is advertising." **Jef Richards**

Creative Strategies to launch a product:

Creative strategies are very important because they provide a visual representation of what the advertising plan is going to accomplish. It provides the guidelines and principles to the copywriters and art directors who are assigned to develop the advertisement. They can use different type of creative advertising approach to design an advertisement.

Generic Strategic advertising Approach:

The approach focuses on directly highlighting a product feature or benefit that the brand possesses. Assumption is that there is not much of a visible competition that is the first or only one product in the market which is on the top (No.1). The product's feature or benefit is often a generic one but an important one from the consumer's perspective.

Pre-emptive Claim:

In this approach product's features or benefits are highlighted with a superiority claim and that claim is new or first time claimed by any product.

Unique Selling Proposition:

This approach is based on a superiority claim that is substantiated by a unique feature or benefit that features make the product unique and different from the other products. The claim is that the said brand does it 'better' because it has some special product attribute or feature that enables it to do so.

Positioning Strategic Approach:

Positioning approach is based on creating a unique mental niche in the consumer's mind that is based on satisfaction of their most important and relevant need expectation from the product. It enables the brand to create a strong bond and relationship between them.

Brand Image Approach Strategy:

The idea is to position the brand in a relevant life style and personality context in consumers mind so that the consumers start perceiving the brand to provide those symbolic 'psychological' benefits. Here the idea is to make consumer's say that it is my kind of product rather than I need that product.

Resonance Approach:

This strategy focuses on advertising, evoking certain relevant experiences or memories that already exist in the consumer's mind and getting the brand associated with those experiences.

Affective Strategic Advertising Approach:

The idea here is to essentially generate positive emotions in the consumers and get the brand associated with them. Often sentimental and touching kind of imagery is used. The assumption is to ascertain that

gradually this strong and positive emotional association will automatically create positive feeling towards the brand and make consumers prefer them.

A creative strategy is prepared to help and explain to all concerned about a specific marketing strategy which is going to meet the goals and advertising objectives of an organization or a business firm.

A working creative strategy can be defined as:

• Understand your target audience,

• Define the actions and Plan,

• Create marketing strategies which can be used to achieve the advertising goal

Importance of Creative Strategy:

• It gives a team the chance to talk and to share their ideas.

• It generates new ideas and opens the floor to the exchange of ideas.

• It helps advertiser to drive an advertising campaign.

• It helps to set objective of a company

• It creates a positive image of a product in a short span of time.

• It helps a product to establish in a brand in to new market.

Process to develop a creative strategy:

• **To know your prime objectives:** the most important part of creative brief strategy is to know the main objectives of the company and advertising, without clear objectives, it is difficult to get success. It is crucial that which component of your creative strategy be solidified before executing any portion of the project. Before making any strategy we should answer few questions like;

What are you expecting to achieve with this project?

What are your end goals and how will you quantify success?

• **To know your target audience:** It is advertiser's job to identify the target audience. For whom you are launching the product. How will they use these products? Where they are located?, Who this campaign is intended to reach? Share demographic informations, must know their needs and wants of along with any behavioral insights that you might have. Specific messages and designs can resonate with different kinds of people, so it is important to understand and define the target audience because it is key to success.

• **To know your company:** If you are hiring to a designer form a creative agency to produce your marketing project, it is necessary to provide background information about your company and what products or services are offered. It will helpful for them to have a clear understanding of your business and company.

• **To know your product:** Before making a strategy, advertiser should understand the product as what the USP of the product, need of the product, quality of the product, price of the product availability of the product and offers of the product are.

• **To know the need of the customer:** Marketing research can be the first step of the success of creative strategy. Marketing research will help to the designer, to know the need and wants of the customer such as;

Which of the products they want?

Which type of product features they are looking for?

In which price band they can buy the product? After assessing all this, we can make our strategy more useful and attractive.

• **To know the CTA (call to action):** A call to action (CTA) is a marketing term that refers to the next step a marketer wants its audience or reader to take. The CTA can have a direct link to sales. For example, it can instruct the reader to click the buy button to complete a sale, or it can simply move the audience further along towards becoming a consumer of that company's goods or services. The CTA can suggest that the reader subscribes to a newsletter that contains product updates, for example, to be effective, a CTA should be obvious and should immediately follow the marketing message.

• **To know the promotion tool:** An advertiser has many choices to select a promotion tool to make a successful creative strategy. Like sales promotion, advertising, public relations and direct marketing. These are also called promotion mix.

• **To know the budget:** Budget can be important information for advertiser because if advertising company will aware about the budget plan of the company then accordingly they will make creative strategy.

• **To know the SWOT:** It is important to know the strength, weakness, opportunity and threat of the product and company. A good advertiser always analysis the SWOT. It helps in preparing a creative

strategy. It envisages a clear picture of a product and a company. These are the various steps to start a process of developing a creative strategy.

Creative Content for Creative Strategies:

It is very difficult to decide, how to launch a new product in old market. Many times after a successful launch, product doesn't succeed in the market. It needs a good strategic plan, advertiser has to determine the creative strategy, the effective creation of the advertisement or commercial can commence good results. To develop a brand's creative content strategy, one requires an investment of time, unique idea, energy, and budget. Advertising design refers to the selection and structuring of the creative elements in the advertisement. Both printed and broadcast advertisements contain similar elements that are applied in varying ways to develop an advertising message.

"The best writers are conceptual; they understand the ad as a whole, not as a patch of copy and a piece of photography. In the best work the visual and the verbal are so complementary that neither would be as strong on their own."

Helayne Spivak, Tom Altstiel, Jean Grow Marquette

Use attractive headline:

Headlines attract the attention of the audience and lead the consumer into the message. Headline must be eye-catching and interesting. The importance of the heading must not be overpowering the rest of the message, and the necessity of integrating the headline into the atmosphere of the advertisement as a whole. Various types of headlines exist, commonly categorized as direct or indirect headlines. The benefit headline focuses on the major benefit that the product will provide for the consumer. News or information headlines are generally used for the advertising of new products or product improvements.

Use of attractive punch Lines:

Taglines are short, catchy phrases that complete the creative idea. Slogans, which are repetitively used throughout an advertising campaign, are often used as taglines.

Use of attractive colours:

Intense colour grabs the attention, as does the movement, which is suitable to television commercials. Visuals that are pleasant to the audience attract more attention. Therefore, advertising featuring women generally uses models that are pleasing to the eyes.

Use attractive design:

Design is most essential element of creative strategy. A good design can be of help for brand image. It's a duty of the designer to choose a creative design strategy. The message design comprises the text, visuals and sound, and these elements are combined in the advertisement layout. The message also has a particular tone and style which refers to the manner in which the message is expressed.

Use of Music in advertising:

Music has potential to grab the attention of the consumer. Music in advertising affects the way viewers perceive the brand by different means and on different levels. Music can serve the overall promotional goals in one or more of several capacities.

Use of attractive body copy:

The text of the advertisement, often called copy, aims to attract attention and should be memorable. For printed media, the text consists of display and body copy. These aspects will be described in Section.

Use of attractive font styles:

The main goal of an advertisement is to convey a particular message to the people, in creative manner. Typography is one of the most important part of creativity. Typography also attract the attention of the buyer. But if the appearance of your marketing content makes it difficult to read, you'll end up losing your audience's attention. That's why marketing and advertising fonts deserve a little more attention than they often get.

Choose correct advertising appeal for creative and successful advertising strategy:

Through advertising every product appeals that it can fulfill all needs and desires of a buyer. Broadly two types of appeals are used in advertising. One is Emotional appeal and another is rational appeal. Some time both appeals are at work together. "Emotional Appeals" that relies primarily on evoking emotions, like Trust, Happiness, Security, Glamour, Anger, Fear, Romance, Protection, Status, Passion etc.

"Rational Appeals" that relies primarily on calling reason, like Awareness, Knowledge, Liking, Preference, Conviction, Purchase. Tiwari (2003)

The focus can be on the rational or emotional motives of the consumer, or a combination thereof. Belch and Belch (2007) and Koekemoer (2004) state that advertising appeals are generally divided, based on rational or emotional content.

It is crucial and important decision that appeals of advertising can be a good idea for creative strategy. Advertising appeals are the cues that attract the attention of the audience and that attempt to influence the consumer in some or the other way. As most purchases contain both rational and emotional facets, advertisers recognise the need to combine the two appeals in advertising sometimes. Blakeman (2007) refers to the emotional or rational content of the advertising message as the "tone of voice" of the message.

In the current study, the incidence of rational and emotional appeals will be examined, as well as the frequency of a combination of the two appeals in advertisements and commercials featuring female characters. The various advertising appeals can be sorted under the general captions of rational and emotional approaches.

Emotional appeals

Straight-sell or factual message • Demonstration • News • Testimonials • Scientific or technical • Product popularity • Fear • Humour • Sex appeal • Animation • Fantasy • Slice of life 102 Rational appeals Emotional appeals • Comparison • Dramatisation Blakeman (2007) • Factual or straight-sell • Demonstration • News event or educational • Authority • Instructional • Product feature or star • Reminder • Teaser • Inherent drama • Talking head • Dialogue • Narrative • Fear • Humour • Sex appeal • Animation • Fantasy • Slice of life • Music • Scarcity Source: Rational appeals Rational or informational appeals focus on the consumer's functional needs and use premises such as convenience, economy and health as benefits (Arens et al., 2011) Scientific or technical evidence provides technical or scientific information about the brand (Koekemoer, 2004). An authoritative expert, such as a doctor or scientific body, may be used to describe technical product features. • News or educational appeals provide information on a new product or a significant product improvement (Belch & Belch, 2007; Koekemoer, 2004)

An overview of rational and emotional appeals as general directives will be provided. Feature appeals concentrate on the primary attributes of the brand and are used to stimulate technically complex and high-involvement purchases. If the product feature is unique to the brand this can be very effective.

Oral B uses this appeal when it states that it is the brand used most often by dentists. b. Emotional appeals By eliciting an emotional response from the target audience, emotional appeals attempt to create a link between the brand and the consumers' psychological needs. This appeal is useful when rational differentiation between brands is difficult.

Choose a correct Layout planning:

A layout must present the advertising message forcefully and attractively and it must have an orderly structure. Layout is merely a guideline a blueprint, a roadmap, an architect's drawing. (Advertising manager's handbook 3rd Edition; by Richard H. Stanfield; 1993) Layout involves decisions as to how the various components of headline, illustration, copy and signification marks are to be arranged and position on the page. Various classifications have been developed for print ads layout styles.

• Picture Window: - a large picture or illustration with tightly edited copy fitting into small space allotted to it.

• Grid: - these break out space in to a series of severely demarcated rectangles or even-sized boxes.

• Type-Specimen: - these exhibit large type size with no illustration at all.

• Copy-Heavy: - No illustration or only a small visual, rely mostly on words.

• Frame: - artwork or illustrative material framing the copy.

• Multi panel: - these look like comic-strip.

• Circus: - like Multi panel, with even more components.

• Rebus: - photographs, illustrations or diagrams are inserted in to the copy, which is usually quite long.

Batra and G. Mayers (2004)

Creative Brief:

A creative brief is also referred to as the copy platform or message strategy brief, and is a blueprint of what the company plans to achieve with its advertising message. Various advertising agencies use

different formats of the creative strategy brief. Generally, six elements (outlined below) are contained in a creative brief (Belch & Belch, 2007; Wells et al., 2006).

The communication problem or issue, which refers to the problem that needs to be resolved, such as low brand awareness.

• The objectives for the message are what the organisation wants to achieve with the advertisement. The objective (for example to persuade the audience to try the product) is linked to the method that will be used to reach it, like demonstrations, for example (O'Guinn et al., 2009).
• The target audience refers to a detailed description of the target market. For example, Revlon may wish to target females between the ages of 18 and 30 with their advertisement for a new lipstick.
• The important benefits that will be communicated (major selling idea). Belch and Belch (2007) propose using one of four approaches to determine the major selling idea. Firstly, the organisation must find the unique selling proposition (USP), which is the major advantage of the brand. This is an advantage which is not offered by the competition and should, therefore, attract a large number of customers. Secondly, the advertiser can develop a strong brand image through image advertising. The third approach refers to finding the unique characteristic of the brand that causes the consumer to buy it. This is also referred to as "finding the inherent drama" (Belch & Belch, 2007). The last approach to the major selling idea is effective positioning, which reflects the brand's differentiation from competing products (Ouwersloot & Duncan, 2008).

• The creative strategy statement consists of the advertising theme; the executional styles and the advertising appeals. The advertising theme is the general idea that runs through the campaign and relates to the central message of the brand (Clow & Baack, 2010:144). The executional styles and advertising appeals will be discussed in Section 3.2.2.

• The supporting information for the advertising claims in the message includes the factors that back up the promise of the brand (Arens et al., 2011:343). An example is the unique ingredients in a skincare product for women which have been shown to reduce wrinkles. 96 The creative brief supplies the advertiser with the plan along which the advertising message will be developed. Using the objectives of the advertising as a basis, the message needs to be carried out using a particular format or framework.

Creative tactics: Creative Tactics allows you to set parameters on a campaign to use certain creatives under defined circumstances, without having to create a separate campaign for each rule. For example, you could choose to show different creatives based on the time of day, day of the week, device type, supply source, and even by domain—just to name a few.

The Charm of Creative Tactics

Creative Tactics helps advertisers and marketers automate and optimize precisely targeted campaigns by providing a means to define which creative to show based on specific tactics in a single campaign.

Here is how can you leverage creative tactics:

- Need to promote a concert to the same audience but differ the creative between Las Vegas and St. Louis? That's the charm of Creative Tactics—it enables you to automatically serve the most relevant ad to the audience segments that you need to drive results

- You are running sales—lots of summer sales for items in your product catalogue. You want your message and creative to match the right segment, all during your 4 day sale event. "Save up to 50% off on bikes" would contain a bike and be served to biking enthusiasts; where as "Save up to 30% on summer clothing" will likely be served for a primarily female millennial segment

- Want to target across a spectrum of individuals for your destination serve family oriented creatives to females looking for kid-friendly vacations and sports oriented creatives to males looking for a weekend golf getaway

By developing creative tactics for more relevant ad delivery across the customer journey, you can serve engaging ads to the most appropriate audiences.

Not sure where to begin with your creative journey?

Beyond art + copy, the Creative Studio combines creative, digital media and data to develop and execute custom creative advertising solutions that work. Rooted in hard data, Creative Studio campaigns are created to be repeatable, scalable and continuously optimized for business growth.

Reach out your StackAdapt Representative to learn more about Bid Factoring, Creative Tactics and the Creative Studio.

Creative Studio: The Creative Studio has expanded its working repertoire of creative formats, and have come up with an arsenal of innovative ad ideas. They work to meet the needs of our clients and the requirements of the campaigns, not only enhancing existing ads, but also creating fresh new ads with the latest technology and creative trends in mind.

LESSON-6

CONTENT WRITING FOR ADVERTISING

Content writing is a process where advertisers convey the product information to customers. Content of an advertisement is a message of company which they intend to deliver to their potential customers. It is created to enlighten the aspiring users of the product. In the market, copy should also represent the company vision and mission that companies want to communicate to their customers. Companies can create strong customer relations and recall by creating catchy messaging. Advertising helps in turning products and services into Brands, which the consumers buy from the market place. Strong and creative messaging that establishes the personality and image of the product in the minds of consumers is the critical difference that drives the growth of the brand.

Copy Writing:

Copy writing is the use of creativity in words or ideas with the focus of selling products through the creation of brands. For copywriting to be effective, one has to be original and interesting in order to influence the buying decisions of millions of customers. In this paper, current theories of copy and models of the copy process, importance of copy in advertisement are discussed. Copywriting is a creative work. It starts with product information, message and entire copywriting process. It aims to create positive communication that is mostly inclusive.

Copywriting is not just the art of saying something different, but more importantly it is an art of saying it simply and effectively. In fact, it would be good to say that it's not just the art of writing. It's the business of writing.

In Today's world, consumer is overwhelmed with a plethora of messages from thousands of brands pouring in the market every week. USP (Unique Selling Proposition) is a creative idea to sale the product, creativity is one of the few weapons left in a copywriter's weaponry. In almost every creative field, parameters rarely enter the picture and the individual works for the sake of creativity itself. The art of copywriting is not just putting some words together and making them

sound nice. It lies in the fact that advertising is a business, and therefore has a bottom line. This in turn creates parameters which must be adhered to.

Copywriting is an art of writing the right line, at the right time for the right results. It means that It is an creative idea that can be understood by a wide spread public and they enjoy it. We can say that it also means to play with words and creating effective communication. It doesn't make the consumer to check the dictionary. The art of copy writing, in short, is thinking of the best idea in a set of business parameters, and finding the best possible way of articulating that idea to achieve the bottom line.

Copy writing doesn't have some set of rules. But it should be subjective work which they produce. There are a set of broad steps that a copy writer should follow to get the final advertisement. While approaches might vary, there is a broad process which is listed below:

1. Understand the client Brief:

It is an essential element for a copy writer to understand the brief of the product which is given by the client because it is the real guide to the client's requirements. It creates a story for the writer to work with. It sets the context for the communication and defines the parameters of the job.

2. Reconstruct the Brief:

After getting the briefing, writers must study the each individual part of the brief in itself. What they are talking for? Why is there a need to talk? What they are demanding for advertising? What is the desired result? Just a few of the questions a copywriter must find satisfactory answers to all of them.

3. Creative Proposition:

Creative proposition is a one line brief that what must be said by the client to the brand's audience in order to achieve the desired result. It should be simple, what we intend to convey to the customers?

4. The Creative Leap:

It is a creative process from where copywriter starts it's work. The basics of writing are clear and the proposition decoded, the copywriter along with his art partner must create a campaign from the proposition. This entails a process of finding the most interesting, inventive and memorable way of communicating with the given audience.

5. Creative Idea:

After the creative leap, copywriter tries to find out the communication idea. He tries to create a disruption in the mind of the consumer, making the communication memorable and interesting.

6. Communication with the Masses:

To communicate with masses, it is important that the copy of advertising must use all the elements of the communication in its various forms. Good copy is an expression of the brand qualities. The goal of the copywriter is to get the consumer's attention, generate interest in the brand and then build reliability for the brand's claims. The following elements should be present in every ad:

• Attention

• Interest

• Credibility

• Desire

• Action

Attention: Copy grabs the attention of the targeted consumers with appropriate messaging.

Interest: The communication then generates interest vis-à-vis the brand by using the best possible psychological, physical or need-based hook.

Credibility: The third stage requires that the consumer buy it believing to the brand's claim with the help of facts lying in it which act as credible substantiation.

Desire: After having grabbed attention, generated interest and substantiated the brand, good communication now creates a desire to own the brand.

Action: In the final stage, desire to own the brand instigates the consumer to physically interact with it.

Note: Communication does NOT instigate the consumer to purchase. Good communication can lead the consumer to a brand's doorstep, but the brand experience delivers the rest.

Role of different elements in copy:

Copy writing includes Headlines, Sub headlines, Tag lines, Jingles, TV commercial scripts, Body copy, Slogans, Direct mailers etc. We understand the object of good copy. Let's examine the basic copy elements.

Headlines: The headline is considered to be the most important ornament of an ad. A headline attracts the attention of the customer. It should be catchy, simple, short, complete, meaningful and bold. It can be colourful presentation. The objective of headlines is to create attention and attractiveness amongst

customers. Headlines announce the promise of the brand to the consumer. Mostly headline is written in 32 to 72 font size.

Sub headline: Sub headlines carry facts that can be substantiation for the claims of the headline. They can also be used to highlight a specific feature which deserves special attention. In short, sub headlines are used to complete the main messaging of the ad.

Slogans: Slogans are short and pointedly focused. They reduce an ad advertising message strategy to a brief, repeatable and memorable positioning statement.

o The slogan is simple and straight-forward.

o It emphasizes the communication idea.

o It conveys more in a compact form.

o Good slogans finish in 7-8 words.

Body copy:

The advertiser tells the complete communication story in the body copy or text. The body copy covers the features, benefits and utility of the product or service. In the body copy the writer must speak to the readers self interest, explaining how the product or service satisfies the customers need. The text may concentrate on one or several benefits.

Tag line:

The tag line is a variant of a slogan typically used in marketing materials and advertising. The idea behind the tag line is to create a memorable phrase that will sum up the tone and premise of a brand or a product or to reinforce the audience's memory of a product. A tag line is also known as a base line, catch line or a punch line.

Jingles:

These are catchy little tunes which we pick up and hum quite unconsciously most of the times like a refrain registered in our brain which refuses to go away. Jingles make possible the association of memorable phrases with the product or with the company.

Direct mail:

Direct mail is medium to contact a prospect directly and elicit a response without the intervention of a retailer or sales person. Direct mail is a valuable way to tell your customer who you are and what your business offers.

COMMUNICATION STRATEGY

Communication strategy plays a vital role in marketing strategy. Advertiser can focus on many factors which comprise of;

• The product/service: Advertiser entails its features which incorporates all the physical and technology parameters.

• The Price of the product/service: This is very important criteria because at any given point this could be a very critical factor in drawing up the consumer benefit.

• The availability of the Product (Place): Where is the product/service being placed? Which market is it going to address and where is it going to be located?

•   The   Promotions: what   and   how   are   we   going   to   promote   the   product/service?

Brand Recall:

Advertising is omnipotent and omnipresent. People are surrounded by lot of information and messaging at every nook and corner. Because of the fragmentation of the media it has become more and more difficult to hold on to the audience's memory. It becomes a challenge for the copywriter to establish the product firmly in the consumer's mind. It's important for an advertiser to understand the product, its unique qualities, features of the products, its offers what are the competitive strengths and what do the consumers need at any given point of time. It's also very important to keep in the mind what the competitors are using as regards strengths and weaknesses of their products is concerned, that is the driving competitive advertising.

Thus at any given point of time we can trace the factor that is being used. When a cold drink links the concept of Open Happiness with the craziness of sharing with ordinary people a bottle of the cold drink just to see the happiness on the faces of the people, its largest competitor taps the impatience of youth and talks about wanting everything right there and then.

Quality of the Good Content Writing:

Copywriting at any level is about building positive and interesting qualities which help in making the brand attractive to the consumer. Depending on the target segment and its demographics, cultural and language differences there is sensitivity, knowledge and flair that separates the memorable copy from the ordinary. It's important to tap the preferences of the consumers and not to offend any sensibilities.

Thus it's very important to understand that the success and failure of an advertising campaign must start with the Idea and thus copy writing is the tool that drives the communication.

Copywriting as a craft:

Copywriting is a craft as much as an art. According to John E. Kennedy, copy writing is defined as salesmanship in print. One has to put away his or her individual dreams as in the interests of selling clients' products. If the craft of writing is taken to an extent of an art form of selling, one will not only win awards but even earn clients undying admiration. The quality and style of the craftsmanship is bound to differ when taking copy writing as a craft. It is like the group of artists are asked to make the painting on the particular theme.

Bond of copy and visual:

To result in strong campaign; it is necessary to have strong compatibility between the visual and the copy. Such as sometimes the copy is stronger than the visual and vice versa. It should be such that it should complement each other. Sometimes the headline is the main attention getter, sometimes the visual wins. A copywriters relationship with the art person is crucial, stronger the understanding, the better the creative work is produced. There are different cases when dealing with copy {headline} and Visual Headline dominance - the whole purpose of the ad revolves around the headline or just the text. The combination of both the copy and the visual should be acting fifty-fifty. According to Aesop Glim there are nine basic appeals: five senses and four instincts Five senses: sight, hearing, touch, smell, taste Four instincts: anger/rage, hunger, love/sex, and security/fear.

Copy of advertising depends on three things:

• The Product: the more features and benefits a product has, the longer the copy.
• The Audience: Certain people want as much information as they can get before making a purchase. This is especially true of people on the Internet, and especially true with information products.
• The Purpose: What's the goal? Generating a lead for a service business requires less detail, but an ad that aims to make a sale must overcome every objection the potential buyer may have.
Use common spelling: A copy writer should use common words and common spellings because flourishes and variations of common words distract your readers' mind and pull them out of the story which you want to convey. Like Pleez for please, Thru for through, Nite for night, 2moro for tomorrow.

Text messages require some brevity, slang, and acronyms, but connecting with your audience in longer copy requires fewer distractions.

Avoid hyperbole and fancy words: Creativity means to create something different, unique, new and meaningful. Sometimes, you need to tone down your language. Try to avoid big words that make you sound like you're trying too hard to sound smart or important. Put the reader first, It is our job as copywriters to tap into the hopes, dreams, and fears of our audience. This requires research, and the magic of the word. Proven to be one of the English language's most powerful words, 'you' is a word that can't lose.

Write in real and natural way:

Copy writers always keep in their mind that they are not writing the content for themselves. They must speak the language of the audience. Language of the content is in such a way that it conveys the real message in simple with genuine interest. It helps the consumer to understand the message.

Keep it Short and Simple:

To enhance the quality of the content, advertiser follows the law of KISS. According to this a copy writer must avoid long sentences, difficult words, unusual words and hard language to understand. If the content will simple, short and easy it will be easy to understand and recall.

Use seven C's of Writing:

Copy writer should know the best use of 7c's of writing. It will make copy interesting and unique. In 7C's we can use Common, Concise, Clear, Continuity, Credibility, Coherent and Correct. Many common formats of the brand message can be executed. Each of these executional styles will be discussed here.

1. Straightforward execution: This executional style is also referred to as the factual message, as the straight-sell execution provides basic information about the brand without employing feelings or special tricks (Wells et al., 2006:344). The straight-sell is often used in conjunction with an informational or rational advertising appeal that sells high-involvement products, such as computers. A variation of the straight-sell is advertisements containing scientific or technical support, such as advertisements where statistics are provided on the success rate of the product.

2. Execution of Testimonials: The testimonial executional style entails a person with product experience providing a positive report on the brand (Belch & Belch, 2007:277). It is most effective when the person used in the testimonial is credible and the audience can relate to the message. Two types of endorsers may be used, namely typical-persons and celebrities. Typical person endorsers are non-celebrities that are deemed credible, since they have experience of the product and are easy to relate to (Blakeman, 2007:194). Many organisations make use of celebrity endorsers. Using celebrities or experts in testimonials is also known as authoritative executions. Film and television stars, sports personalities, and other famous people endorse a wide variety of brands (Shimp, 2010:250). The popularity and likeability of celebrities make them ideal for influencing consumers.

3. Demonstrations: The demonstration framework shows the actual working of the product. The advantages and ease of consumption of the product can be shown clearly, as well as the effectiveness of the product (Koekemoer, 2004a:166). Television is the advertising medium best suited for this; and, accordingly, many household appliance companies make use of it. In such a commercial, the character in the advertisement is generally the user. This aspect will inter alia be examined in the current study.

4. Slice-of-life execution: It refers to the problem/solution approach, slice-of-life advertisements present an everyday situation where a person is faced with a consumption problem that occurs in daily life (Belch & Belch, 2007:277). The problem is then solved by using the advertiser's product. Generally, it depicts a social scenario where people discuss a specific problem, and then someone provides a solution in form of the advertised brand. The brand is then tried out and the results are always positive. Arens et al. (2011:403) advise that the secret to successful slice-of-life advertisements is simplicity – the advertisement should focus on a key benefit that is presented in a realistic and memorable manner. The slice-of-life approach adds feelings and recognition to the basic provision of facts and allows the audience to identify with the situation (Ouwersloot & Duncan, 2008:179). Many household cleaning products are advertised using this approach. For example, Surf Excel washing detergent powder.

5. Execution of Dramatisations: This approach relates a short tale where the product serves as the main focus (Belch & Belch, 2007:281). Dramatisation is a more theatrical version of slice-of-life, often showing the extremes of possible situations. Unlike slice-of-life, dramatisation is suspenseful and rather complex. Television commercials are well suited for dramatisation, as a short movie format is often

used. Coca-Cola has used dramatisation for a successful campaign named "Happiness Factory". This was shown on television and could be downloaded to consumers' cellphones.

6. Fantasy execution: The fantasy framework puts the characters in the advertisement or commercial in a realm where their dreams become a reality or they can enjoy an imaginary escapade (Blakeman, 2007:97). It serves to place an ordinary product in a fun and exciting scenario, which is usually very memorable. An example is the commercial for the South African soft drink brand Appletiser. Here a woman faces challenges in a surreal fantasy landscape, including forests and caves. At the end she is rewarded for overcoming the challenges by being showered in Appletiser.

7. Animation execution: Animation, an approach that uses various animated characters to relate the brand message, is growing in popularity. Techniques include cartoons, puppets, illustrations or similar fictional creations (Arens et al., 2011:403). This method is primarily used in advertisements that are aimed at children, but it has also found a purpose in advertising directed at adults. Many of the characters used in animated advertisements become synonymous with the brand and retain its popularity, such as the Green Giant (Altstiel & Grow, 2006:138). A South African example of animation in advertising is the Red Bull energy drink campaign that features simple cartoon figures that grow wings when drinking Red Bull. The illustrations suit the slogan: "Red Bull gives you wings." Advances in technology allow for far more than line illustrations or traditional animation and the scenarios in which animated characters are depicted are often sophisticated computer-generated imagery (Blakeman, 2007:97). In the current study the incidence of illustrations (or animation) and photographs (or moving-filmed images) of females is examined.

8. Comparison execution: Comparative advertising entails the advertiser favourably comparing its brand with that of competing brands; and it allows the advertiser to focus on attributes of the brand that are superior to those of competitors' brands (Wells et al., 2006:81). Advertising practices do not permit direct product brand comparisons, however.

Using one - or sometimes a combination of executional styles - the message is presented through an advertising appeal.

Creating advertisements:

After the advertiser has determined the creative strategy, the actual creation of the advertisement or commercial can commence. Belch and Belch (2007:282) assert that after the executional style and advertising appeal have been chosen, the focus then turns to the creation of the advertisement. Advertising design refers to the selection and structuring of the creative elements in the advertisement (Arens et al., 2011:375). Both printed and broadcast advertisements contain similar elements that are applied in varying ways to develop an advertising message. For the purposes of the current study, the focus will be on the creative processes of both magazine and television advertising.

Message design If the executional style refers to the type of story the advertiser wants to tell, and the appeal connects to the audience, then the message design is the process that brings the tale to life (Ouwersloot & Duncan, 2008:184). The message design comprises the text, visuals and sound, and these elements are combined in the advertisement layout. The message also has a particular tone and style which refers to the manner in which the message is expressed (Ouwersloot & Duncan, 2008:187). 105 For an advertisement to draw the attention of the target consumer, several factors can be used to increase the attention-grabbing ability of an advertising message (Hawkins & Mothersbaugh, 2010)

• **Size:** Size of the advertisement is important for print media. Tariff of the advertising depends on the size of the advertisement, larger the advertisement, the greater the likelihood that it will be noticed by the readers. We can publish the ad in half page, full-page and double-page advertisements, as these are generally used in print media.

• **Intensity of the message:** It refers to its dynamism or length. In television commercials, the longer the message is broadcasted, the greater the probability that it will retain attention. Repeated advertisements have an increased intensity.

• **Colour, movement and visuals:** intense colour grabs the attention, as does movement, which is suitable to television commercials. Visuals that are pleasant to the audience attract more attention. Therefore, advertising featuring women generally uses models that are pleasing to the eye.
• The position of the advertisement in a magazine, for example the back page, or the placement of the various elements, such as the product visuals and copy, all impact on the attention-attracting capabilities of the advertisement.

• **Isolation, format and contrast:** isolated visuals attract more attention, as do short copy (format) and objects that contrast with the environment. In this way, a black-and-white advertisement in a full-colour magazine will attract more attention because it contrasts with the rest of the magazine.

• Fascination value and information quantity: if an advertisement is interesting and entertaining, it will attract more attention. Messages that contain too much information show a marked decrease in their attention-grabbing ability, as people tend to minimise the risk of information overload by employing perceptual selectivity. This enables the consumer to block out some of the thousands of advertising messages he or she is bombarded with on a daily basis. The advertising message can contain text, visuals and sound, in the case of the broadcasting media. The text of the advertisement, often called copy, aims to attract attention and should be memorable. For printed media, the text consists of display and body copy. These aspects will be described in Section.

Creative Brief:

A creative brief is also referred to as the copy platform or message strategy brief, and is a blueprint of what the company plans to achieve with its advertising message. Various advertising agencies use different formats of the creative strategy brief. Generally, six elements (outlined below) are contained in a creative brief (Belch & Belch, 2007; Wells et al., 2006).

The communication problem or issue, which refers to the problem that needs to be resolved, such as low brand awareness.

• The objectives for the message are what the organisation wants to achieve with the advertisement. The objective (for example to persuade the audience to try the product) is linked to the method that will be used to reach it, like demonstrations, for example (O'Guinn et al., 2009).
• The target audience refers to a detailed description of the target market. For example, Revlon may wish to target females between the ages of 18 and 30 with their advertisement for a new lipstick.
• The important benefits that will be communicated (major selling idea). Belch and Belch (2007) propose using one of four approaches to determine the major selling idea. Firstly, the organisation must find the unique selling proposition (USP), which is the major advantage of the brand. This is an advantage which is not offered by the competition and should, therefore, attract a large number of customers. Secondly, the advertiser can develop a strong brand image through image advertising. The

third approach refers to finding the unique characteristic of the brand that causes the consumer to buy it. This is also referred to as "finding the inherent drama" (Belch & Belch, 2007:258). The last approach to the major selling idea is effective positioning, which reflects the brand's differentiation from competing products (Ouwersloot & Duncan, 2008).

• The creative strategy statement consists of the advertising theme; the executional styles and the advertising appeals. The advertising theme is the general idea that runs through the campaign and relates to the central message of the brand (Clow & Baack, 2010). The executional styles and advertising appeals will be discussed in Section 3.2.2.

• The supporting information for the advertising claims in the message includes the factors that backs up the promise of the brand (Arens et al., 2011). An example is the unique ingredients in a skincare product for women which have been shown to reduce wrinkles. The creative brief supplies the advertiser with the plan along which the advertising message will be developed. Using the objectives of the advertising as a basis, the message needs to be carried out using a particular format or framework.

Quality of the copy writer: Advertising agencies higher the good content writer for advertising content. They always looking forwarder essential quality of good writer as written below. Essential-qualities for copy writers are:

• Good command of the language

• Imagination adding to the above two comes with the curiosity.

To maintain the creative spark in the copy writing: copy writer must possess all these qualities. As a copywriter you have to be little of everything. Artist, writer, reader, manager, psychologist, salesman, diplomat, politician, entertainer, showman, mother figure, father figure, doctor, manipulator, linguist, acrobat and the list continues. That is why a copy writer has to be creative. Successful writers use outlines — they're helpful in reminding you to stick to the point. Writing with nouns and verbs Precise language convinces; flowery language distracts. Concise and specific copy moves the prospect along, but adjectives and adverbs are (often) just filler. The more descriptors you throw in there, the higher the chances are that someone with the attention span of a hummingbird will click away (unless you are describing the features of something technical).

Revise and rewrite World-class copywriter and advertising executive David Ogilvy is quoted as saying. He would edit his first draft four or five times before showing it to a client, who would inevitably change it again.

Do not overwrite: Without clarity, your copy doesn't stand a chance. Overwriting is a symptom of underthinking. Good copy is damn hard to write.

"If you can't explain it simply, you don't understand it well enough." – Albert Einstein

Do not overstate: Superlatives have the power to wreck your copy. When you overstate or exaggerate your claims (with things like trumped-up testimonials), you risk losing the trust of your audience. An understated promise often does a better job of capturing reader attention than screaming hype does.

Don't mix metaphors: If a product sings when used correctly, but sinks if used improperly, then it is guilty of being both a songstress and an anchor, and this is very distracting. Stick to one metaphor or the other, but not both in one sentence.

Simplify your language Make every word tell. Delete the words that are just window dressing

LESSON -7

MEDIA: AS VEHICLE OF ADVERTISING

Creativity is essential element for a good advertisement. After the preparation of a message it is very crucial task to decide that how to circulate the advertising message to the potential buyer. To advertise the message we need an effective medium. It is good to have an idea how to advertise your ad in different medium of communication. For an advertiser it is very important task to choose the right means of distribution of his advertising message. To choose a right medium, advertiser must know the pros and cons of the medium, reach of the medium, cost of the medium. Without selection of a proper media, the awareness of a products and services will never be spread among intended buyers. Sales of the company will suffer significantly.

Media Options

A marketing vehicle is a tool through which a business physically advertises. The main aim is to reach the target consumer group and receive a good response to the advertising messages from the group. In today's world, an advertiser has a lot of marketing vehicle to reach the target audience. These vehicles can be New Media or Traditional media of communication. It is general category of media, like as Internet, Social media, flyer delivered to a mailbox, mobile phone, cinema, Newspaper, magazine, Outdoor media, TV, Radio, advertisement on the side of a city bus, billboards, in subway stations, across buildings, non-digital marketing vehicles, customer surveys or phone numbers specific to only certain marketing vehicles can be used to track conversions. It is important for a company to select their marketing vehicles wisely. A vehicle must be chosen that can target the intended audience. An advertiser spent a good amount of money on marketing vehicles that are proven to convert consumer's desire into action at the proper frequency. With the constant reference to advertising media a special advertising department is organized.

Digital media as an advertising media: In current scenario the Internet is fast growing medium for advertising. It is an incredible opportunity for consumer, business and advertiser. Digital advertisement on the Internet can be in different forms. Most advertising on Internet can be classified as websites, banners, buttons, sponsorships, interstitials, Meta ads, classified ads, and email ads. Companies are

making money to use their website as an extended promotional platform for their goods and services. On the other hands some companies are using their website as an online catalog store.

In a home page of a website, indefinite number of pages can be visit by users for further information. A web page can be refer to a single HTML (hypertext markup language) file. A large website may have hundreds of these pages of information. This means the site contains hundreds of different documents of various lengths (from 1 to 10 or more screen), each probably covering a different subject.

Banners: The ad banner is the basic form of web advertising. A banner is a little billboard that spreads across the top or bottom of the Web page. It carries text and picture of a product and service. At present, larger banner ads are very catchy and dominating the screen.

Buttons: Buttons are similar to banners. They are small version of the banner those often look like an icon usually provides a link to an advertiser's home page. They carry less information. Since they take less space than banner, they are less expensive.

Sponsorships: Sponsorship is another form of advertising on the Internet. It is getting popular in these days. Sponsors are sponsoring the Web pages. Corporate sponsor are sponsoring entire sections of a publisher's Web page. Some time they sponsor single events for a limited period of time. Usually it is calculated in month's basis. In exchange for sponsorship support, companies are given extensive recognition on the site.

Interstitials: It is a very dynamic form of Net advertising. It uses variety of animated ads that pop up on the screen while the computer downloads a website that the user has clicked on. There are now many types of interstitials including pop-up windows, splash screens, etc.

Meta Ads: It is found in search engines (such as Yahoo, Google, etc.), a met ad is an advertisement displayed on the results page of a search. Meta ads are also referred to as keyword advertising. This method enables an advertiser to target a specific audience. Advertisers can pay search engines to display their banners only when relevant keywords are searched for by a user. For example, if a user searched for the term "handicrafts and handlooms", the Meta ads displayed might be for handicrafts and handlooms items.

Classified Ads: Classified ads are popular in print media. At present, it is growing area for Internet advertisers. Some websites are offering free classified advertising opportunities. They are similar to newspaper classified ads. You can search for homes, cars, jobs, toys, shoes etc.

E-Mail Advertising: Advertisers can send e-mail advertising to customers who have asked for it. It is similar to direct mail advertising. It is the most effective form of internet advertising. However, there is too much of span via the e-mail. Span refers to unsolicited, mass e-mail advertising for product or service that is sent by an unknown entity to e-mail addresses.

Internet advertisement is global media for advertiser. Now days, it is the most demanding medium for advertising. There are many reasons to support it like it is interactive Medium, It allows consumers to directly interact with an advertiser, it has maximum reach to the people worldwide (some estimates put the figure at 1 billion people),we can say that internet is the only true global medium, providing information and commercial opportunities that are immediately accessible around the world, providing instant feedback for the advertiser, Internet provides in-depth information about a company and/or products, Commercial websites provide detailed information about products or services to the Internet users seeking information.

No medium is 100% result oriented. Like other medium it has also some draw backs. It has lack Mass-Media Efficiency, Internet is not a mass medium like radio and television, for developing countries like India, it is complex for common man, due to poor network downloading of websites is very slow in many parts of the world, including India, ads that pop up in between only irritate the Internet users, There is too much of Spam via the e-mail, people are still believe in physically inspect the goods before purchases. Therefore, a good number of markets in India do not give much importance to Internet advertising.

Cinema: Film is an infotainment medium of audio-visual communication. It is entertaining the audience from last many years. Cinema is a good opportunities to the advertiser to screen commercial films and slides produced by them. Today cinema is an important and effective medium for advertising. Advertising films on big screen creates a long lasting impression upon the audience. They use very good sound quality. In cinema, products are presented to the audience very effectively. Such films may be shown before the start of the feature film or during interval. At present there are three kinds of films used as media of advertising:

1. Straight Advertising Films: These are most common now-adays. These concentrate on advertising message relating to only one product of a particular company, such as Hindustan Lever, Tata Oil Mills (toilet preparations), D.C.M., Gwalior Rayon, Calico etc. These are of short duration lasting from 3 to 5 minutes.

2. Documentary Films: In cinema, Advertisements are presented as documentary films. Mostly social ads are documentary ads films. They are mainly used for public awareness and educative manner. They are used to show various aspects of an industry as a whole.

3. Sponsored Advertising Films: Many Companies are sponsored the films. Very Creatively, Films shows sponsored products in before the films, between the films and after the films.   It is a very good combination of advertisement and entertainment. In India, cinema has practically reached in all the parts of the country. It has a quite wide coverage. Cinema is able to explain and demonstrate the use of a product quite conveniently. It has some limitation also, Production cost of a film is quite high, audience may not like to waste time in seeing such films repeatedly. They resent to it as they come for entertainment only.

Television Advertising: Television advertising is the best selling media. It has great potential advertising impact which is unmatched by any other form of media. Commercial on television was introduced in India on January 1, 1976. Television ads are very creative, entertaining, short and crisp. In few second, it introduces the product and service beautifully. Advertiser should avoid long TV commercials. Light, sound and motion attracts the audience attention and easily convert the attention to the action. It is helpful to increase the sale and advertiser gets the desirable result. The coverage of television is increasing at a rapid pace in India. This media is particularly advantageous for those advertisers whose products require demonstration. Sponsored programmes are also popular on television in India.

Television advertising is the combination of both radio and cinema. Thus it is a most powerful audio-visual media. It makes the message more attractive and impressive. Advertising are the backbone for the production houses. It is a major source of income. It possesses geographical selectivity. An advertiser has many choices on television to place his advertisements on various programmes, TV serials, news etc.

Television Advertising is subject to the following demerits or limitations. It is very expensive advertising media and would certainly exclude the small advertisers. TV commercials are very brief due to high cost of advertising on television. It is a very deliberate media, requiring long term planning, the gaining of approval from the authority and also lacking flexibility.

Radio: radio is public media. It has wide reach. It reaches to the common man. It provides a very large coverage of audience in urban and rural areas. Now, radio is available in mobile set. Commercial broadcasting on radio was started in 1967. Commercial broadcasting is now undertaken by Delhi, Bombay, Madras, Calcutta, Poona, Nagpur and Bangalore stations etc. of All-India Radio. Ceylon Radio Commercial Broadcasting is quite popular throughout the country. Commercial broadcasting is a major source of income.

All India Radio broadcast mostly social advertisements. Few advertisements are very popular on radio. Radio advertising may be described as "word of mouth advertising on a wide scale". The advertiser delivers the message orally and not visually. It makes appeal to the ears only. The message is conveyed to the masses whether literate or illiterate. Radio Advertising is quite popular in India. It has a wide coverage. It is an easy medium to convey message to small remote areas. It is quite flexible as it can be used on a national or local level according to the need. It gives message of the advertiser at the door of the prospects when they are in a respective mood. It easily catches the attention of the people. In this connection, psychologists say that anything learnt through the ears is not easily forgotten. Radio advertising affords variety of programmes including entertainment on account of which the goodwill is developed. People buy the product advertised by radio because they enjoy the free show. Radio advertising has human touch unequalled by any other media. It also fails somehow. The message given by radio advertising is short-lived. It only appeals to the sense of hearing and thus does not portray visually a picture of the package of the product. It is not suitable for all kinds of products, such as industrial goods which are not needed by the average radio listener. It is useful only for the goods of common use. Radio advertisements are very brief and thus details cannot be elaborated.

Printing form of advertising: Print advertising is the one of the oldest form of advertising industry. It is very effective method of publicity. It has become the part of our life. Print as advertising media has a wide range which can carry the advertising message to the target customers. In India, print media is still

very commonly used by companies. They shared nearly 70 per cent of their total expenditure on advertising media.

Options in print media: Press advertising takes the following two major forms:

1.   **Newspapers:** Newspapers is a broad sheet. Normally it is in 43cm x 56 cm dimension. Newspapers may be national/local daily/weekly. Today we have so many vehicles to pass the information about new products. What types of products are available in market and price-off deals?

Newspaper is one of the best choices for advertiser. It reaches every nook and corner in a very short time. It has wide reach. It can be used for local, national and regional market coverage. In India, all most 84656 newspapers published in Hindi, English and also in regional languages. Many newspapers in English and Hindi have nationwide coverage. So a message given in newspapers may have a better impression on the minds of the people and it may be more specific, clear, complex and lengthy. Small enterprises prefer local newspapers as their advertising media. The newspapers charge on the basis of column centimeter space used by the advertiser.

In newspaper, an adviser can buy the space, they charge accordingly. They charge according to column per centimeter, premium price for special positions and provide concession for space booking on contract. However, these rates vary from newspaper to newspaper as per their circular and coverage. It offer a lot of flexibility. According to the convenience and necessity of the advertiser, the shape, size and appeal may be frequently changed to suit the need of the advertiser. High frequency enables speedy preparation and publication of advertisement. It is the cheapest media of advertising as far as its cost per reader is concerned. The daily newspaper have strong repetitive value as it offers an opportunity to the advertiser to repeat is message at a short interval of only one day.

 The public response towards newspaper advertising is very quick. By inserting local advertisements (in local newspapers), the effectiveness of advertising copy could be tested quite easily. By inserting frequent advertisements in the newspapers, their visual appeals may be created very easily. Leading newspapers provide space to reputed and reliable concerns only. Newspaper is a good medium for advertising but still it has some limits. One drawback of print media is that the life of a newspaper is very short, i.e., only for the day. It is said, "Nothing is alive as today's newspaper" and "Nothing is dead as yesterday's newspaper." There is waste of circulation. The advertisement is carried even to those

places where there is no market existing nor the possibility of creating a new market in the near future. Visual effects may not be created in practice as the newspapers are generally printed on cheap newsprint. There is lack of uniformity in advertising requirements. Newspaper advertising is less popular in undeveloped countries where the masses are illiterate ignorant and poor.

2. *Magazine:* The Magazine is a medium to transmit the information to the readers who are spread over a large area. It is an infotainment media which provides information and entertainment together. Magazines are different from other media in many ways. They have their own value and positioning in the minds of readers. They appeal to particular kinds of people belonging to different regions and communities.

Magazine advertisement has a longer life, as they remain on the shelf as long as the new issue comes in the market. Today magazines are published on almost all issues pertaining to society; *Political, Fashion, Travel and Tourism, Business, Sports, Health, Social, Education, Entertainment and Employment*. Magazines are published weekly, fortnightly, monthly and some of newer ones tri monthly and bi-annuals also. Magazine is a good option for advertiser.

An advertiser purchases space in magazine, keeping in mind the requirement of the objective and budget of the campaign. The space in magazine is generally sold in term of full page, half page, double page, quarter page, three columns, two columns or one column. Position of pages in the magazine decides the price of space. Advertiser has to pay more money for cover page, inside front page, back cover page or inside back cover page.

Magazine rates are compared by cost per thousand circulations (CPM). Magazine advertising create prestige, reputation and an image of quality. The number of readers per copy in case of magazine advertising is quite high. There is multiplicity of readership. The printing, paper, colour combination is more attractive in case of magazine advertising than newspaper advertising. The chief demerit of magazine advertising is its low flexibility. The circulation is limited as compared to newspaper advertising. The size of magazines differs widely and hence the advertiser has to prepare the copy of advertisement according to the size of the magazine and journal. 6. Change in appeal cannot be effective quickly.

3.   *Flyers:* Flyers can play a vital role in product promotion and the marketing of your business. Flyers are cheap and effective marketing tool for sponsors. They provide enough information in a single folded paper. It is a piece of creative designing. It gives opportunity to the adviser to connect with your intended buyer. It is a medium which mention the relationships, as well as allow the advertiser to connect the reader with your brand. In the morning you will receive many flyers with newspaper. It can be left in public places, cars and at your house doors. It is important to know that flyers are possibly the easiest and cheapest way to get in touch with your customers and good for building long lasting relationships. It is important to use the right type of flyers for creating awareness about your business. If you want to launch your business, it would be best to consider cost-effective options for flyer printing. It will help you in getting the word out for your business. An advertiser should know his need of promotion. He should select the right size, colours, font style and pictures for the marketing and success of the business.

4.   *Brochure:* Brochures are popularly known as folded paper which carry a lot of written message. It is useful to send messages to customers about your company, product and service. In brochure, designer can use more visuals and less text. A good and creative designer can convert viewers or readers into intended buyers. Brochures are easy to distribute.   It is a cheapest medium. Advertiser can successfully complete their marketing goals and achieve the targets. Brochure can be in different sizes, it's depends upon advertiser which size of brochure he/she needs and what they need to be made of. Some popular brochure and flyer styles and types used by many companies to promote their brand. A creative and good designer for your brochures can build your customer's trust in your brand and establish your long relation with company

5.   *Pamphlet:* Pamphlets are the very cheapest medium of communication. It is a loose sheet that is preferred for mass distribution. Usually, it is printed in regular quality paper, making them easy to distribute to as many individuals as possible. For brand awareness, it is an excellent and the cheapest way to advertise.

6.   Leaflet: Leaflet is single sheet which will print in both sides. These are usually small advertisements in the form of a single- fold brochure or a single sheet of paper. Many companies prefer to use this as marketing tool because of their small size and relatively less expensive cost. Leaflets can be

placed indoors, on car windshields. It can attract the attention of the buyers. It is a colour full paper. It will print on good quality paper.

7.   Transport media: It refers to moving advertisement. It consists of placing posters or playcards inside or outside vehicles such as trams, buses, taxies, delivery-vans, railway carriages etc. The main advantage of this system is the small space available for such posters. These posters are fairly sighted by the eyes and can be easily read. This method is a very common media and is considered to be very effective.

8.   *Outdoor media:* Outdoor advertising is the oldest form of advertising. It is most common media even today. It is also called wall advertising. Outdoor advertising consists of a display of advertisements out of door which may be in the form of posters, painted signs, field signs, neon light signs, hoardings and posters carried by sandwitch men. This is also referred to as mural advertising as posters consisting of a picture, are often placed on walls particularly a large one, printed directly on a wall or large photograph attached directly to a wall.

The new form of advertising by using balloons, kites and smoke-writing in the sky is also a part of outdoor advertising. It is a good option for advertiser. The effectiveness of such advertising materially depends on its positions. Therefore, outdoor advertisements must be placed in such a way as can be seen by a large number of prospective customers with ample attention.

Why outdoor advertising can be a choice of an advertiser? Outdoor advertising is a widespread, creative, cheap and popular advertising media. It converts the goods and services of interest to mass appeal. It has a longer life. Most of the outdoor advertisements are big and dominating in nature so it is a very powerful eye-catching media. It uses popular slogans which can be easily remembered by the prospects buyers. It can be in different forms like.

9.   **Posters:** This is the most common and popular form of outdoor advertising. These are exhibited on a hoarding or on walls, roofs, fences, chimneys etc. A really commanding effect can be produced by posters which cost less than any other advertising media. Design is the basis of all poster-advertising. These mostly contain pictures. Advertising for a movie is done in this way. Even where no pictures are used, the proper arrangement of lettering is important. The posters should be simple, attractive and

capable of telling its story at a glance. Posters also give considerable scope for the use of suitable and attractive colours. Humor can also be used with advantage in poster-advertising.

10.   **Advertising Board**: These are also posters which are kept at certain fixed places especially at points where people frequently assemble, such as bus stops, railways, crossings etc. Generally these advertising boards are made of metallic sheet enclosed in a wooden frame and fixed with a panel having specified height at main junctions. These are fixed and well set with flood-lights. 3.

11.   **Electric Displays and Signs:** Signs illuminated by electricity are today to be seen in large number in cities. This is the most modern and the most attractive form of outdoor display. It may consist of wooden letters studded with bulbs. Sometimes with a view to attract the attention, coloured bulbs are used and the colours are changed at short intervals. Another device used to attract attention is to turn on the light on each letter at a time to give the impression of the sign being written by an invisible hand.

12.   **Neon Signs:** There are brilliantly coloured tubes available in various shades. These can be of the still or the flashing type. These signs are more attractive and interesting than the signs built up by a number of electric bulbs.

13. Sky Advertising (Sky Writing): Sky advertising is another modern form of outdoor advertising. In this form of advertising media an aeroplane writes the name of the product or the producer in the sky. It is also known as „smoke writing‟ because the message is written in the sky by means of smoke. Large sized printed balloons are also dropped from the aeroplane in the sky. Usually, near the circus-tents, a large sized balloon is floated on which the name of the circus is written.

14. Sandwitchmen: They are hired persons and properly dressed who walk in the streets in a procession with boards, posters and notices placed about them. The idea is to attract the attention of the public. The cinema-theatres usually arrange this kind of advertising media when a new picture is released.

 It is capable of gaining more attention of the public. Outdoor advertising is more useful for local dealers. Its results can be more readily secured by using this form of advertising. In big cities and high traffic areas, outdoor advertising is the most effective form of advertising. It offers greater selectivity

because it can be used locally, regionally or even nationally. It is quite economical. It has comparatively long life.

Limitations of Outdoor Advertising Media The outdoor advertising media possess the following disadvantages, demerits or limitations and thus is subject to criticism: It is subject to adverse reaction of the public on the ground that the walls of the houses are used for writing outdoor advertisement even without the permission of the owner of the house. The message written under this type of advertising is too brief. The exact effect created on prospects is difficult to measure. The language used in writing on the wall advertising is usually defective and sometimes immoral too. It has an adverse effect on the public.

Media Selection: As we know that we have a lot of choice to advertise or launch our product in market. It is very difficult to choose right type of advertising media. Selection of a right type of advertising media is a difficult task. According to Kotler (1982) said that media selection is the problem of finding the best way to deliver the desired number of exposures to the target audience. An exposure occurs whenever a prospective buyer becomes aware of a message from a specific medium.

Walters (1977) suggested that five important points must be noticed and must be evaluated.

First, research the market. If the product is one bought by women, women's magazines would be a leading media. If the product is motor cycles, the advertiser would look for the best way of reaching young men.

Second, the cost of the medium must be considered. Third, past experience must be considered. One of the best guides to the effectiveness of various media is experience.

It is a good idea for business to keep a record of the effect on sales of using various media. These records can then be used to guide future decisions. It is even possible to obtain clues to advertising effectiveness when amounts spent by various media, time, period, etc are compared to changes in sales. Finally, the sales potential of the media must be considered.

In a hypothetical media selection problem, Donnelly et al (1970) listed the following five steps in formulating the Linear Programming problem:

1. The first step is to determine the nature of the market to be cultivated and specify the variables which are of utmost importance in achieving the objective. In order words, determine the 'audience profile'.

This profile is the systematic analysis of pertinent demographic characteristics of persons who are the most likely purchasers of the firm's products.

2. The next step is to determine what buyers the various media reach. This set of data is then compared with the audience profile which the company has developed. This matching process is often referred to as the 'audience profile match'.

3. The third step is to give some numerical value to the demographic factors which are considered relevant. This is an objective/subjective process which is heavily influenced by the experience, attitudes and intuition of the decision-maker. A weighting scale of 0 to 100 can be easily utilized for giving numerical values to the demographic characteristics which have been considered important. This step is to enable one develop what is called 'an effectiveness rating'.

4. After the weighted scale is presented and understood, it is possible to employ a conversion standard. This is a graduated scale for the demographic factors which would allow the decision maker to quantitatively derive different weighting scores for the different media. The conversion scale is used to derive an effectiveness rating for each of the media being considered.

5. After the effective audience is determined, it is possible to begin establishing the Linear Programming Model. The objective function can be formulated by dividing the effective audience totals for each medium by the cost of, for example, each full page advertisement, if magazines is one of the media considered. This calculation provides an effective readership rate per naira spent

A low cost medium that does not offer much sales potential may not be a good bargain. Sales potential is related to the market because the medium that more nearly fits the needs of the market is likely to have greater sales potential. Every media has own advantages and disadvantages. Before selecting any media, an advertiser must focus on three main objectives.

1. It must reach to the target audience.

2. It must attract the attention of the buyer and convert attention in to action.

3. It must be in your budget.

An advertiser has number of advertising media choices but any single media that fulfill the above three objectives. It is the duty of advertising agency task is to identify from among them which is relevant for the company. For this purpose the management should consider the following factors:

*Type of Product***:** Before preparing product advertisement, Ad Company must understand the nature of the product, quality of the product, price of the product then determines the choice of the advertising media. If you have good budget and you want to spend money to advertise your product then cinema and television can be good choice.

Market Requirements: While selecting advertising media, the company's market requirements should be considered. For example, specialised high fashion colour magazines would be the proper media for consumers with high income groups and sophisticated tastes. Similarly, outdoor media would be appropriate when consumer action is to be induced at the point of purchase.

Advertising Objectives: The advertising objectives also determine the type of media to be selected. For example, the press is preferred to project corporate image while radio and television is relevant for product advertising.

Distribution Strategy: The advertising media should be compatible with the distribution strategy adopted by the company. For example, if the company is selling through middle men wholesalers and retailers etc., then outdoor advertising media duly supported by television, radio and cinema etc. may help to pull the product out of channel.

Nature of the Message and Appeals: The nature of advertising message appeal also determines the advertising media for a company. The media should be able to carry the message and appeal to the right persons in the perspective. For example, if time is the essence of communication, daily newspaper and radio may be the best choice. Mass consumption items like soaps, toothpastes, hair oil etc. may determine television, newspapers as the best selection.

Budget: The budget available for advertising purpose will decide the choice of media of advertising. For example, a manufacturer having comparatively large funds for advertising may choose television or radio or both as a media of advertising. On the other hand a medium or small sized businessman may prefer newspaper and magazine as an advertising media.

Competitors Choices: A company should also take into account the wisdom of competitors media choices despite differences in advertising objectives and appropriations. It is not desirable to outright dismiss their choices. Generally, the advertising media used by competitors are preferred so as to make an impressive appeal for the product.

Cost Per Thousand (CPM): This allows for the cost comparisons across alternative media vehicles in terms of rate, conventionally abbreviated as CPM, where the M designates the Latin word Mille, that is, one thousand. This simply shows the cost incurred in the process of exposing 1,000 target audience to the advertising message.

Circulation of the media: Company should take responsibility into account the circulation of the advertising media. Media circulation must match the distribution of the product. Circulation should not be confused with readership. Circulation means the number of copies sold after deduction of free copies, returns and other differences between the total number of printed copies and total number sold at full price. The advertising media selected should have maximum circulation, such as Hindustan Times etc.

Availability of the media: Media availability is quite relevant and necessary part of media selection. Because when we are considering advertising media alternatives because not all media are available to a company at all times.

Penetration: Advertiser and ad agency should have ability to penetrate the market. It is important to answer, how can we reach the greatest number of potential customers? To answer this we should select the accurate advertising media.

Media selection is incorporated in media planning (Bogart, 1996). Media planning, being part of marketing communication is a process that consists of a series of decisions made to find the most optimal way(s) to deliver the message to a target audience.

Media planning includes communication objectives, media selection, where and when to use these media and budgeting. Before start of advertising, media planning is key of success of advertising campaign.

STEPS IN MEDIA PLANNING: The following steps for media planning:

First decide the target market: It is important to decide specific market where the product will launch, for whom planned efforts can be directed.

Secondly set the media objectives: Media objectives are often stated in term of reach, frequency, gross rating points and continuity.

(a) Reach of the media: It refers to the number of different persons or household exposed to a particular media schedule at least once during a specific time period.

(b) Frequency of the advertisement: It refers to the number of times within the specified time period that an average person or household is exposed to message.

(c) Gross Ratings Points : It refers to the total weight of a media effort in quantitative terms. GRP"s are equal to each multiplied by average frequencies. E.g. 80% of the homes watch Chitrahar and they are exposed on average 2.5 times within the 4 week period. The total impact or GRP"s = 80 × 2.5=200. (d) Continuity: It refers to the timing of the media insertions.

Display Advertisement and tariff for Newspapers:

In display advertisements an advertiser can present the product and service details in an effective and simplified manner. Display ads are normally in big size (the minimum size accepted is 4x5 = 20 sqcms and the maximum size is Full Page which is around 1700 sqcms. The cost of Display advertisement even varies according to the page you select. If it is the front page of the newspaper, the charges will be relatively high compared to the inner page advertisement and even the minimum size of advertisement changes for the premium page.

They are colourful, more visuals and less body copy. This has become a great tool for advertisers to plan media in an effective manner while saving cost on advertising.

Media Mix: Once the media selection is decided upon, the next step is to determine the mix of the media one must use. This will be arrived at by considering the advertising company's marketing objectives, its target market, media characteristics, and its matching with the target market. The overall advertising budget also influences the nature of such mix, in addition to the available audience.

For example, to achieve certain advertising objectives, one may require to use a mix of 50% newspaper, 25% magazine and the rest 25% television. However, more than one mix may fulfill the advertising objectives, and yet be within the overall budget cost. But one should aim at balanced mix. Some advertisers prefer to concentrate on one media type mix whereas others like to have a widely varied mix. While the former offers the advertiser an opportunity to make a great impact on a specific market segment, the latter, being an assortment of media, can deliver different messages about the same product in different market segments more effectively.

Media Buying: In advertising agency, the specialist who is the counter part of the media sales are the representative of the media buyer. Media buying service is likely to be more personal and direct. The media buying specialist helps to decide what media should be used for a product promotion. They purchase the media space and time. They control and evaluates the performance of the media purchased. There is growth of Media Buying Units (MBUs) throughout the world. Advertising Agencies are form a group and then set up an independent MBU to buy advertising space. The MBU benefits not only the advertising agencies, and the advertisers because of cost-effective rates, but also the media sellers. The media sellers can negotiate for rates, with one media buying unit on behalf of a group of ad agencies.

Allocation of Funds: The planner should than decide on the amount of funds that would be allocated to each media type and vehicle.

Media Scheduling: Media scheduling could be used depending upon the requirements of the advertisers.

Media planning is the series of decisions involved in delivering the promotional messages to prospective purchasers. It involves getting the best media to be used for the advertising campaign and at the best price. Advertising media planning seeks to match the right message with the right audience and presenting the message in the right medium/media as the case may be, to reach its target audience. Advertising media plan focuses on the communication goals a company has with which it aims to reach its publics.

Structures of ad agency: Every sponsor wants to introduce their product in market in different way. They always look for a good advertising agency. A good ad agency can convert a simple product into unique brand image.

Advertiser

Promotion of the Product

Advertising Agency

Client Servicing

Designing and Create art

Media Research

Media Selection and Media Buyer

Evaluation of Advertisements

Consumer behavior

A sponsor hires Advertising agency, for planning, creation, execution, publishing and broadcasting of promotion communication of a product or a service. They search an ad agency which full their objectives and goals. Mostly advertiser goes to an ad agency for designing the content for the target audience. Advertising agencies are structured according to their services and tasks involved in creating and placing advertising.

Structure of an advertising agency based upon its size. Large agencies are full service agencies they have full staff strength and departments. They create strategy, conduct research, create ads, and select the right media for product promotion. On the other hand, smaller and regional advertising agencies are specialized in particular department. They operated to provide the same fundamental tasks like account services, creative and media with a smaller team.

In Small Advertising agencies, Senior management team are lead by the a chief executive and finance director . On the other hand, management team of larger agency, including a chief executive and finance director, together with directors responsible for each of the firm's departments.

Various department of a big advertising agency as follow:

- Account Service Department:

  Account Executive, Client servicing , Client Briefing

- Market Research Department:

  Study the product, Company and SWOT analysis,

- Creative Boutique:

  A. Copy Department
  B. Product Photographers

     C. Art Department

     D. Graphic Designer

- Media Department:

     A. Media Selection B. Media Planner C. Media Buyer

- Production Department

  For Television ad

     A. Camera man

     B. Editor

     C. Producer

     D. Director

     E. Screenplay

     F. Set Designer

     G. Script writer

     H. Storyboard

     I. Makeup man

     J. Models

- Research Department

  Evolution of Pre- Testing and Post- Testing of the advertising campaign and determine the effectiveness of the advertisement

- Public Relations (PR) Department: corporate communication, client relations, in house relations

- Management and Finance Department: Administrative work.

Basic Selection criteria of an advertising agency:

Good advertising agencies are important for product promotion. They are artist; they are creator of product image. They can make brand image and help to increase the sale. Wrong selection of a company can increase the advertiser tension about product positioning. Advertiser must careful to select an ad agency. They should do some exercise for selecting the agency of the choice. According to Professor J.E. Littlefield and Professor C.A. Kirkpatrick:

"The relationship between the advertiser and the agency is one of wedding for the life-time; like a selection of a life partner, selection of agency should be done with much exploration and thorough investigation so that both will not repent at leisure. Each must know and approve the ideas, the philosophy, the beliefs and the principles of other."

The basic criteria for selection of an advertising agency are as follow:

These are the points worth considering are:

1. Economical

2. Facilities provider

3. Good writers and designers

4. Good History record

5. Good Market reputation.

6. Good Management team

7. Media Relations

8. Location

LESSON- 8

BUDGETING

Budget is an essential element of an event. Advertising budget is a planning of a company's promotional expenditures for a certain time period. Before launching an advertising campaign, advertiser must plan, How much money they want to spend? Through which media they will broadcast or publish their advertisement. A media plan is a document that states courses of actions on how and when the media budget is used to reach advertising and marketing objectives

Some people think that money spent on advertising is expenditure. Some consider it a waste of money. Some are of the opinion that we spend money on advertising because our competitors spend a lot of money on it. They consider advertising as an evil. Here we do not intend to discuss the benefits of advertising and its necessity for business growth and survival. Nowadays, money spent on advertising is treated as a long term investment in the image of a brand. Planned advertising expenditure is required to build a consumer franchise for the advertised brand, apart from its being of direct return. That is why every business enterprise spends a lot of money on advertising campaign every year out of its budget provisions.

MEANING OF ADVERTISING BUDGET:

Advertising budget is an estimation of total expenses that are to be incurred on advertising during a given period of time. The advertising budget includes items of expenditure relating to advertising programmes, cost of space, advertising material (including advertising copy) production expenses, media expenses, agency commission and advertising research etc. In the most elementary form, it states the proposed advertising expenditure and informs and suggests the company management of the anticipated cost of executing the advertising plan. It is the translation of advertising plan into money. The advertising budget must be realistic, flexible and adequate for the advertising programmes. The advertising budget must consider the advertising goals and the size must relate to advertising needs. It should be tailored to suit the needs of the business enterprises. An advertising budget will show also how much, where and for what purposes the amount provided in the budget is to be spent. The amount provided in the advertising budget is not fixed arbitrarily but is determined on scientific lines keeping in

view the nature of the product, size of the market to be covered by the enterprise, types of consumers and the strategy of the competitors etc. it is a plan for the company"s future advertising programme. It provides a programme of the best assortment of types of advertising to be undertaken along with its time table and frequency. In addition to planning function, the advertising budget also serves as a control of advertising expenditure.

PROCESS OF ADVERTISING BUDGET

Advertising budget is prepared by the advertising manager of the company. The advertising budget process includes the following major steps: 1. Collection of Data and Preparation of Advertising Budget : The starting point of any advertising budget process is the determination of the size of advertising appropriation. The requisite information keeping in view with the products, packaging, target markets, advertising copy, new product introductions, types of consumers, extent of competition along with the competitors" strategy, media selection etc. is gathered. Having decided upon the above variables, the advertising manager takes a decision on the very important issue „how much to spend" for advertising. Once the total expenditure is arrived at, the next step is the apportionment of this fund among various advertising units over a period. By advertising unit, we mean a specific advertisement delivered through various media vehicles. The fund allocation has to take into account the market potential within various segments, the time 147 period and the geographical areas over which advertising will be spread in accordance with the overall advertising strategy.

Presentation and Approval of the Budget:

After the preparation of advertising budget, the next step in a budget making process, is to present the same before the top management through the chief of the marketing division for necessary approval. In some organizations, there is a separate budget committee, comprising of the representatives of the financial and other functional areas. The budget committee or the top management, as the case may be, will evaluate such proposed expenditure to achieve the targeted sales in a given budgeted period. Since advertising budget is employed to increase sales, the advertising budget must be compatible with the sales goals of the company. Besides increasing sales, it should be adequate enough for the new product to make a successful entry in the chosen segment of the market. After considering all these factors if satisfied, the budget committee or the top management, as the case may be, will finally accord his

approval over the budget proposals and thus will return the same to the advertising manager for execution.

3. Budget Execution: After the approval, the next step in budget making process is the execution of the budget. During the execution of the budget, the advertising manager has to exercise monitoring control so that the funds that have been allocated are spent in accordance to the approval plan and in economical manner. Whenever there are critical changes in the marketing situation, necessitating an adjustment in the advertising support, the necessary modifications should be effected in the advertising budget. That is why, advertising budgets should be flexible and provision is made for the contingency account to face the critical changes in the marketing environment. The advertising manager should be duly authorized by the budget committee or the top management for making the required modifications etc. as and when required.

4. Control of Budget: The fourth and the last step in the budget making process is to have a control over the budget. It is the prime duty of the advertising manager to see whether the actual expenditure coincide with the budgeted expenditure or not. The advertising manager should also see that the amount appropriated for advertising is being used only on the item and activity as expressed in the budget. Determining Advertising Appropriation Advertising appropriation is that part of company's budget which is to be spent or, say, invested on media, men and other advertising material so as to impersonally communicate with the 148 target-prospective customers. Determining the appropriation advertising outlay is essential for the development of creative media strategies because in a large measure the tempo and tenor of the advertising campaigns depend on how much is available for spending. However, from the managerial point of view, it is the most difficult work. Cost factor is one of the deciding factors in determining the advertising appropriation. A cost analysis study of different media of advertisement and their effectiveness should be considered while determining the advertising appropriation.

METHODS OF FRAMING THE ADVERTISING BUDGET

Actually there are no scientific methods available which can be employed in determining the amount of the advertising fund to be spent during a given period. However, there are several approaches which may serve as guidelines to advertising appropriation decisions. These approaches are called methods. These should not be employed blindly because there is no single method which is applicable to all the situations and may provide correct results. The popular methods which are commonly used in

determining advertising appropriation or for framing the advertising budget are as follows : 1. Affordable Method : In this method one has to find out what the company can afford in a given business situation. Particularly, those companies which have limited resources use this method. When funds availability is a constraint, a limited fund is allocated after other unavoidable expenses have been duly met. Under this method it is usually assumed that advertisers do not spend too heavily. Under this method, advertising activity is blocked-up at last. Merits and Demerits (Weaknesses) : Since the company does not spend more than it can afford and, therefore, there is an element of financial discipline in this method. Nevertheless, this method suffers from the following weaknesses:

(i) The budget decisions are left to the whim of the management and thus are not based on rational business needs. Whims are most irrelevant and subjective rather than based on an objective approach.

 (ii) It overlooks the contributory rule of advertising in the achievement of marketing objectives. (iii) It also ignores the need, importance, nature of advertisement and other factors like long-range planning of advertising investment. On the whole, affordable method is not a scientific one and hence is used by small companies only.

2. Percentage of Sales Method: Under this method, the amount to be appropriated to advertising is arrived at by multiplying the value of past year's sales or the projected sales for the budget period with a pre-determined percentage. It may be explained as under: Advertising Appropriation Past year's sales or anticipated sales or both X Pre - determined percentage The sales on which advertising appropriation is based may be historical – immediate past year's or an average of past years or anticipated or both.

Percentage figures, on the other hand, may be arrived at on the basis of management's historical experience, judgement or industry practice. Merits: This method is most popular with managements on account of the following reasons :

(i) It is a very simple, workable and relatively safe method.

(ii) (ii) Since it directly relates advertising expenditure to sales, it seems to be very satisfactory for many advertisers.

(iii)   It encourages management to think in terms of the relationship between advertising expenses, prices and profits.

(iv) By relating appropriation to sales, this method ensures that the advertiser will spend only what he can afford. Advertising will earn its share out of sales.

(v)   It helps the industry in preventing advertising wars because advertising expenses are proportional to market share/sales.

Demerits or Weaknesses:

Inspite of being the most popular method of framing advertising budget, this method is subject to criticism on account of the following weaknesses :

(i)   It considers advertising as the result of sales whereas the fact is that it is the cause of sales.

(ii)   It discourages experimentation with counter-cyclical advertising and aggressive selling.

(iii)   It does not provide a logical basis for the choice of a multiplier, i.e., percentage.

(iv)   It militates against the planning of long range advertising programmes.

(v)   It represents a static approach to advertising and does not allow it to repond to market needs and advertising opportunities. For example, when sales decline for some reasons a better course of action might be to maintain the level of promotional activity until the sales decline can be corrected.

(vi)   It is not a scientific method. Inspite of the above weaknesses and criticism, percentage of sales method is very popular and is widely used in Indian industries also.

(vii)   Competitive Parity Method : This method envisages determination of advertising appropriation in such a way that a company maintains a parity with its competitors" advertising outlays. This method is based on the principle that you are at par with competitors. Spend as much as the competitors do. Here, advertising is taken as a defensive device and not an offensive tool to achieve marketing objectives. Advertisers want to spend as much as their competitors are spending so that they are not placed at any disadvantage. For this purpose, company has to collect relevant data about competitors" advertising appropriation, for example, previous year"s absolute figures, advertising/sales ratios etc.

Merits:

(i)   This method is most appropriate where competition is rigorous as the management is supposed to keep itself in line with its competitors. Under this method, the management always keeps himself alert.

(ii)   It reduces considerably the possibilities of advertising wars amongst competitors.

(iii)   It enables the management to maintain or increase its share of the market in accordance with the objectives of the company.

(iv)   It enables the management to monitor the marketing programmes of its competitors. Thereby the marketing strategy may be changed accordingly.

Demerits or Weaknesses :

(i)   It is not a rational method because the need, size, problem, opportunities and resources of every company vary considerably from each other. These are hardly similar to each other.

(ii)   There is no empirical or other evidence to suggest that competitive parity in advertising appropriations has prevented advertising wars.

(iii)   The use of competition as a yardstick for appropriation makes it easy for a company to ignore the needs of analyzing the realities of its own competitive situation and to visualize the possibility of other and better available strategies.

4. Objective and Task Method: Objective and Task Method for framing the advertising budget is considered to be the most desirable and realistic method. It is also known as research objective method'. It envisages appropriation of advertising funds on the basis of objectives to be achieved and the task involved therein. It means advertising objectives are set for the coming budget period and the cost of achieving these objectives are calculated in details in terms of task to be performed, the total of which indicates the appropriation level. In short, this method includes:

(i) Defining advertising objectives as far as possible in quantitative terms.

(ii) Outlining and listing tasks to be performed in achieving these objectives.

(iv)   Estimating the cost of performing these tasks. This method takes into consideration the fact that advertising is an investment and an effective vehicle of achieving company's objectives.

Merits :

(i)   This method is more realistic, imaginative, objective, and replaces the rule of thumb and customary thinking.

(ii)   It forces the management to think in terms of advertising objectives and awakens it to the need for their achievement.

(iii)   It is flexible and may be adapted to changing company needs.

(iv)   This method has a special merit in the introduction of a new product.

(v)   It does not operate on the inaccuracies of the percentage of sales basis.

Demerits or Weaknesses :

(i)   This method is difficult to use, for it calls for adequate research data and past experience.

(ii)   This method is objective-oriented. However, its objectives are illdefined, the whole expenditure and the efforts will then go to waste.

(iii)   It is difficult to translate objectives into task that will lead to objective achievement. On the whole, this Objective and Task Method is more rational, realistic, pragmatic and need based as compared to other methods.

5. Return on Investment Method:

In this method money spent on advertisement is considered as an investment and not an expenditure. It is an investment in the sense that a certain return in terms of profit is expected under this method. The advertising budget is prepared; under this method by taking into account the increased profits generated by an increase in sales and goodwill on account of advertising. If sales and profits are higher, the excess may be assumed to the result of advertising. The major problem in this method, however, is that the return is very often spread over a period of time, hence it may be difficult to arrive at an appropriate budget appropriation on the basis of this method. Inspite of this problem, the return on investment method is no doubt a realistic way of approaching the problem because it corelates the sales and profits generated by advertising.

6. Judgement Method:

Judgement method of framing an advertising budget is based upon the judgement of experienced managers of the company. This method is also referred as the „arbitrary method" because it is based on the arbitrary thinking of some experienced managers only, this not based on any scientific lines. This method involves no clerical or statistical or field work. It is solely based upon the experience and judgement of some old and experienced managers. They frame the advertising budget considering all situations, i.e., objectives, anticipated behaviour of the customers and the competitors, market to be covered, types and cost of media etc. Although this method is very cheap

and simple but is not reliable as it is based on the subjective approach of its experienced managers and is subject to bias and error.

7. Fixed Sum Per Unit Method :

This method is similar to the percentage of sales method except that a specific amount per unit is appropriated rather than a percentage of the value of sales. The advertising appropriation may be based on units of a product sold in the previous period or on a forecast of unit sales in future period. This method is most suitable in advertising appropriations for industrial and durable consumer products. The most important advantage of this method is that despite price changes advertising appropriation may be kept unaltered. From the above study, it is evident that no single method is perfect and free from defects. Hence a mix of the above methods may be used in accordance to the requirements and need of the company for framing the budget keeping in view the marketing objectives of the company.

APPROACHES TO ADVERTISING BUDGET

Nothing except the mint can make money without advertising. Mass production and mass distribution totally depend on advertising. That is why the advertiser spends lakhs of rupees every year on advertising campaign just to influence consumers and prospective customers to purchase the company's products. Now the question arises whether the money spent on advertising should be treated as an expenditure or investment. Opinions differ on this subject. These may be classified under the following two heads:

1. Traditional Approach - Money Spent on Advertising is an Expenditure : The traditional approach is that money spent on advertising should be treated as an expenditure and hence should be debited to Profit and Loss Account of the business enterprise at the end of each year. Advertisers treat the cost of advertising like other costs appearing on the debit side of the Trading and Profit and Loss Account in order to earn more profits during a given period. That is why most accountants list the advertising expenditure as a business expense and the revenues authorities do accept this view for income purposes also. They further argue that press, radio and television advertisements have short life span and thus why the money spent on advertisement should not be debited to Profit and Loss Account in the same accounting year. The fruits of the advertisement have already been

derived in the form of increase in sales during the concerning accounting year. In their opinion there is no rational reasoning in carrying forward the advertising expenditure onwards for a number of years.

2. Modern Approach - Money Spent on Advertising is an Investment: The modern and the correct approach about the money spent on advertising is that it is an investment because (i) advertising contributes not only the current sales but the future sales also; (ii) Creates image of the product or brand and of the advertiser; (iii) builds goodwill and confirms acceptance for future products also; and (iv) consequently serves as an investment towards future profits also. Joel Dean, a leading business economist, considered advertising as a capital investment rather than a current expenditure. Like other capital assets, the advertising provides larger returns in future also. From the above discussions, we conclude that money spent on advertising should be treated as an investment and not expenditure. It is a capital investment like investment in other capital assets.

LESSON-9

POLITICAL CAMPAIGN: ANALYSIS AND MANAGEMENT

Political Campaigns are the advertising campaigns which are used to throw spotlight on the political agendas, political debates and other discussions in the political field.

Mostly these campaigns are run near the time of elections so as to influence the public, basically the voters to take the right decision or decision in favor of a particular political party.

Political Campaigns act as image building tools for the political parties and they act as an intermediate between political parties and public.

Political campaigns can be run using various mass communication media which include billboards, newspaper ads, website ads, social media advertising, radio ads, banners, television ads, brochures and many other such advertising tools which may help in spreading the message of the political party at a mass level.

Political campaigns are used to appeal for the votes in the elections or for seeking financial help or support from the people.

Purpose of Political campaigns:

1. To inform the voters about the elections.
2. To maximize the voter turnout in the elections.
3. To persuade and influence voters to support a particular party.
4. To promote the objectives and motives of a political party.
5. To learn about the demographics and statistics of different factors related to elections.

General Requirements to run Political campaigns:

1. Political Advertising needs sponsorship identification (Sponsor ID) i.e. who has funded the advertisement and their name is displayed or called out in the ad.
2. In political campaigns, the candidate must identify the party he/she belongs to or support.
3. All the information used or portrayed in the political advertising must be true and real.

4. The photos of the candidate displayed in the ad campaign must be recent and should not be older than 5 years.

Elements of a Political Campaign:

1. **Campaign message**: A Campaign message consists of the idea that the party candidate wants to convey to the public to influence their votes. It consists of the main agenda or ideology of the political campaign to gain support from the voters and leave a lasting impression on their minds.

2. **Campaign finance:** Campaign finance includes the funds raised by a political party to promote its candidates, initiatives and agendas during the election campaigns.

3. **Organization of campaign:** Each and every campaign consists of a group of people who run the campaign and look after the proper functioning of the campaign.

   Political campaigns consist of these people:

   1. **Campaign Manager**: The person who manages the entire campaign and is the person who provides the creative strategy to run the campaign.

   2. **Political Consultants**: These are the researchers of the campaign and responsible for analyzing each element of the campaign and then adding their valuable inputs and advices.

   3. **Activists**: These are the volunteers who promote the campaigns by contacting the public and pitching a positive image of the political party to the public.

Roles of Campaign Manager:

1. Controls and co-ordinates all the operations including fundraising, GOTV, polling, advertising and all the other work associated with the campaign.

2. Stands as the most visible leader after the elected candidate.

3. Manages all the staff members and various departments working under the campaign.

4. Builds relationships with the consultants and other important people.

5. Prepares and formulates all the creative strategies to run the campaign effectively.

Techniques involved in a political campaign:

1. **Campaign communication**: Campaign communication involves the spread of the message of the political party during the elections.

2. **Campaign advertising**: This includes ads made to influence the decisions of voters and the use of various media platforms to run the ad campaigns.

3. **Media Management**: Media coverage of the elections and broadcast of the events revolving around the political agendas.

4. **Modern technology and the internet**: Internet has been proved to be a boon to mankind and it is an important tool to run political campaigns using the internet platforms like social media, e-mails, websites, podcasts, etc. Many political campaigns have been run on internet till now and we cannot deny the fact that all the future we have will depend upon the internet as a key element of digital political campaigns.

Types of Political campaigns:

1. **Informational campaign**: This campaign is run to gain public support and to spread awareness about the political party and candidates. It involves low-cost promotions and outreaching to public.

2. **Paper Campaign:** Paper campaigns usually involve paperwork done by the candidate to stand in the elections. Its aim is to spread awareness about the political party and give people an opportunity to choose the best candidate for them. The intensity of the promotions increase as and when the elections are around the corner and time is very limited.

Political Campaign and different media platforms:

- Political campaigns can be run on various media platforms and can target the right audience for the elections. These are the most prominent media platforms which can be used for Political campaigns:

  1. Television
  2. Radio
  3. Podcasts
  4. Display Ads
  5. Social Media
  6. Print Media i.e. newspapers, magazines, flyers, brochures, etc.
  7. Native advertising
  8. Digital media platforms

Steps to an effective Political Ad campaign:

An effective political campaign must be relevant and promising to the public so that it can deliver the correct and powerful message to the voters and it can leave a lasting impact on the minds of the public.

A political ad campaign must consist of the following elements:

1. **Copy**

Ad copy is the text or body of any kind of the ad being run on various media platforms be it radio, television, podcast or print media. Ad copy consists of the message that the party wants to convey to the public in a clear and creative manner.

2. **Image or Video**

Visual ads tend to have a lasting impact on the minds of the people. They consist of images, graphics, and videos with a creative message to influence people in the right direction.

Campaign Logo

An ad campaign must have its unique and identifiable logo which makes it recognizable and would help in spreading awareness about the political party and would help in its image building and identification.

3. **Call-To-Action**

Call to action is a step in which your target audience is acquainted with the next task they need to do. It depends upon the goals set by the campaign runner. Public is given the links to support the party.

4. **Disclosures**

Every public announcement or communication made by a candidate to the public should consist of a Disclaimer or Disclosures required by the federal, state or local ethic laws.

Steps to make a Political Ad:

1. **Make An Emotional Appeal**

Emotional appeal in an ad always makes it more impactful and helps the voters to connect with the advertisement. Emotional appeal reminds the voters about the importance of their participation in the election.

2. Share Valuable Information

Political campaigns should focus on more information and adding value to the lives of the public. People should get informed and should be introduced to new things about the political agendas of the political parties and get familiar with the message behind the campaign.

3. Have One Clear Message

The message conveyed by the ad campaign must be clear, concise and concrete. Audience must understand the idea behind the campaign. One clear message would help the audience to know the exact information about the political party and makes it easy to remember.

4. Tell a Story

To make audience connect to the campaign, the most effective method is to convey the message in the form of a story. Story telling is the most easiest and convenient form of conveying a message as it makes the message more relatable, understandable and helps in building connectivity.

5. Use A/B Testing

A/B testing is a tool in which two ad variants are tested correspondently and the one with the most votes is selected as the final output.

6. Choose Advertising Partners Wisely

Before hiring an advertising agency, considering their work and background is very crucial to know their worth and capabilities. Once we are happy with the past work and portfolio of the agency, handing over the campaign is really easy for the organization.

Strategies for Political Campaigns:

1. Start early

Politicians who are experienced and who really want to take their campaign to heights start as early as possible and set goals and targets in advance. They keep evolving with time and do everything in advance and with complete preparation.

2. Competitor analysis

When you have some opponent standing against you then it is necessary to study their work, their strengths, their weaknesses and a complete analysis of their performance

must be done so as to overcome all the problems which might become an obstruction in your way. SWOT analysis combined with other analysis must be done so as to defeat the competitor by building your strengths and correcting your weaknesses by knowing their problems and powers.

3. **Political landscape**

Before applying all the creative strategies to the campaign marketing, the political leaders must understand the political scenario first so that they can apply the right strategy at the right time and on the right situation. The candidate must be aware of the changing trends or current situation of the political world.

4. **Use of digital tools**

There are various digital marketing tools available to run the campaign upon. The campaign must be well thought and the digital media platforms must be chosen wisely as per the budget of the party and should include all the digital tools which are related to their idea of spreading the message.

5. **Field organizing**

Field organizing is done to localize the idea at all the levels of the society. The campaign is done at grass root level and field campaigning is done at local places by choosing various techniques to promote the cause i.e. either by doing door to door promotions or by using other canvassing techniques in the community.

6. **Voter targeting**

At the time of elections, it is important for the party to know the people who are going to vote, that too in their favor and who are not going to vote at all. The main task would be targeting the people who are not going to vote and making them vote in their own favor and also to persuade the voters who are inclined towards the opposition's promises. So, voter targeting is an important part of the campaign to attract more and more votes.

7. **Voter issues**

Campaign team focuses on voter issues by using various tools like online surveys, market research, social media interaction, door to door surveys etc. and address the concerns of the public.

8. Voter data

The party should have complete information about the voters. Voter data must be collected from various sources and past elected parties and data must be used to target the right voters for the elections.

9. Funding models

The campaign team must seek for some help in funding of the campaign. Tools like fundraising events, donation events, government grants and other money raising tools must be used to fund the campaign and spread the message of the campaign everywhere.

10. Recruitment

The campaign team should be hired by considering the requirements and budget of the campaign. The campaign is run by a skilled set of people who are highly experienced, have good contacts in the field and specialize in the field of selection. The personnel of the campaign include campaign manager, consultants, directors, activists, etc.

11. Get out the vote

GOTV involves the strategies used by the campaign team to increase the turnout of the voters on the day of elections. Under this voters are persuaded to vote on the day of election and also in the favor of the concerned party. This can be done by personalized texts, audios, calls, reaching out to the supporters, etc.

12. Online properties

The online portals and social media platforms of the political party must be used as a powerful tool to spread the information about the elections. They must be updated and should be used to update the public about the latest achievements and honors of the political party. Each and every platform must be utilized to get engagement from every platform and more user interaction.

13. Media

It is important for the campaign team to expand its promotions and reach out to public via different media channels which includes canvassing, printing ads on newspapers, brochures, television ads, radio ads, social media ads, web display ads and more.

14. Personal branding

Political campaigns focus on the standing candidates in the elections. Basically, campaigns act as a source to personal branding of the selected candidate. People usually like the real personality of the leader and it's good for personal branding if the leader portrays the real side of his/her life.

15. Team onboarding

Campaign can turn out to be more effective only if it has a big and professional team and each team member is assigned the work according to his/her specialization. The recruitment of team is done via online interviews or offline meetings when someone shows interest in getting into the team and has the necessary skills to manifest in the campaign.

16. Combating fake news

Due to the rise in spread of the fake news, it is important for the campaign team to be active on various social media handles and respond to the fake news and portray the reality to the public. When you know the source of the fake news, challenge them on social media and prove them wrong, this will help in combating the fake news and clarification of the false information.

17. Campaign messaging

Campaign messaging is developed by covering the personal goals of the candidate as well as collective goals of the political party. It is formed by considering the previous work done by the candidate and then the messaging is formed which must be better than the opposition leader and you party must outshine in the eyes of the public.

Building campaign strategies:

A good campaign strategy can always help in success of a campaign.

1. **Identify goals and objectives**: In the beginning of the campaign, goals and targets are set which act as the ultimate destination of the campaign.

2. **Policy analysis**: Under policy analysis, policies are identified, reformed and analyzed by the policy makers.

3. **Identify your audience**: According to the objectives of the campaign, target audience is decided and the entire campaign revolves around the target audience.

4. **Identify your message**: To reach the desired audience, the message conveyed to them must be appealing and interesting to them.

5. **Analysis**: In this step, strengths and weaknesses of the campaign are identified by evaluating the internal as well as external factors affecting the campaign.

6. **Identify your techniques**: After the analysis, different techniques and strategies are developed which are used to run the campaign effectively.

7. **Monitoring and evaluation**: At last, all the implemented strategies are monitored and necessary alterations are made to increase the efficiency of the campaign.

Social Media and Politics:

Here are some steps which can be used to use social media as an effective medium to promote political campaign:

1. **Engage the public via live video**

   Live videos are the most common trend these days for the politicians to deliver their message by informing people in real time and by having an interactive conversation with the public.

2. **Recheck the facts before publishing**

   Political campaigns are read and heard by all and they cannot be false or convey any fake information. Each and every word of the campaign must be well thought and well written so that it does not publish any false information to the public.

3. **Using of multiple social media platforms**

   Using all the social media platforms and staying active on them makes the initiatives of the political party visible and helps in reaching the maximum audience in the minimum time and cost.

4. **Emphasize on fundraising**

   To run ad campaigns, party needs to collect funds from various methods like donation links and by taking help from the fundraising events.

5. **Dealing with the trolls**

Many times, people are not happy with the work of the political parties and in return they give negative feedback or troll the parties for one statement they have made or any other mistake they've committed. It is the duty of the campaigning team to get over the trolling and deal with it in a positive manner and try not to get disturbed by it.

6. **Respect people who are disinterested in politics**

There are people on social media who are not interested in politics, it is our duty to respect their choice and do not indulge in an argument with them. Instead focus on the engaged accounts and creative content development.

7. **Consistently ask or answer questions**

To portray it to people that you care about their opinion, it is a way to show them that their answers are valuable to the political party and therefore it is important to ask questions via social media and people are allowed to answer the questions in a very direct and simple manner.

8. **Grow via visual content**

Visual content is found to be the most shared content over social media and hence they can try to share every content in some visual manner like graphics, images, videos, etc. so that it is shareable and engaging.

9. **Share content consistently**

To get more and more engagement on social media, it is important to share the content on regular intervals and consistently. The posts should be shared on daily basis and other engaging contents like videos should also be shared on regular intervals.

10. **Curate positive content**

Political parties must focus on sharing and creating positive content which might not be related to the campaign but it must convey a good and positive message. They must focus on establishing a positive side of the party in the minds of people.

Election advertising techniques:

Here are some of the techniques used for advertising during elections:

1. **Attack ads**

   Attack ads are a part of negative campaigning done during the elections in which an attack is done on the opposition party or its candidate and gaining support in return by highlighting the mistakes committed by the opposition.

2. **Bumper sticker**

   Bumper stickers are stickers or labels which are pasted on various transport vehicles so that all the other people on vehicles can see them and it is a way to promote and show support to a political party or candidates.

3. **Campaign button**

   Campaign buttons are similar to bumper stickers and are pins worn by various people who tend to support a particular political party and promote them.

4. **Canvassing**

   It is a practice in which neighborhood people, merchant or different class of people are contacted or interviewed about elections and political parties and in this way, political parties try to persuade the voters and non-voters to vote in their favor in the upcoming elections.

5. **Direct marketing**

   Direct marketing involves offering fair deals to the public or organizations and in return receiving support from them in the elections.

6. **Election promise**

   Before elections, political parties makes some commitments and promises to the public to make them win elections and then if they win they will fulfill all the promises and commitments made by them.

7. **Get out the vote**

   It is a technique used by political parties to get the most of the voters in elections i.e. maximizing the voter turnout in the elections. Various tools like personal audio messages, text messages, calls and videos are sent to the public to make them vote in the elections.

8. **Lawn sign**

   These are the signs placed or installed on streets, roads or public areas promoting a party candidate or political party to express support and boost up the promotions.

9. **Negative campaigning**

   Negative campaigning involves spreading of false or negative information about the opposition and portraying a negative image of them to the public so as to take advantage of their defamation and gain supporters in return.

10. **Opposition research**

    This involves collecting undiscovered or hidden information about the opposition that may make them lose or weaken their image in the public. This might involve any information including their background, their connections, legal matters or any other information.

11. **Personalized audio messaging**

    This involves sending personalized audio messages via different media like phone calls, e-mails, social media or any other sources and request the public for their support and make an emotional appeal over audio.

12. **Posters**

    During elections, various posters are used which are pasted on pillars, walls, billboards, trees and on every corner of the street to promote a particular party. The posters are made colorful and catchy to grab attention of the people and gain attention from public.

13. **Push poll**

    Push poll is a technique in which the views of voters are manipulated in favor of the concerned party while conducting opinion polls before the elections and the voters are persuaded to favor their own party.

Examples of Political Campaigns in India:

1. Bharatiya Janata Party campaign for the 2019 Indian general election: **Main bhi Chowkidar**

In this campaign, BJP took a jibe on the opposition party in which the opposition used the phrase, 'Chowkidar chor hai' and BJP showed their support towards the fight against corruption and other social issues and claimed themselves as Chowkidar. PM Narendra Modi with his entire team of ministers changed their username on twitter using chowkidar as a prefix.

Also, under this campaign, BJP government campaigned for the construction of Ram Mandir in the place of Babri Masjid in Ayodhya, Uttar Pradesh and by seeking support from the Hindu voters in majority.

2. Bharatiya Janata Party campaign for the 2014 Indian general election: **Achhe din aane wale hai**

In this campaign, BJP promised the people of country that good days are about to come if they choose the right government i.e. their party as a government.

3. Indian National Congress campaign: **Chowkidar chor hai**

In this campaign, INC's elected candidate Rahul Gandhi claimed that PM Narendra Modi who once claimed himself as 'chowkidar' of the country belongs to a corrupted world and imposed some allegations on the opposition raising the same issue.

LESSON-10

DEVELOPING MARKETING STRATEGY

Marketing is building of relationship between a buyer and a seller. It is the way of selling the product and to convince the buyers and build a strong connection with them. Marketing can be done through either an ad or through brochure. It can also be done through various social media platforms like Twitter, Instagram, Facebook, etc. Marketing can be done for one single person or for a large audience. Buyers get attracted towards the marketing procedures depending on their needs and requirements. It can range from advertisement of the product to selling and delivering of the products to the consumers. It is a process of divergence of the attention of the consumers to buy the products of a certain organization rather than from the competitor sellers.

It is basically promotion of the product and giving insights about the benefits of buying the product or the service. Customers get attracted towards the offer that keeps them in low risk with the standard quality and reasonable price of the product.

7 Principles or Ps of Marketing:

1. **Product**: Product refers to the chain of product a company chooses to sell. Product of a company must be unique, useful, visually appealing and must be well packaged to attract the customers to buy it.

2. **Price**: Price of the product is set by considering the price of the product being offered by the competitors. Price of the product must be set at affordable rates but it must cover the cost of making and profits set by the company.

3. **Place**: Place includes the place of production, the area of distribution, the stores at which the product is sold. It must be made sure by the company that the product is available to all the customers and at all the locations with ease.

4. **Promotion**: Promotion of a product/service is done by using various tools of marketing like advertising, direct sales, public relations, personal selling or by offering great discounts, offers and trials on the product by which we attract the potential buyers.

5. **People**: People include the buyers, employees, staff members, management and other teams who are a part of buying and selling of products. Marketing involves satisfaction of buyers as well as sellers.

6. **Process**: This step involves the entire process starting from production to delivery. It makes sure that the entire process is running smoothly and effectively.

7. **Physical environment**: Physical environment includes facilities provided to them at the place of purchasing a product and a good ambient environment which can make them happy and ensures quality of product.

Stages of Marketing

1. The first and foremost stage of marketing involves selection of the product that needs to be sold. It requires proper planning of the options that would be available to the customers to the process of packaging that would be done after the product is being made.

2. Before launching of the product, it is important to do a research test of the product on the target audience or the focus group. This helps in the proper judgment of the product or service before selling it to the common audience. It helps in establishment of the brand in the market and the analysis of the competitors in the market.

3. Advertisement is the third stage in the marketing process. It includes promotion of the product through various campaigns, media events, direct advertising and paid partnership. It is the technique of selling the product and reaching door to door to the buyers.

4. Selling of the product is the fourth and the last stage of the marketing process. It involves the process of selling the product. Products are being sold through a chain of suppliers, ranging from wholesalers to retailers. Products can be sold to various platforms i.e., locally, nationally, internationally or online.

What is a Strategy?

Strategy is a plan of action taken in order to achieve certain goal or target. It refers to decisions, missions or completion of any project. Strategy is a one to one step taken to reach towards a certain goal. It is the process of adoption of certain practices in order to compete with the contemporary sellers. It is the overall plan or the task of completion of a project or a judgment. It is a direction towards the attainment of certain goals. There are various strategies planned according to different levels of business. It can range from corporate strategy to operational strategy.

Strategy involves the whole process of planning and thinking various methodologies to reach a certain target. Strategy is the blueprint of various goals and targets of an organization or the business group.

Marketing Strategy

A suitable marketing strategy helps in proper vision and development of suitable business goals. It should be planned in consultation with the team of the company involved. It is a wide - reaching plan which helps in effective implementation of the strategy of the business. It helps in locating the customers and the benefits and performances of the product to be sold. There is a difference between marketing plan and strategy. While marketing plan is used to analyze the current situation and scenario of the business, marketing strategy is used for the coming years to realize the performance to be done regarding the product and the plan of action to be implemented. A suitable marketing strategy is important to reach few goals:

1. Selling more products and efficiency to be maintained from the previous year and with the suppliers in competition.

2. Improving the network of customers in reaching a new milestone.

Types of marketing plan and strategies:

1. **Market penetration strategy:** In this type of strategy, marketers sell the current product to current customers. They find new uses of the product and new places for distribution so that it can reach maximum consumers at ease. This strategy is less risky as the company already knows about the market and customers.

2. **Market development strategy:** In Marketing development strategy, company tries to expand the market for the sales of product. They sell the existing products in the new markets and they try grow their scale. This strategy is risky as the marketers are not known to the new markets.

3. **Product development strategy:** Under this strategy, companies create new products for the existing customers and develop good relationships with the current customers. This strategy is risky for the marketers as interests of consumers keep changing and new products might not suit the current customers.

4. **Diversification strategy:** This strategy involves the production of new products and introducing them to the new markets. This strategy involves a lot of risk as targeting new customers and new market might take company to either very high position in the market or make it a zero profit company.

Steps taken to develop a suitable Marketing Strategy:

1) **Locating budget and goals of the business**

   Business goals should be specific, smart and time bound. It should have crisp targets that need to be covered in the coming years. For example one should have clear understanding of the profits to be attained from the company and revenue to be generated in the coming years. Besides this, the other important goals that can be kept in mind can be:

   - Reaching new markets
   - Improving the authenticity of the brand
   - Launching new products or services

2) **SWOT Analysis**

   SWOT Analysis helps in the implementation of the goal to be achieved. It is the calculation of various scenarios and the current marketing program. It includes measuring the pros and cons of the strategy, weaknesses in the plan and threats from the other competitors. It also helps in understanding the target markets and audiences. It is a process to understand the profits and losses that the organization can incur apart from the maturity of your services or the products.

3) **Identification of the offerings**

   Customers reach towards the services or the product if they find something beneficial out of it. Every target audience has categorized expectations from the business group. As the business grows, it is difficult to reach the expectations of the wide audience and therefore it is important to identify and categorize the needs and demands of the target audience to reach their expectations. To do this, a fictional image of the various target groups or persons need to be created. It helps in the broad analysis of the requirements and view of different target audience while buying a product. After categorization, one can identify the various groups and the products or services can be delivered according to their demands and expectations.

4) Creation of the bucket list

It involves recognition of the short- term goals and creation of the activity plan while reaching a certain target. There are various marketing campaigns that are set in order to reach a particular goal. For example campaign to launch Partner marketing.

Types of marketing strategies

1) Content marketing

It involves giving knowledge about the product or the service through various sources like blogs, e-books, webinars, videos, podcast, etc. This information is relevant to attract the buyers and who are most likely to purchase your product or service.

2) Inbound marketing

It attracts the customers to visit the company website. It works for all types of businesses and is the most effective way of marketing rather than the traditional marketing methods.

3) Social media marketing

Social media is being used by every person these days. It provides the platform to various business organizations through various social media channels i.e., Facebook, Instagram, YouTube, LinkedIn, Twitter etc. It helps in increasing the visibility of the product and reduces the expenditure drawn through other marketing strategies. It helps in targeting the lead audience drawn on social media platforms.

4) Transactional marketing

Various retail companies use promotional strategies in order to encourage and attract customers to buy their products and services. They use various mechanisms like promotional events, promo codes, discounts, etc. It helps the interested audience to reach the stores for buying products and services.

5) Scarcity marketing

This type of marketing involves reducing the number of buyers by providing access of the product to only selected buyers. This in most cases is done because of the higher quality of the product or due to the unavailability of the acquiring raw materials.

6) **Seasonal marketing**

Seasonal events are created by the retailers to attract new customers. These special events boost the sales up and deliver variety to both old and new customers.

SWOT Analysis

SWOT refers to Strengths, Weaknesses, Opportunities and Threats of the business. This approach helps a business group in identifying the factors that would help it in the growth and managing the future performance. Strengths prove to be an advantage for the business in its growth and development while weaknesses are the obstacle in the growth of the certain group. Certain external environmental conditions cause threat to the business like Government regulations, competitors, societal changes, etc. Other than threats, there are opportunities as well in the external environment that the business group can seek in order to attain profits.

In order to reach out for profit, business group should calculate certain conditions:

1. What are the recent trends that can prove to be profitable for the organization?
2. What are the changes in the technology or the market place that can be profitable for the organization?
3. What are the changes in the lifestyle, that the company can make profit from?

Why do we use SWOT Analysis?

Business cannot run without taking care of the internal and external factors, which helps an organization in attaining profit. SWOT Analysis helps in the calculation of the position where the organization stands. It tries to figure out the weaknesses, strengths, threats and, opportunities of an organization. It realizes the market trends, latest technologies and customer requirements for the growth and development of the business group. It helps in attaining opportunities and calculating the threats that can prove to be an obstacle in the ladder of success.

Strengths, Weaknesses, Opportunities and Threats of SWOT Analysis

S in SWOT refers to Strengths. Strength is the basic requirement of an organization that can help it in reaching higher position from the other competitors. While opportunities can be reached out through the availability of external factors, but the strength of an organization can be created internally through strategic planning and its implementation. Strength can be developed internally

by creating certain conditions that can help an organization in the difficult times. For example, products created by a company should always have certain variety, so that if the sale of one product goes down, the other products can thrive. Other than this, products that are made should have a standard quality and reasonable amount so that the buyers do not face much issue and are content with the organizations performance which caters to more involvement of new customers.

W in SWOT refers to Weaknesses. Weaknesses are the things in a company which might harm the reputation as well as functioning of the company. Weaknesses might be related to internal or external factors which might hamper the growth of the company. For example, internal conflicts, departmental miscommunications, rivalry with the competitors, low quality products, etc. Weaknesses are identified and eliminated by the company to avoid decline in growth of the company and to maintain a good reputation in the market.

O in SWOT stands for Opportunities. When a company wants to grow, it looks forward to external opportunities they can grab and take the company to greater heights. Opportunities are some external factors which might help the company to stand out in the market and maintain a good brand name in the market. For example, adaptation of advanced technology, highly skilled workers looking for job in the company, good relationships with the manufacturers, training opportunities for the employees and more such opportunities which might be beneficial for the company, its employees and the customers.

T in SWOT stands for Threats. Threats are external factors which are risky or might be harmful for the company. Unlike weaknesses, threats are the factors which cannot be controlled by the company and they totally depend upon the factors outside the organization. Companies cannot control the threats but can prepare themselves to face the threats or adjust their functioning according to the incoming threats. For example, changing trends in the market, new competitors in the market, building of new interests in the customers, etc.

Steps to do SWOT Analysis

1. **Engaging all the staff members**

   All the staff members of an organization should conduct a meeting and brainstorm the opportunities, threats and weaknesses of their company. Engagement of various members from

different departments can prove to be fruitful for the organization as different person would have different perspective and idea for the growth of the company. It would help in the successful implementation of the SWOT Analysis.

2. **Sharing of thoughts**

It would be a failure of the company while conducting SWOT Analysis to not take and discuss the ideas of each of the members present in the meeting. Every member should brainstorm and write up their idea and after writing in private, it should be discussed with the fellow mates.

3. **Ranking the ideas**

In this method, the ideas given by various team mates are ranked according to the preference of fellow team mates. This is done through voting system. The idea which gets the highest votes is included in the planning and its implementation.

Functions of SWOT Analysis

1. **Strategy building**

SWOT analysis is used for building strategies for a company. Strategies are usually made by considering the internal as well as the external factors affecting the performance of the company. Usually aggressive strategies are used when strengths and opportunities are balanced and overpowering the threats and weaknesses and defensive strategies are used when the company's weaknesses and threats overpower the positive side.

2. **Matching and converting**

SWOT analysis is used for matching and converting in the company. Matching involves matching the strengths to opportunities and weaknesses to threats. Converting involves converting weaknesses into strengths and threats into opportunities by making deliberate efforts.

3. **Corporate planning**

Corporate planning involves planning the process of achieving the stipulated goals of an organization by following some steps using the SWOT analysis which are: setting objectives, doing SWOT analysis, studying existing strategies, formulating new

strategies, implementation of strategies, regulating plans for strategic planning and monitoring the functioning and implementation of the strategies.

4. **Marketing**

In marketing, competitor analysis is done using the SWOT analysis of own company and of competitors as well. To sustain in the market, the marketing team needs to do a lot of market research and formulate strategies by considering the market conditions, competitor position, competitor profits and revenue generation and more.

Steps to formulate a strategic marketing plan

1. **Set your marketing goals**

To start marketing, a company must formulate some marketing goals which need to be fulfilled during the process of marketing. The motive of the company should be to achieve these goals within the set time.

2. **Conduct a marketing audit**

Marketing audit involves reviewing all the activities conducted in the recent past and evaluate their success. All these activities might involve advertisements, past campaigns and more which are or were a part of marketing audit.

3. **Conduct market research**

Research involves studying something in depth. Market research is done to study the market in depth and analyzing various factors influencing the market. Market research educates the marketers about various unknown or hidden facts which might be a problem to the marketers and it also helps in identifying the needs and interests of the buyers.

4. **Analyze the research**

After conducting the market research, the researcher needs to analyze the data collected by using various research tools and then analyzing it. After analyzing the data, researcher gathers findings and conclusions which may include the current scenario of the market, interests and needs of the current or potential buyers, target audience and

position of competitors. This step would help the marketers to start developing market strategies.

5. **Identify the target audience**

   With the help of market research and its analysis, marketers are able to find out about their target audience i.e. who are the actual or potential consumers of your product or services. Target audience can be of any place, age group, gender, culture or any other social group. After getting to know about the target audience, the marketers can segment, target and reposition audience in the market.

6. **Determine the budget**

   Before jumping to the development of market strategies, the company must decide upon the budget they have for the marketing. The marketing budget is decided by considering the type of market they're dealing in.

7. **Develop marketing strategies**

   After determining the budget, company is ready to develop the market strategies for the business. Each and every strategy must be well thought and developed by covering at least one goal or objective of the company. At this point of time, company can also revise its goals to achieve better results in future.

8. **Develop an implementation schedule**

   After developing the strategies, an implementation schedule is made to make sure that the work is done on time. In the implementation schedule, work is allotted to a person which is to be completed within a stipulated period of time.

9. **Create an evaluation process**

   Evaluation of the process involves controlling and monitoring the implementation of the marketing strategies and plan. It is done to evaluate the progress of the company i.e. from where they started and where they are today. This involves analyzing if the goals of the company are achieved or not. Evaluation of the process determines the success or failure of the marketing campaign.

How to write a Marketing strategy plan

To develop a marketing strategy plan, one must deeply study the market, the competitors and the customers.

Here are some steps describing the technique to write a marketing strategy plan:

1. **Define your customer**

   A company must be aware of its target audience as well as target market. The customer is the one who directly consumes your product or services so therefore marketer must be aware of the demographics, interests, needs, class and type of the consumers.

2. **Know your products**

   The seller must be fully aware of the product he is dealing with. The seller must be aware of the value their product is adding in the lives of the customers. A product is successful only if it adds value to the emotions of the customers. Therefore, marketers must focus on how your business can benefit the customers and their experience.

3. **Research your competition**

   To stand out in the market, it is mandatory for you to give the best to your customers. To leave all your competitors behind, you must do complete research and identify their weaknesses and take advantage of that and improve your prices, products, facilities, services and everything which might attract the customers.

4. **Know your USP**

   To persuade customers why they should choose you over your competitors, you must introduce them to the Unique Selling Preposition (USP) you offer to them. USP includes the unique thing your company has that makes you unique and which may benefit the customers as well.

5. **Outline your resources**

   While planning the marketing strategy, budget should be considered and all the expenses should be planned under the budget. Other than budget, other resources like skills of the personnel, workforce of the company, technology and all the other

resources must be combined and given importance to while preparing the marketing strategies.

6. **Define your marketing methods**

   After deciding upon all the other things like goals, target market, audience and other factors, marketer must decide the marketing methods they are going to use to promote the products or services. Whether they are going to use print media, electronic media, digital media and what tools will they use of these media platforms.

Steps in marketing planning process:

1. Mission
   - Mission Statement
   - Corporate objectives
2. Situation analysis
   - Identify opportunities
   - 5C analysis
     - Company
     - Customers
     - Competitors
     - Collaborators
     - Climate
   - SWOT analysis
     - Strengths
     - Weaknesses
     - Opportunities
     - Threats
   - PEST analysis
     - Political
     - Economical
     - Social
     - Technical

3. Marketing Strategy

- Define your target audience

- Set measurable goals

- Develop budget

4. Marketing mix

- Product development

- Pricing

- Promotion

- Place and distribution

5. Implementation and control

- Put plan into action

- Monitoring results

➤ **Process**:

1. **Mission**: At first, company sets its mission or a particular goal or the reason why the company exists, what is its motive and how they will benefit others. Under mission, a statement stating the entire mission is written and objectives of the company are also stated.

2. **Situation Analysis**: Situation analysis involves computing the internal and external factors of company that affect its business. To evaluate the position, performance and efficiency of a company, many kinds of techniques are used to analyze the company. These techniques include, SWOT analysis, PEST analysis and 5C analysis. These techniques help a company to identify strengths, weaknesses, position and performance of a company in the market.

3. **Marketing Plan**: After the completion of the process of analysis, company develops a marketing plan in which they decide the target audience on the basis of age, gender, interests, preferences and other demographics. They also set certain marketing goals and objectives which are reformed after the analysis. Also, to fulfill the requirements of the entire marketing plan, budget is also formed to execute the marketing plan.

4. **Marketing Mix**: Situation analysis is the basis of all the other marketing process. Therefore, after analysis, it is figured out which techniques of marketing mix will be used to promote the product and services of a company. Marketing mix is a step in which the focus is on how

to promote a business. Marketing mix involves the use of 7 Ps of marketing which are Product, Place, Price, Promotion, Physical environment, People and Process. All these Ps are followed and products are services are then directed towards the customers.

5. **Implementation and control**: This is the final step of marketing process in which the marketing plan is implemented and the company reaches out to customers to market its products and establish their brand. This stage is crucial as the plan is implemented and the plan must be checked at regular intervals to ensure the suitability and efficiency of the plan.

Difference between Marketing Strategy and Marketing Plan

Marketing strategy refers to the current position of the company by assessing the threats, weaknesses and strengths of the organization. It provides description of the products that are being sold by the company, services given and the total clients associated with the company. It gives the brief analysis of the position of the company in the market and its competitors. Marketing strategy refers to the business goals that an organization targets for the current year or the coming years.

Marketing plan is a practical road map for the implementation of the marketing strategy. It includes various tactics like pricing strategy, selling technique and unique promotional methodologies. Marketing plan is the practical application of various strategies planned and discussed by the business group.

LESSON-11

STRATEGIC PLANNING

Strategic planning came into popularity in the 1950s and 1960s and continued on the inclined graph until 1980s. After 1980s the concept began to fall out of the market gradually. In the 1990s enthusiasm for strategic business planning started to revive and still remains relevant in modern era of business.

It refers to the creation of specific goal-oriented business strategies, their implementation and the evaluation of outcomes. Strategic planning leads the company to its overall long-term goals or desires. It involves the integration of various departments in a company or organisation (such as (finance, marketing, accounting and human resource) to accomplish its strategic goals.

It is the full-fledged process of documenting and establishing a direction for one's business. The process includes comparative study, a comparison of where we are and where we want to reach. Strategic planning has a vital role to play in the growth of business as it provides a deep insight into the opportunities and challenges in the market. The strategic planning process can take some time, but its beneficial for everyone involved. Especially for small businesses, it establishes a path to achieve their long-term goals and along with increase productivity of the employees in the company.

Communication of strategic plan:

- The planning of strategy shall have involvement of employees, because they are involved in day-to-day operations of the company therefore they can provide a unique insight into the company. Employees can express their view on what's going right and what's wrong within the company, this helps the employer in planning for future.

- In addition to employees, its beneficial to communicate with people outside the company to get their opinions. Same as the employees, distributors/vendors also have a perspective on the industry.

  The U.S. Small Business Administration recommends that the strategic planning process is not a rigid one. New ideas and thoughts shall be encouraged when one meets new people. Also, strategic planning is a process of brain-storming and thus the planners shall take into

consideration the dynamic business environment and changing trends of the market. Creative thinking is the base of strategic planning and new ideas from anywhere shall be welcomed.

Features of Strategic Planning:

The features of Strategic planning are as follows:

1. Questioning process:

It includes the answering of questions about the current state of the business/industry and the goal they want to achieve (where we are and where we want to go, what we are and what we want to be)

2. Time Horizon:

It provides long term plan with respect to the present and future business environment opportunities. Organisations can analyse their strengths and weaknesses and adapt themselves to the dynamic environment through strategic planning.

3. Pervasive Process:

It is an universal process done by all organisations and at all levels. The involvement of top executives is much more than that of middle or lower-level managers because top executives drive the company.

4. Focus of Attention:

Strategic planning focuses on efficient utilisation of the funds i.e it shifts the expenditure from non-priority sectors to high priority activities. It focuses on the big picture of long term goals rather than day-to-day activities.

5. Continuous Process:

As the business environment is ever changing and dynamic, therefore, the organisations also have to adapt themselves through strategic planning.

6. Co-Ordination:

It acts as a binding factor between internal and external environment, non-financial and financial resources and various short term and long term plans.

Advantages of Strategic planning:

Strategic planning offers the following benefits:

1. Financial Benefits

Strategic plans helps a business with better sales, lower costs, higher EPS (earnings per share) and higher profits. Firms can grow with more cost efficiency with strategic planning.

2. Guide to Organisational Activities:

There are two types of goals in an organisation: Individual goals and organisational goals, strategic planning drives the members of organisation towards organisational goals such as higher sales, better profit and growth and development of the infrastructure. It unifies the organisational activities towards long term goals.

3. Competitive Advantage:

In the world of increasing competition and globalisation, only the businesses with far-sightedness can sustain in the market; the future can be predicted by strategic planning. It enables the executives to anticipate problems before they arrive and have solutions for them before they become worse.

4. Minimises Risk:

Risk management is an important aspect of any business and minimising the risks is the responsibility of manager. Strategic planning provides information to assess risk and formulate strategies to lower them.

5. Beneficial for Companies with Long Gestation Gap:

Once the investment is made and income through it is generated, the time gap in between is known as gestation period. During this time, the business environment remains dynamic and internal/external factors can lead to loss or failure of plans., therefore, strategic planning can help managers to face threats and take advantage of opportunities.

6. Promotes Motivation and Innovation:

Generally, top level managers are included in strategic planning, they are not only committed to their objectives but they also have to think about the strategies and their implementation. This leads to promotion of motivation and innovation.

7. Optimum Utilisation of Resources:

Strategic planning helps in generating maximum output with less resources.

General Robert E. Wood remarks, "Business is like war of one form. If its grand strategy is correct, any number of tactical errors can be made and yet the enterprise proves successful.", Scientific thinking, effective organisation structure, co-ordination and integration of functional activities effective allocation of resources, and effective system of control, all contribute to successful strategic planning.

Strategic Planning – Approaches

Four basic approaches to strategic planning have been described by Arthur A. Thompson, these are:

1. Bottom-Up Approach:

In this approach, various divisions of the organisation take initiative in formulating strategies and then pass the information upwards for aggregation at the top level. The other side of this approach is that corporate strategy may end up just as a layout of wants of different divisions in the organisation rather than promoting organisational goals as a whole.

2. Top-Down Approach:

In this approach the top level executives take decisions and formulate unified strategy for the organisation with the consultation of lower-level managers. This overall strategy helps in establishment of objectives and also makes it easier to evaluate the performance of each business unit.

3. Interactive Approach:

This approach stands in the middle way between the bottom-up and top-down   approaches. In this approach, corporate executives and lower-level managers develop strategy taking into consideration each other's point of view. This helps in developing a strategy with   respect to the objectives of the organisation and the experience of manager in specific situations   `

4. Dual-Level Approach:

In this approach strategy is independently formulated at both corporate and business levels and all the divisions form plans related to their particular situation and needs and then these plans are

regularly reviewed by the corporate management. At the corporate level it focuses on bigger questions such as acquiring businesses, divert focus, reaction ot competition etc.

Limitations of Strategic planning:

Strategic planning is important but there are some limitations to it. The points why organisations find practical difficulties in the process are given below:

1. **Problems of Change:**

Factors such as changing technology, dynamic business environment, customer tastes and desires, and others change rapidly and unpredictably. This may lead to problems in the planning phase, this problem becomes more severe in the long-term planning.

2. **Failure of People:**

Various reasons are responsible for failure of people in planning process. As the planning process is lengthy and cannot be fulfilled by a single person, therefore it requires brain storming and creative thinking. Some people think ordinary but planning process and strategy making needs far-sightedness and thus, people may fail at it.

3. **Lack of Accurate Information:**

The foremost basic limitation of strategic planning can be lack of facts and information because if the middle-level managers are undertaking strategic planning, they may or may not be aware about the bigger organisational goals, this may lead to problem in strategic planning. As no manager can completely depict or see the future, therefore planning may pose problems in the process.

4. **Inflexibilities:**

While the manager is going through the planning process he/she needs to take into consideration various variables. The variables may be both internal and external i.e within the organisation or outside the organisation.

(a) Internal:

The most common internal inflexibility can be related to psychology. Also, it may include organisational policies and procedures, and capital investment. As most of the people have regard for their present rather than future, therefore it may stand as a problem while strategic planning.

Therefore, resistance to change is a great factor against planning and as changes are hard to accept it becomes difficult for the managers to think out of the box. But if, changes are accepted then they may lead to minimised risk in the future.

(b) External:

Besides the internal inflexibilities, there are several external factors which include technological, legal, geographical factors, labour unions and economic factors. A manager always has to keep in mind these factors before taking decisions for the organisation.

5. **Time and Cost:**

Along with strategic planning the decision makers shall also take into account the cost and time available. As, feasibility is an important factor for any decision, therefore, if a plan is not feasible in terms of cost and time then it cannot be implemented, no matter how profitable it is.

This means being effective is not only the important aspect, but being efficient is also as important.

6. **Rigidity:**

Many a time people in the organisation think that planning is a rigid phenomenon as it restricts the inflow of ideas and suggestions once the plan is made. Various internal and external factors can lead to rigidity in the operations of organisation. The planning leads the organisation, employees and the managers into a rigid or straitjacket form for bringing their plan into action, as it is impractical to make changes in the plan once its implemented. Therefore, in this changing environment, planning can prove to be a drawback rather than problem solver.

The planning also throws a burden of cost on the organisation, which it has to bear as an expense. The various factors analysed above prove to be a limitation of the planning, by making it ineffective or inefficient.

Importance of Strategic planning:

1. **Increase Productivity:**

The involvement of employees in the strategic planning also ensures a sense of responsibility and accountability for them to increase their productivity. Even if the employees are not involved in the

planning process, then too they are the once who will drive the organisation towards its goals. Therefore, strategic planning may lead to increase in productivity of the employees.

2. Identifying Strengths and Weaknesses

Strategic planning involves SWOT analysis, whereby the organisation analyses its strengths, weaknesses, opportunities and threats. After the organisation analyses its current situation, it gets an insight into what more it will take to reach the desired position. Also, knowing strengths and weaknesses helps the employees to improve themselves in future to become a durable asset for the organisation.

3. Setting the Direction of the Business and Fostering a Proactive Business

At the end of the strategic planning process, the organisation and employees shall have a clear and deep insight into where they are currently and where they want to go in the future. These discussions and planning help the organisation to achieve its objective in the future.

Process of Strategic planning:

Most of the times 'Long-term planning' and 'Strategic planning' are used in the place of each other but there is a line of difference between them.

Philip Kotler puts "whereas the company's annual and long-range plans deal with current businesses and how to keep them going, the strategic plan involves adapting the firm define Strategic Planning as the process of developing and maintaining a strategic fit between the organizational goals and capabilities and its changing marketing opportunities"

The Strategic Management process has five different components to be studied:

1. Missions and Objectives:

Mission statement reveals the vision of organisation in the long-term portraying what it wants to be and the people it wants to serve. The main points focused under this are; purpose of the organisation, its customers, products or services, philosophy and technology. It also describes the company's business visions taking into the consideration the ethics, values and purposes of the firm along with the upcoming opportunities

Objectives can be defined as the end points which the organisation wants to achieve. It includes a range of company's aims, goals of departments and individual goals too.

Along with the aims and objectives there are other aspects which need to be kept in mind while setting mission for the organisation; productivity, profitability, corporate image, social responsibility, competitive position, etc.

2. Surveying the Environment:

It stands as the second process after the knowing the missions and objectives of the organisation. This step is all about knowing the environment in which the business is going to function.

This process involves collection of relevant information from the business environment, evaluating its impact on the working of organisation in future, and knowing what opportunities and threats can come in the environment.

The sources through which the data can be collected include both primary and secondary sources such as publications, spying, forecasting and verbal information in the form of interviews or recordings. The process of strategic planning is a continuous process and data collection is an integral part of strategy formulation.

A firm gathers all relevant information from both external and internal factors:

i. External Factors:

There are various factors which lie under this category including, demographic, socio-cultural, economic, political and legal environment.

ii. Internal Factors:

This process involves assessing company's capabilities and resources, core competencies, strengths and weaknesses and competitive advantages. The organisation also has to take into consideration the full utilisation of its strengths which can give it an advantage over others and then it shall prepare its Competitive Advantage Profile (CAP).

3. Strategy Formulation:

The information from the environmental shall be used to match strengths to the opportunities that it has identified, keeping in mind the weaknesses and threats.

In order to achieve profitability more than its competitors, the organisation shall develop a competitive advantage over others in the market. It can be based on various aspects such as cost or differentiation. Michael Porter identified three industry-independent generic strategies from which firm can choose.

Once the strategy is chosen, it is implemented i.e put into action. There are various factors which shall be kept while implementing the strategy such as designing effective control, parallel organisational structure,

After strategy is chosen, it is implemented, that is, it is put into action. Various factors which shall be kept in mind while implementing the strategy include are parallel organisational structure, developing and motivating people to take up the work, designing effective control and information system, allocation of resources, etc.

4. Strategy Implementation:

The selected strategy is implemented by various means including budgets, programs, software and procedures. Along with the resources it involves hard work and motivation of the staff to achieve the objectives.

The method of implementing strategy decides whether it will be successful or not. The implementation of strategy mostly depends upon the scale of company/organisation, for instance the application of strategy in a multinational company will be a lot different than that in a start-up. Therefore, for this reason the clarity of information is very important because misunderstood information can create loss of resources and non-achievement of objectives.

5. Evaluation and Control:

The follow-up and monitoring of the strategy is important to make necessary adjustments after the implementation of the plan.

Evaluation and control consist of the following steps:

i. Parameters to be measured

ii. Setting target values for paramteres

iii. Performing measurements

iv. Comparison of measured results to the desired results

v. Making amendments

The results of implementation can be measured and compared with respect to objectives set and the actual result. If there is a gap between desired goals and the actual results, then further analysis is required to know the reason for differences and suitable actions are taken to overcome the gap. It may also lead to re-formulation of the strategy, if required.

Tools for Strategic planning

Strategic planning involves various tools and methods which can be undertaken to reach the desired goals. These tools are as follows:

1. SWOT Analysis
2. Scenario Planning
3. Pest Analysis
4. Risk Analysis
5. STP (Situation-Target-Path)
6. And Goals Grid Method

Tool 1

SWOT Analysis:

SWOT Analysis stands for analysis of Strengths, Weaknesses, Opportunities and Threats. This is a tool for getting deep insight into the business environment and key issues. It helps to ensure efficient utilisation of limited resources in the competitive environment

Internal factors: Strengths and Weaknesses

External factors: Opportunities and Threats

Strengths could be:

i. A marketing expertise

ii. An innovative product or service.

iii. Enhancement of quality

v. Any other aspect of business-related field

Weaknesses could be:

i. Lack of experience in marketing

ii. Place of business

iii. Lack of goodwill

Opportunities could be:

i. A developing market market.

ii. Joint ventures or strategic alliances.

iii. Entering into globalisation

Threats could be:

i. New competition in market

ii. Price wars

iii. Competitor having better product/service

iv. Sudden implementation of Taxation/Octroi/Service tax

Examples of SWOT analysis:

i. Wal-Mart:

a. Strengths – Wal-Mart is a renowned retail brand. It has reputation for money and a wide range of products all in one store. is a powerful retail brand.

b. Weaknesses – Despite of Wal-Mart being World's largest grocery retailer it may have some weaknesses due to its large span of control.

c. Opportunities – Wal-Mart has a full-fledged opportunity list as it may take over businesses, initiate join venture or merge with small brands in other regions.

d. Threats – Being number one makes Wal-Mart, the target of competition, locally and globally.

Tool 2

Scenario Planning:

Scenario planning deals with the logical and sensible planning for "what if" situation. It has various aspects to it, such as, anticipating possible threats/opportunities, changes in scenario, analysing the after

effects of possibility and planning to minimise the risk or damage made by the risk and maximise opportunities.

Tool 3

Pest Analysis:

The PEST analysis is a tool similar to SWOT analysis, but it puts more emphasis on external factors that can affect the business. PEST stands for:

The PEST acronym stands for:

i. P- Political

ii. E- Economic

iii. S- Social, and

iv. T- Technological.

After the establishment of political, economic, social and technological factors, next step focuses on creation of strategies that may take benefit out of these trends and changes, along with minimising risk to the company from those trends.

Tool 4

Risk Analysis:

Risk analysis is a process of knowing the factors which may risk the working of the organisation and minimising it for the sake of well-being of the company. Practically, an organisation can never cover all the risks, but it may take preventive measures to reduce the loss.

Tool 5

STP (Situation-Target-Path):

Situation Target Path divides the whole process of strategic planning into 3 parts:

   i.   Defining the situation
   ii.   Evaluating the current situation
   iii. The path through which it came

Tool 6

 Goals Grid Method:

Goals Grid Method involves a simple technique where the goals of the organisation are clearly laid while going through the process of strategic planning.

These are the six basic tools of strategic planning used by companies to know the environment they are working in and take efficient measures to ensure the growth of organisation.

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LESSON-12

EVALUATING A CAMPAIGN

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PRODUCT MARKETING

Marketing is a practice in business which involves identifying, predicting and meeting customer needs. efficient marketing strategies help businesses in finding the best way to serve their target audience, while increasing their revenue at the same time.

. In business-to-consumer (B2C) marketing, the efforts of marketing are directed towards consumers whereas in business-to-business (B2B) marketing, the efforts of marketing are directed towards other businesses.

In both B2C and B2B efforts, there are various important factors to be considered while developing a marketing strategy. The factors which need to be evaluated are:

1. **Orientation:**

Marketing and orientation refers to the guiding principles in the business environment, they are often referred to as business philosophy or corporate culture.

2. **Mix:**

The marketing mix functions as a guide for decision making for a company's marketing plan. Usually, modern marketing mix focuses on the four Cs of marketing; Client/customer, cost, convenience and communication.

3. **Environment:**

The marketing or business environment refers to all the factors that could impact a company's execution of marketing strategy or decision-making. In this vein, companies may consider the environment within their organisation; the internal environment. Also, the external factors are important to consider such as macro and micro environments.

4. **Market:**

The target market refers to characteristics of target audience of the company. Research and segmentation efforts may help to segregate the geographic and demographic factors that can assist a company sell their product/services.

After carefully evaluating orientation, environment, mix and market, it is possible to assess the costs and benefits of other marketing methods and strategies. This part of planning process is utmost important, because there are various different ways a business can indulge in market planning.

TYPES OF MARKETING

Traditionally, marketing could only be done through four different channels; print media, e-mails, Television and telephone. A business could employ any of these methods to market their product/service.

There are various means today, through which marketing can be done. These means and methods are as follows:

- **Digital Marketing:**

It refers to the application of marketing planning and strategies to digital media. Digital marketing includes use of search engines, email, websites or other techniques to reach customers.

- **Social Media Marketing**

Social media marketing is a subset of digital marketing, as it specifically involves the use of social media handles such as Twitter or Facebook to reach the target audience. An evolving part of social media is influencer marketing, where people having good amount of followers are paid to promote a company's products/services.

- **Global Marketing:**

Along with internet and globalisation, some large companies of the world have developed global brands. These brands enable companies to employ a unified strategy to reach the potential consumers/target audience at the local, regional, national and international scale at the same point of time.

- **Relationship Marketing:**

Relationship marketing directly focuses on strategies to ensure customer satisfaction. This type of marketing aims to create a long-term relationship with consumers and make them loyal towards the brand.

- **Brand Management:**

Brand management aims to create a relationship between customer and specific brand of a particular company. For this it is necessary to evaluate products and services offered by the company as well as logo, design and other elements. It also assesses target audience and competition of the brand.

Although, it is not yet as common as methods stated above, but it is essential to know societal marketing. Also referred to as sustainable marketing or green marketing, it goes above all boundaries of identifying, predicting and meeting the needs of consumers.

MARKETING CAMPAIGN

A marketing campaign is intended towards a particular goal to be achieved in the long-term, generally this goal is to increase the sales of a specific product or service through multiple mediums. However, it is not necessary that a marketing campaign revolves around a single product; it may have a motive of image building of the entire company or organisation i.e. it can also play the role of a Public relations campaign

Marketing campaigns help in promotion of products through various types of media, such as print, radio, television and online platforms. Campaigns are not only reliant on advertising and they can also include other interactive techniques. The businesses functioning in highly competitive markets spend more budget and resources on brand awareness and sales.

Defining a marketing campaign's goal dictates the amount of marketing needed for reaching a specific segment of population.

Companies that lose sales have the major requirement of employing a marketing campaign, to re-achieve their image in the market.

Marketing Campaign Components

There are various components of a marketing campaign including planning, evaluating the method to measure results of the campaign, determining a target audience/market, means to deliver the campaign, methods to achieve the results and at last, to assess how the campaign did.

1. Planning

In the planning stage, the vital task is to find the goal for the marketing campaign and understand what the organisation is trying to accomplish. Once these essential things are finalised, it is easy to undertake the next necessary steps.

2. Measurement

Creating a criteria to analyse the performance of the marketing campaign is utmost important. There are various tools which can be used to assess how the campaign performed for the organisation, these tools can be return on investment, increase in sales, customer satisfaction, action of competitors, pre-orders etc,.

3. Identification of the target market

Until and unless a target market is ensured, the campaign cannot be put into action. It is necessary to know 'where to go' before deciding 'what to do'. Determining the target audience is essential to deliver the right product to the right product to the right audience; this is one of the most important aspects of marketing.

The main purpose of fixing the target audience is to know what stage the customer is in the buying process.

For instance, if the marketing campaign is focusing on increasing the sales of a laptop, then the target audience shall be innovators or the early adopters- the ones willing to try new technologies in the market. Whereas, if the product is going to enter in an already developed market then the target audience shall be early majority or late majority.

Types of adopters for a new product:

Rogers has presented a social system for adopters of an innovation; the adoption of innovation undergoes various phases during the entire product-life cycle. The types of adopters are as follows:

- Innovators

- Early Adopters

- Early Majority

- Late Majority

- Laggards

- **Innovators**

Innovators stand as the first customers to try any product. By nature, they are risk takers and are willingly excited to experience new ideas. At the time when innovators purchase the product, the prices are relatively higher but as they are relatively wealthier than other adopters therefore, it is feasible for them.

Innovators tend to have some connection with scientific discipline through which the new product is generated and also socialise with other inventors/adopters in the same category.

It's also important to ensure that innovators are comfortable with the risks they take.

- **Early Adopters**

Early adopters stand as the second purchasers to try any product after innovators. These are the most influential people in the market space and they motivate others to buy the product. They have the 'thought leadership' for other potential adopters. These adopters may be active social media users for instance technical bloggers

Early adopters will have a reasonably higher wealth position and reasonable access to financial help. Also, they usually have higher education and a willingness to take risk but they do not take same level of risk as innovators.

- **Early Majority**

As the product starts capturing market, the next group/class of adopters is early majority. This class is a reasonable risk taker and wants to be sure that they spend their limited amount of money wisely on products. They are people with average social and financial status and are often influenced by leaders or early adopters.

- **Late Majority**

This group is a bit more skeptical about the product they are going to adopt in comparison to other three groups. They tend to put resources in already tried and tested products. This category of adopters has

lesser money, lower social status and minimal interaction with leaders and innovators. This class of adopters rarely follow any leadership group.

- **Laggards**

Laggards are the last one in the category of adopters and as per the product cycle after their entrance the product starts to decline gradually according to the product cycle. They follow the traditional methods of purchasing a product and have the low economic capacity. In many cases laggards are old aged people who aren't much familiar with technology in comparison with younger age group.

It is important to assure that not all members can be segregated on the basis of these groups because, there may be laggards with high income and social status and on the other hand there maybe early adopters with low income and low social status. These categories are only useful for generic planning for any product to enter the market but shall not be used as stereotypes.

4. Delivery of the marketing campaign

The delivery of a campaign shall be formed around the type of consumer that is being considered as target audience. If there are innovators and early adopters in the target market, the delivery of campaign shall be better suited around the technology trending methods such as social media. Whereas if the target audience is not tech savvy, then the mode of delivery shall be low-tech.

5. Results

It is important to frequently keep focussing on goals that were set out in the form of objectives at the start of the campaign to achieve the desired results. There are many sets of criteria to achieve results, because every marketing campaign is significantly different.

However, keeping the working and goals parallel with marketing efforts is a vital step to achieve desired results (increase the sales of a product/service, introduction of a new product, building image of the brand etc.)

6. Evaluation of the marketing campaign

After the marketing campaign has achieved certain amount of result, it is essential to evaluate the campaign and know its effectiveness and efficiency. There are various sources to evaluate the

effectiveness of the campaign such as external sources: consumers, verbal communication and stakeholders and internal sources: employees and management.

The most important method is to release a feedback form targeting consumers when they purchase or use the product. The analysis of feedback form is very important and helpful to understand if the marketing campaign was successful or if the organisation needs to re-evaluate the efforts.

Examples

Marketing campaigns in this highly competitive environment are very essential for any organisation or business to grow; furthermore, they are more important when a new product or service is launched in the market.

There are few marketing campaigns which have sent benchmarks in the market for instance, Dove shampoo's 'Real beauty' marketing campaign and Skittle's 'Taste the rainbow' campaign.

Types of Marketing Campaign Activities

There are various ways in which a product can be promoted in the market from mailing brochures to promotion on social media. Also, small companies can send e-mail letters or brochures to save cost and time, whereas larger companies can go up to large scale marketing spending crores of budget, which help to reach a larger target audience.

Whatever is the scale or size of the company, a particular group or an individual shall be dedicated to handle the influx of traffic a campaign generates.

Companies losing sales due to major negative press usually use marketing campaigns to reconstruct their image in the market. An example for this is, 'Chipotle Mexican Grill' which was investigated by center for not serving good quality food as many people got sick after consuming from their outlet in 2015, their sales dropped 30% after this incident during the first quarter of 2016. To bear this loss and to increase the sales, the company launched free coupons through mail and messages inviting consumers to their outlets. They also used online video to grant $10 million, supporting local farmers.

Examples of Successful Marketing Campaigns

- The long-running Aflac duck marketing campaign is one of the best examples of a campaign that largely raised brand image and recognition. The company's brand recognition was 12%

when it started the campaign in 2000, it took ahead the campaign for more than a decade and this advertising boosted its performance and brand recognition up to 90%.

- Lay's launched it's first 'Do us a flavor' marketing campaign in 2012, and asked customers to suggest new potato-chip flavours through messages on social media. Through this campaign, company's sales increased by 12% and its volume of social media followers tripled the past numbers.

Marketing campaign has various objectives to be fulfilled, according to the above examples it is manifest that a successful and well thought marketing campaign can make fallen image of an organisation rise up.

EVALUATION OF MARKETING CAMPAIGN

Marketing plans play an important role, serving as the blueprint for a company's sales strategy. Marketing plans lay out all the details of what will be coming over in the next years and they may be subject to change with respect to the changing business environment. Marketing shall be constantly reviewed, evaluated and adjusted to suit the needs of the company and the wants of the consumer. Understanding how to judge performance of the marketing plan and knowing if it has delivered the desired results can help a manager save a lot of time and money and also ensure the success of organisation. The following measures can be used to evaluate a marketing campaign:

1. **Return on Investment**

Return on investment is a major concern when talking about marketing or any other expense of business. The idea is to keep an eye on the money invested in marketing plan and check if it has given profit. It is important to calculate the amount spent on each campaign versus the profit each campaign has generated through sales. An organisation can create overall measurement but a specific breakdown by each initiative tells exactly which campaign has worked good and which fell short.

2. **Reviewing Sales Numbers**

Reading the numbers can be the most basic wat to know whether the marketing plan is working or not. For instance, if the overall sales for previous year from August 1 to September 1 totalled $10,000 and total sales for the current year totalled $15,000, then it can be concluded that the current marketing plan

is doing better and having some sort of positive effect on the business. Taking into consideration price hike in the business, but in conclusion, the business is selling more than it did a year ago.

3. Customer Response and Reactions

Consumer feedback in all its different forms can help an organisation determine the type of response marketing campaign has created on the buyers. Online surveys and in person customer service responses can all reveal what they think about the business. Questions like "The source of information about sales?" can help to know if the objectives are reaching the target audience or not.

4. Marketing Reach Expansion

If the marketing reach of organisation is expanding, the effectiveness and efficiency of the marketing plan can be the probable cause. Marketing that makes its way into new regions by customer recommendation or natural growth indicates a successful product and experience along with an effective marketing message. The expansion of marketing budget is another sign that the marketing strategy is giving good results and is gaining more support from the organisation as well.

5. Marketing Partner Response

Marketing partners of the organisation may offer the feedback about how the marketing plan is working. Partner feedback proves the efficiency of efforts in relation to other brands, suppliers and vendors. These outside members, also known as stakeholders may also feel the effects of campaign before the organisation itself does because they are often on the front line and might have direct contact with the customers.

The same also applies for a negative report. If partners of the organisation react in a negative manner about the results then it is an indication that it's time to revamp the marketing strategies and marketing plan.

6. Outside Salespeople Feedback

Outside salespeople are an important aspect to be considered while evaluating the success of marketing campaign. It is better to ask for feedback from your soldiers in the field to determine whether the message that you are conveying reaches them or not. If the message, marketing campaign is conveying lacks few things then it can be known by the outside salespeople. But, if they are not aware of message or campaign, then the organisation will have to revisit the campaign and make changes.

7. **Actions of Competitors**

The actions of competitors can often justify when it comes to the success or failure of organisation's marketing plan. If competitors rush to copy an idea to increase their sales, then the marketing strategy implemented is working good and opposite conditions, there may be few issues or problems and changes may need to be made in the campaign.

ADVERTISING

Advertising is one of the most vital business practices whereby a company pays to place its message through a particular channel or branding in a particular location. A business uses advertising to promote their products or services for sale and also to establish corporate culture and branding. Advertising, when used properly and strategically, can drive consumers towards products/services and may help in boosting sales.

Advertising is a type of one-way communication, whereby companies broadcast messages (non-personal in nature) to general audience. Advertising is different from other forms of marketing or public relations, as companies can have total control over advertising. When a company makes payment for an advertisement, it is totally up to them to choose the content and channel.

There are numerous benefits of employing an advertising campaign. These benefits can be described as follows:

- To educate customers about a particular product or service

- To convince customers about superiority of products/services

- To improve the image of brand in eyes of consumers

- To generate customer need or want for desired products or services

- To introduce new applications for products or services

- To publicize new products or services to potential customers/adopters

- To attract new customers to purchase desired products or services

- To retain the existing client base

TYPES OF ADVERTISING:

Along with marketing, advertising has also evolved itself significantly in the 21st century. The digital era has welcomed new advertising avenues and opportunities for companies to take advantage of, from websites, social media, search engines etc. In the new world, businesses can hunt for their target audience through advertising.

There are various categories of advertising through which a business can reach their target audience depending upon the functioning and scale of business:

- Traditional Advertising:

The term refers to placement of ad in traditional print and broadcast media. Traditional advertising includes newspaper/Television ads and radio commercials.

- Retail Advertising:

This term refers to placement of ad within retails stores to increase sales. Usually ad placement in stores, ads on shopping carts and featured product displays are included under this category.

- Online Advertising:

Online advertising refers to placement of ad on internet in media and other websites. For example, contextual ads in search engines, banners on websites, sponsored content etc.

- Mobile Advertising:

Mobile advertising refers to the placement of ads on mobile phones and smartphones. For example, automated dialers, click-to-call ads etc.

- Outdoor Advertising:

This refers to placement of ad on outside structures, mostly in areas with heavy traffic to grab attention. For example, billboards, banners on the outside buildings and vehicles,

- Pay Per Click (PPC) Advertising:

This is a form of online advertising designed to drive traffic onto a particular website. Through this, companies derive heavy customer data base by only paying when users click on the desired link.

ADVERTISING CAMPAIGN

An advertising campaign is an exclusively designed strategy that is carried out across various mediums in order to achieve required results for instance, an increased brand awareness, improved communication and increased sales in the market. All these goals may be accomplished with advertising.

It is usually thought that advertising is all about creating an ad, but for a successful advertising campaign there are various factors to be taken care of form the beginning.

Key factors for making a successful campaign are as follows:

1.) Set a campaign goal:

Mostly, while thinking about goals for an advertising campaign, we consider increase in sales, but, there are various other objectives that can be focused in a campaign. These objectives may be; acquiring new client, promoting current products or launching new products. Advertising campaign can also be created to spread brand awareness or to help associate the brand with certain feeling or emotion. Whatever goal it may be, its essential to set it before beginning.

2.) Define a target:

A successful campaign needs to have a target audience. If an organisation has well-defined target audience, it is easier to evaluate and accomplish the goals. There are various demographic factors that need to be defined under target audience; Age, sex, social class, marital status, education level, habits, likes and hobbies.

3.) Segment your audiences:

Once, the target audience is clearly defined, then the audience shall be segmented by dividing them into various groups based on the products or services that are meant to sell. There are various question that the seller needs to ask from himself; Is what you offer useful for them? Do they have the purchasing power to buy your product/service at the set price? Are they aware of your brand or product? etc.

4.) Decide on your advertising mediums:

As defined above, there are various tools and types of advertising that can be used to deliver the message to target audience; Traditional advertising, Retail advertising, Online advertising, Mobile advertising, Cost-per-click advertising etc.

These are various tools which can help an organisation to fulfil its desired objectives through advertising, the medium is one of the most important aspects of advertising campaign.

5.) Communication:

The content delivered in an advertising campaign is also an important. This matter or the message to be delivered is also known as 'copy'. Although all the companies have different strategies but they copy should be natural sounding, clear, concise, fluid and coherent. It may seem like a piece of cake but the message should also be brief and short, then only it can attract the audience towards desired goals.

6.) Mind your Design:

The design is as important as message is. Utilising interactive and responsive design is necessary, otherwise the written content may also get compromised with non-attractive designs.

7.) Assess the progress:

Measuring is important in every field and in advertising, it is the most crucial. If the organisation doesn't track its advertising results, the progress cannot be measured. In an advertising campaign the metrics should make up an important part of the process. Measuring the performance is also important, as corrective actions can be taken and weak points can be known. There are various ways to measure an advertising campaign as explained in the earlier part.

LESSON- 13

PRE-LAUNCH RESEARCH AND MARKETING OF A NEW PRODUCT

Introduction

In today's market, a plethora of technological innovations are taking place on an everyday basis. To succeed in this world of cut-throat competition, businesses plan product strategies with careful deliberation. Companies continuously come up with newer products and innovations to eliminate their counterparts and gain a higher position in the business world.

Although companies develop these new products each year, it is becoming increasingly difficult for them to gain a competitive advantage. Hence, rather than becoming an asset, these products end up incurring huge losses for the company. To overcome these obstacles, it is impertinent to develop a launch strategy, work on the idea generation with complete focus and indulge in intensive pre-launch research for successful results.

It is an observed trend with start-ups that the development is largely done without any outside perspective or knowledge while launching new products. Many teams have an emotional attachment with the products making it extremely difficult to assess them from a customer's perspective. This can further be explained through research by Neilson, which claims that 85% of the new products launched every year are vastly expected to fail. However, only 2% of the products developed will make 50 million dollars which is a basic benchmark for a rewarding launch.

Eliminating the stage of product research and development can turn out to be disastrous for a company. Not only does it provide businesses with an opportunity to engage their customers, but it also helps in developing an understanding of the product from their point of view.

The Value of Idea Generation

It is a common occurrence to struggle to identify the next great idea. Businesses and products thrive on the kind of innovation and relevance that they bring to the customers. Every product needs to have a USP that has not been explored earlier. Thus, the concept of idea generation comes into play. To simply put it, idea generation is a continuous, detailed search for viable and interesting development opportunities.

Idea generation, as a process, is knowledgeable and structured. This process is highly systematic and seldom left to chance. Unlike popular opinion, idea generation is a process that takes place at different stages throughout the product cycle and not just in the initial phase. Here, the field is kept so wide that no innovation is ignored. However, the scope for innovation is always kept within the purview of the aim of the project.

For instance, company Y is a new business involved in creating innovative products for the market. Developing engaging and technologically advanced products that offer multipurpose benefits to its customers is the company mission and one of its known strengths. Company Y feels the need to structure a product development and launch process to grow its product portfolio. The company wishes to pursue this in a well outlined step-by-step fashion so that its easy to follow and communicate with its internal members.

New products are of utmost essence for corporate success. Innovation is one of the many ways to succeed in this market brimming with neck-to-neck competition. However, new product development comes with its risks and perils. Many studies have been done in the past to discover drivers of successful product launches. Nowadays, corporations are indulging in a detailed idea-to-launch approach which reduces the risk of product launch fail.

At Company Y, it would be a great idea to take certain successful factors into account and organise a structured launch process to reduce the chances of product failure massively. Companies often indulge in processes such as SWOT (strengths, weaknesses, opportunities & threats) analysis to examine market trends for working efficaciously. This provides a business with hundreds of potential ideas to generate unique products. Sometimes, ideas can be generated through internal sources like brainstorming amongst employees, while external ideas come from communicating with competitors & customers.

Company Y is developing products that offer a unique customer experience and have cutting-edge innovation techniques. Since these products are unknown to the customers or their end-user, creating trust becomes an essential factor for this company to reduce launch fails. This can be done by carefully examining each stage of the product development process more carefully.

Let us assume that company Y has successfully developed an innovative product. After putting so much energy and resources into building its product, the company wishes to refocus its efforts into launching the new product.

Market Research for New Product Development

Before designing new and upcoming products for the market, a company should indulge in in-depth market research to accomplish their marketing goals and develop an understanding of their competitive advantage. Organisations should never undervalue the importance of a solid market research. This can be highlighted by the sheer fact that a lot of successful new organisations are able to sustain for an extended period due to regularly conducted market research. It is a great way to gather an insight into the issues faced by the consumers and gain an understanding of their competitors.

Although, it is an established practice to conduct a research throughout any phase of the product lifecycle, it is relatively better to analyse the market from the very start for establishing strategies for brand growth. On the basis of a company's unique goals, businesses can conduct the following market researches:

Primary Market Research

- Adjudges effectiveness of sales
- Computing quality of service offered by the competitors
- Recognising communication channels used by competitors
- Estimating presently active competition for the new product

Secondary Market Research

- Examining data-based reports published by the organisation
- Making use of pre-existing surveys, studies or other reference material
- Evaluating reports in newspapers
- Checking information rolled out by the government

Anatomy of a Pre-launch Market Research

Market research is a great tool to reveal interesting insights about the current trends, even if a company is acquainted with them. The beginning of any product launch starts with developing an in-depth

understanding of its competitors and the products/ services they have to offer. This helps to produce an understanding and evaluation of how a unique product will compete with what is already available.

Conducting market research at an early stage in product development can help businesses identify the best ideas and validate them before investing further. This process can provide feedback on the packaging, advertising elements and other concepts of the marketing mix. However, one thing that needs to be kept in mind – any company should resonate their messaging and communication with the target audience. Also, this must fit the company's image and positioning in the market.

Here, pre-launch research serves as an asset to better understand the target audience and keep tabs on predictor measures like purchase intent. This facilitates brands and companies to improve or alter their marketing strategies. It also gives them insight into how they can distribute their products (online, door-to-door or in-store) and put a price on them to drive their sales.

Creating an understanding of the customer base is considered to be one of the essential areas in the field of marketing. However, there are times when the message is lost as companies insist on coming up with products that are supposed to be the next big thing in the market. Sometimes, the high-end products lack knowledge on the consumer's end, resulting in the company incurring huge losses in terms of sales.

This can be illustrated with the example of the much-awaited 3D TV. It was regarded as the must-have product and the future of screening for a lot of families. Launched with great expense and aggressive advertising campaigns, it was an exciting and nuanced electronic innovation. However, the developer companies ignore one of the most essential aspects of any launch – the notion of the customers. When surveyed about the viability of the product, a lot of consumes were sceptical about its usability. Almost 80% of those interviewed claimed that they regretted purchasing the item. This included a plethora of reasons, including a feeling of nausea due to the product's use.

This is one prime example of how basic pre-launch research could have improved or altered the marketing strategy. Specific pre-launch insights could have helped the company to determine if the product was a popular buy with the customers or not. The early adopters' comments could have easily helped the company ascertain the drawbacks of the product before embarking on a costly and time-consuming campaign that ultimately attracted negative sales and reviews.

Elements of Market Research for a New Product

When first conducting a market research for a pre-product launch, there are certain things that must be taken into account by companies. Before analysing "what" the consumers want, companies should identify "who" the target audience is.

- **Product:** While developing a new product, it is impertinent to look into the features of the product. This includes conducting a thorough research to examine the kind of similar products available in the market, the features of existing products, additional qualities, the pain points addressed by products for customers, relevance of the company's product with respect to the existing ones.

  This also provides an insight into the actual and perceived used of similarly existing products and favourite features or specifications that compel customers to buy such products. Asking such questions will help companies to improve the quality of the product and evade any backlash or negative reviews from the consumers.

- **Target Market:** Identifying the target audience is a vital element for conducting a pre-launch market research for a new product. This includes niches that the product intends to cater to. This also encompasses how the target audience connects with the product and who or what the product actually is.

  For a rewarding launch outcome, the company is required to find an appropriate audience base that must primarily be targeted for the product launch. This can be achieved through in-depth research and test marketing. While identifying a target audience for a newly launched product, companies should reflect on variables like age, location, gender, family size, income, education and interests in their research.

- **Researching the Competition:** During the market research process, companies should make it a point to duly evaluate the competitors. They can begin with identification of some specific details that not only helps in laying down the structure for the organisation's product. But also, it will provide them with necessary information with respect to the market that the product will be placed in.

Companies should examine the market from the customers point of view. This can include factors like which product or services that are currently in use and the respective USP's of the products widely used by consumers. This also helps them evaluate the price that they can charge for their product, the kind of offers that interest and attract the target audience, the type of marketing campaigns that the target audience might be interested in etc. For instance, if a company sells its product as a "luxury product" without the presence of an available market space, then the product might incur losses when launched.

Importance of Pre-launch Market Research

Any new product launched by an organisation is largely dependant on how well it fills a need in the marketplace. This is also marked by an acceptance from the target audience, whether they choose the product over its competitors. Conducting full-fledged pre-launch market research can help in this process's smoothening and gauge sentiment around the product.

- Enhanced Customer Feedback: It has been observed that a typical business tends to hear quite less from its users. This can prove dangerous for a company since every unhappy or unsatisfied customer amounts to a loss in sales. Since every company has customer satisfaction as a principal goal, pre-launch market research can allow the company to engage with its potential consumers in new ways. Instead of waiting on a new product's performance review, involving them in the initial development process can help improve a company's relationship with its users.

- Saving on Business Costs: Investing in market research in the initial development process can help a company save on many post-launch costs. Things like product casing, manufacturing, advertisement, related components, and packaging must be given due consideration throughout the development process of a new product.

  For instance, a cereal company is coming up with a new cereal in the market. The company decides to indulge in pre-launch market research and take feedback from their customers on everything from product design, to packaging, to capturing their spontaneous takes on being shown the advertisements related to the new product. This soft test can highlight potential issues with the product and how it might be received post-launch.

- Ideas for Future Products: This research can also serve as the basis for new products that a company might want to develop sometime later. Sometimes, such researches are key in revealing emerging trends that a company can capitalise on before it reaches the competitors. A participant may pinpoint certain new features that a company cannot provide at the moment. This is a great start for the development team to help work on a new product that can mark an increment in customer acquisition.

Hence, it is clear that pre-launch research helps the company to prioritise the wants and needs of its target customers.

Planning a Pre-launch Market Research

Before conducting any market research, it is important to analyse certain aspects and then continue with the process.

1. The company or organisation should analyse if or not any similar market research has previously been conducted. This is great way to understand the tenets that have already been covered in earlier researches and the approaches used to map the same.

2. This is followed by a thorough study of the existing data that is in alignment with the company's goals. Analysing this data helps to comprehend the current standing of the organisation.

3. Furthermore, the company shall decide upon the ways in which the pre-existing data can be utilised to their benefit and who shall use the data.

4. A lot of resources are invested when conducting a market research. Hence, it is essential for a company to evaluate their need of conducting a primary or secondary market research. If so, the company shall lay out its objectives to understand how they wish to be benefitted by the research process.

This chapter also focuses on the specific methodology involved in the pre-launch market research process. The six-step process is useful to conduct the research in a systemic and proper manner to have the best results on board.

Step 1. Defining Objectives, Goals and the Problem

This is the stage wherein a company explores what they wish to achieve from its pre-launch market research. It is an essential phase since the company figures out and defines its objectives. Usually, this

is used to map out its competitors, develop an understanding of the market space, check the viability and need of the product in the market, test a pricing model or cater to a problem that demands action.

Step 2. Determining a Research Design

A research design is crucial for the process since it allows companies to plan its research method. This could be a focus group, in-depth interviews and survey amongst others. This is followed by carefully choosing the company's target population. Also, it is essential to select an appropriate research method. For instance, if the research is to be conducted in-person, via telephone, mail or over the internet. This is largely dependant on the data type that needs to be collected.

Exploratory research is a great tool to gain an understanding of the issues that aren't well-defined, and wherein the existing information is limited. Similarly, descriptive research is a go-to option if a company wishes to build a detailed knowledge base on a given topic. For instance, descriptive research can be used to measure the target customers' expectations, behaviour, attitude and needs whereas exploratory research can be used to examine what the competitors are doing in the market.

Step 3. Creating a Research Tool

In this step, a company decides which research tool might align best according to their existing requirements and goals mentioned in the research problem. Majorly, all of this depends of the tools selected in the second step of the research process. This begins with the preparation of a questionnaire, creation of a focus group and collecting material to aid the moderator for preparation.

Step 4. Collection of Data

It is pertinent that data collection be done by an organisation in the most prim and proper manner since all the insights recorded and collected are important for building a reasonable and accurate conclusion. The existing/collected information is structured by the organisation in neat way.

Step 5. Analysis of Data

Herein, for the successful implementation of a pre-launch campaign, the raw data is turned into actionable insights, summaries and profile reports. This is done to help map out useful trends and further the decision-making process. For example, using tools like regression analysis.

Step 6. Communication and Visualisation of Data

The insights gathered from the previous stage are transformed into a sound manner to help interpret the market research. This is all-inclusive of presenting answers, insights and recommendations in a manner that aids the decision makers within an organisation. This answers the original goals/objectives outlined initially.

Approaches to Pre-launch Research Process

Commonly, pre-launch research is focused on the end-user. However, it is equally important that stakeholders like customer support, sales representatives, engineers, distributors, marketing team and other backend support teams partake in the process. Any of the below-mentioned methodologies can be used to conduct pre-launch market research for a new product.

Phase 1: Exploratory Research for Idea Generation

For any company, exploratory research is a good starting point as it adds value even if they are in the phase of concept testing. Concept testing can simply be defined as a sneak peek of a product or service before it comes under the purview of the target audience. This kind of research is particularly useful for a company to optimise its current services/products by understanding the general requirements of the market. Also, it identifies unexplored service opportunities and products for the company.

Every exploratory research should provide answers to the following questions:

- What is the customer's knowledge of existing products in the market?
- If the customers are content with the items available?
- In what ways can the products in the market be enhanced or altered?
- A comprehensive list of the salient features that interest the consumers.
- What the requirements of the customers? What are the requirements that are not being fulfilled?
- Which customer types show a greater level of interest in buying a new product?
- What goes in the minds of customers as they buy a product? What factors push or limit their decision-making process?

While conducting market research, both quantitative and qualitative techniques can be super effective. The ultimate research approach depends on a plethora of factors like the accessibility of the market, the kind of product being developed by an organisation and the total budget.

The new product research generally includes a mix of qualitative and quantitative research. While quantitative research is a great method to achieve statistically accurate findings, the former generates an elaborative feedback loop. To facilitate a company's quest to search for answers to these questions, there are a plethora of research options available:

Ethnography Research: This is the kind of research used by companies to understand a customer in a given environment. This is synonymous with observational research and can be translated to simply gaining knowledge by watching the consumers. It can be conducted using eye-tracking data and setting up observational check-points in malls, showrooms, or stores. Generally, it is considered to be a more reliable method to collect insights into consumer behaviour.

In-depth Interviews: It can be described as a conversation between a market research interviewer and a potential consumer. These dialogues can last anywhere between 20 mins to 1 hour via phone or in-person. Such research techniques are a great way to explore new ideas for products and understand the reasoning behind a consumers decision-making process.

Focus Groups: This qualitative research includes conversation or dialogue among 5 to 15 people in the presence of an experienced moderator to facilitate the discussion. The participants involved in a focus group discussion are pre-screened to see if they meet the qualification criteria. Lasting somewhere between 60 to 120 minutes, the facilitator opens the discussion with a pre-written set of questions. The results are useful to understand a participant's opinions about the company's product or service.

Survey: They are an essential tool that allows businesses to measure their target market. Although this tool follows a quant/qual hybrid model, it can be of utmost importance in the earlier market planning stages, especially if the research scope is minimal and is used to search for prospective buyers. In one of the pre-launch research projects, a company asked prospective consumers to try their product and then proceed further. Post use, the participants were asked to impart information on their respective usage and rate their experience. It also asked them to elaborate on the buying behaviour concerning the product category. By adding a review element, the company was able to gather both qualitative and quantitative insights with respect to their product.

Competitive Assessment: A competitive assessment aims to provide knowledge and data required to supplement strategic decisions. Information related to positive or negative perceptions of a brand

compared to other companies is generally analysed through this research. Such assessments can be conducted through online surveys.

For instance, this can be used if a company wishes to enquire about the usage of marketing platforms or gain insight into customers vs potential customers based on demographics. Also, data from the census can be used to know about the market essential for competitive assessment. Census data can help understand the past of the market, its current position and future projections.

Phase 2: Prototype or Product Concept Testing Research

Once done with the exploratory research, a company successfully identifies a need in the market and develops a customer-oriented product. This phase plays an important role in making sure that the product satisfies its target audience's needs. Besides, it is a good way to analyse the changes required within a product and guide the company with marketing insights for the launch.

Firstly, a basic concept or idea is tested, followed by new product research. In the upcoming months, brands or companies conduct another market research when they have defined detailed product specifications. Finally, a company conducts prototype testing research to evaluate customer feedback on the final or mock product. This research tends to answer questions related to the concept of the product, improvements, the product uses, salient features, purchasing intent and mode of payment. Methods like In-depth interviews, In-home testing, focus groups and online surveys can be used for prototype testing.

Market Selection and Planning

Once a product has undergone pre-launch research and moves into the development phase, it becomes necessary for a company to start looking into market selection for rewarding results. One of the most important decisions while figuring out the marketing strategy is to look into the kind of market that the company wishes to serve.

Choice of any market partially depends on the customer's opinion and of the political, social or competitive environment in which the product is slated to release. Once the choice has been made, the company gets on board with its marketing team to develop the sector's resources that it wishes to serve. This helps to build and maintain a set of relationships with the consumers. The choices made by a company are often influenced by a business' background, core marketing strengths, manufacturing and

technical adeptness. Their relationship with the existing consumers and competitors also plays a major role while factoring in the market choice.

It is a known fact that product planning and selection of a market is highly inter-related. These decisions cannot be made independently without considering one or the other. To facilitate this decision, certain strategies can ease the process of selecting a market. Generally, strategies are made along with two distinct facets, horizontal and vertical. Each dimension includes choices by factoring in customer subgroups (the audience that the company wishes to target). These dimensions might be segregated as follows:

Horizontal: These industrial markets can be differentiated in terms of the end-user application. For instance, the maker of air conditioning systems might segregate such market segments in terms of residential tract builders or commercial contractors.

Vertical: Contrastingly, the market/product choices are concerned with the market level at which the distributor or supplier sells. For example, a steel manufacturer serving a housing market can distribute raw materials, components or straightaway deal in end products.

While conducting a research to look for potential market opportunities for a new product, companies should make a detailed assessment of their core strengths and weaknesses. It is a matter of choosing a relevant market, and product opportunities wherein the business has a stronghold and wherein its limitations will not pose a trivial threat to its success. Similarly, when the company is diversifying into a new market, it is essential to consider factors like – the growth potential of the new market, current domination of the market by competitors, size and scale of the competitors in that area, ease of penetration and value addition to the company in terms of cost of materials and selling price of the product.

Market Analysis

Market analysis is the combination of market research and competitive analysis. Market research is one method for companies to collect information about the needs of their customers and what drives them. On the other hand, competitive analysis helps companies to investigate its competition. This is also used to identify techniques to comprehend the trends and concepts being used by its competitors.

While the tenet of pre-launch market research has been thoroughly covered throughout the chapter. Let's look at the nuances of competitive analysis. When indulging in a competitive analysis, companies should have a clear understanding of the competitors they wish to target and look at. An in-depth examination of the competitors allows companies to assess the place of their product in the market. Any business marketing a similar or substitute product as that of the company in the same geographical area can be considered as a direct competitor.

There are a lot of markets wherein it is relatively easy to name each competitor. However, certain concentrated markets only have a few select competitors. In this scenario, the company is obligated to maintain an analysis of each competitor. For instance, the steel and automobile industry are great examples of such market. Once analysed, companies can limit and control its competition by making use of techniques like market segmentation. This is a method of breaking down bigger markets into smaller fragments which can be achieved by applying a combination of marketing mixes. It is a way to strengthen and limit the competitor's control. Companies can use strategies like change in price, revamped packaging, improvement of customer service and development of a new product for market segmentation.

While conducting a pre-launch research to gain an insight into the competitors, companies shall focus on – largest competitors, basis for competition, range of products offered by them, similarity of target markets, profitability, expansion and scaling plans of competitors, business duration, positive and negative attributes as seen by consumers, their USP, marketing strategy, promotional & pricing model, market shares etc.

Summary:

Businesses and products thrive on the kind of innovation and relevance that they bring to the customers. Every product needs to have a USP that hasn't been explored earlier. Thus, the concept of idea generation comes into play. Market research is a great tool to reveal interesting insights about the current trends, even if a company is acquainted with them. Idea generation is a process that takes place at different stages throughout the product cycle and not just in the initial phase. Here, the field is kept so wide that no innovation is ignored. This process can provide feedback on the packaging, advertising elements and other concepts of the marketing mix. Pre-launch research serves as an asset to better understand the target audience and keep tabs on predictor measures like purchase intent. Conducting a

pre-launch research can help enhance customer feedback, save on business costs and provide ideas for future products. Pre-launch research is equally important that stakeholders like customer support, sales representatives, engineers, distributors, marketing team and other backend support teams partake in the process. Methodologies like exploratory research, ethnography research, in-depth interviews, focus groups, surveys and competitive assessments can be used for pre-launch market research process. For any company, exploratory research is a good starting point as it adds value even if they are in the phase of concept testing. Concept testing can simply be defined as a sneak peek of a product or service before it comes under the purview of the target audience. Once a product has undergone pre-launch research and moves into the development phase, it becomes necessary for a company to start looking into market selection for rewarding results. Choice of any market partially depends on the customer's opinion and of the political, social or competitive environment in which the product is slated to release. While conducting a research to look for potential market opportunities for a new product, companies should make a detailed assessment of their core strengths and weaknesses. It is a known fact that product planning and selection of a market is highly inter-related. These decisions cannot be made independently without considering one or the other. When the company is diversifying into a new market, it is essential to consider factors like – the growth potential of the new market, current domination of the market by competitors, size and scale of the competitors in that area, ease of penetration and value addition to the company in terms of cost of materials and selling price of the product.

Glossary:

Research: It is the process of thorough and systematic investigation of a concern or problem to reach new conclusions and establish undiscovered facts.

Marketing: This refers to the tasks an organisation undertakes for promoting the selling and buying of a service or product. This process includes communicating, delivering, advertising, and selling of products to customers or a set of institutions.

Idea Generation: It is a creative and continuous process involving the generation, development and communication of new concepts or thoughts, forming the base of an innovation strategy.

Marketing mix: This can be referred as the combination of actions or tactics used by a company to promote a product, service or brand in the market, Typically, it encompasses 4 P's including price, product, place and promotion.

Market Selection: It is the process of discerning the kind of markets to invest in and which markets to pursue. This is done by understanding and evaluating the group potential of a market.

LESSON- 14

CAMPAIGN FOR THE NEW LAUNCH

A campaign is a multidimensional strategy planned by different businesses to drive sales after the launch of their product. With a result-oriented resolution, the aim of a product launch campaign is for people to respond to it and for sales to go up. Whenever a company launches a new product, it opens up streams of possibilities to grow and survive. A level-headed evaluation of the benefits of a new product can help justify the inflow of cash and the money involved to different stakeholders. However, before moving onto the outcome of any marketing campaign, certain things must be considered. This includes developing a basic understanding of the intention behind any marketing campaign:

1. This can include the introduction or launch of a new product or service.
2. The intention of a campaign could be to get the product higher acceptance in place of its competitors.
3. The company could work on increasing the frequency of use of a product.
4. The general idea could be to create a long-term habit.
5. The team could work on arousing interest and imparting technical information.
6. There are campaigns where companies work on obtaining target-specific sales.

However, this chapter focuses on the aspects solely related to the campaign development process for a new product launch. Whenever working on the launch of an upcoming product, it is paramount to have a solid marketing plan. This helps a company define its goals and set key objectives for the launch of its marketing campaign. The single basic truth about a great marketing campaign is that there are no short-cuts to developing one. Many businesses indulge in poor planning, which ultimately leads to wasteful marketing.

Developing world-class marketing campaigns for a product launch requires a strict, systemic approach to design a customer-engaging go-to-market plan with solid implementation. The key to successfully market a campaign is precisely understanding what the company wishes to achieve. This involves setting well-defined objectives. However, there are specific rules that must be taken into consideration

while setting objectives. A company must be well-informed about what it is trying to accomplish. This involves including real figures and committing to realistic time frames.

Importance of a Product Launch Campaign

Every product launch plan outlines rewarding ideas, activities or presentations that a brand might utilise to introduce a product to the market. A launch campaign pushes companies to use their resources in an effective order and allows them to plan for the unexpected.

With so many resources at stake, a company needs to be prepared for the worst. This is well-addressed in a campaign. Every launch reviews the risks and steps to mitigate risks, allowing companies to be in complete control of the campaign. As a result, even if the unexpected happens, a company will be in control to deal with any unforeseen circumstances. Also, this prevents them from indulging in any haste or spur-of-the-moment decisions.

Another added facet is that any business faces multiple challenges when bringing a new product to the market. Lack of financial resources is one of the most common issues faced by small companies. A sound and well-detailed launch plan coupled with a superior product, allow a business to retain its value and compete against giant corporates and conglomerates. This is so because it allows them to develop marketing strategies oriented for a higher return on investment. These marketing strategies are often devised during pre-launch research and are based on existing marketing trends and practices. An interesting low-cost marketing technique is sending out press releases about the upcoming product for free publicity.

Identifying the Target Group

Whenever focusing on creating a product launch campaign, it is a set practice to identify the target audience beforehand. This allows businesses to come up with a better understanding of the framework of the product launch strategy. This includes considering the pain points of the defined audience and the reasons to divert their attention towards the product. Businesses can go beyond demographic information and easily accommodate insights catering to their potential customers' interests and motivators.

For this purpose, it can come in handy to conduct interviews with the prospective clients and sales teams as they have first-hand insights to offer. Building an image of a loyal lifelong consumer can help

the team involved in the campaign select the appropriate media and redefine messages that match well with the taste of the target group.

A company is largely familiar with every property or attribute of its product. However, the same cannot be expressed for their target audience. Majorly, there are five types of customers or adopters when considering purchase intent. These include:

1. Innovators: Generally, they are younger people who are ever-interested to try new products. With a normally high income, they show a willingness to spend huge sums of money and take pride in being one of the prime users while buying any product.

2. Early Adopters: These consumers are guided by respect. Often termed as the opinion leaders within their groups, they tend to adopt products early but only after some consideration. They are not ever anxious to be the first users in their community.

3. Early Majority: Although this consumer base tends to adopt a product before the average person, they are rarely seen as leaders. They are highly deliberate in comparison to early adopters and innovators. The early majority serves as a niche market, as they are not risk takers.

4. Late Majority: With a sceptical worldview, they usually adopt an innovation only after a large group has tested it. This set of consumers has conservative notions and perceive products with an even greater risk proposition. However, once an innovation has largely been accepted, they are at ease in adopting it.

5. Laggards: This tradition-bound set of customers are the last ones to make their purchases. It is a common observation that they are likely to undergo a considerable waiting period until a product has been accepted.

This categorisation of adopters varies according to products. Hence, outlining a focus group and providing an in-depth analysis of their purchasing habits can help companies define their launch strategies. Even though a company is aware of adopters in the market, identifying a target audience is another ballgame altogether. Selecting a focused audience is a known base for all marketing strategies. Companies use three simple ways to define their target audience.

Market Segmentation: This is highly useful in helping companies understand their customer base's specific needs. Two things must be considered while conducting market segmentation – defining the person who is likely to try the product and segregation of the market by industry.

To put it simply, market segmentation is the process in which a target market is divided into relatively smaller and well-established categories. Herein, the audience and consumers are grouped on the basis of similar characteristics like demography, desires, needs or interests. This is a great method to identify the niches in the market that act as the natural environment for a given product.

On the basis of the objectives of the campaign, market segmentation has four bases:

- **Demographic Segmentation:** In this, people are segregated on the basis of the statistical data available about them. It is one of the most used type of market segmentation. Since this type of segmentation is factual and common, the data is usually easy to uncover using the sites available for market research. Factors like age, gender, income, ethnicity, location are considered while preparing a record. For instance, talking about a B2C segmentation, a luxury brand like Prada would most likely target an audience with a high income.

- **Psychographic Segmentation:** In this type, consumers are categorised on the basis of factors and characteristics that reflect their personalities. Variables like personality traits, attitudes, lifestyles, conscious, subconscious and inherent beliefs, priorities, drivers etc. are taken into account when maintaining a record.

  Since this type of segmentation is largely subjective, it is comparatively difficult than demographic segmentation to identify the factors. These require deep research and aren't focused on the data. For instance, a luxury brand like Prada might focus on consumers who show an inclination towards products that value status and quality.

- **Behavioural Segmentation:** It is focused on how a given customer acts. This segmentation cover tenets like purchasing habits, interaction with the brands, spending habit of consumers and their user status. This compels a company to know about the actions of its consumers. It includes the way in which a consumer interacts with a company/brand or with the activities that necessarily don't include the brand. For instance, a luxury bike brand might choose to target consumers who've purchased a high-end, expensive vehicle in the last three years.

- **Geographic Segmentation:** It is one of the easiest kinds of market segmentation as it organises consumers on the basis of geographic borders. This can include factors like ZIP code, country, climate, rural or urban areas, city etc. It can either include a well demarcated geographic boundary or the type of zone in which the consumers reside. For instance, a luxury

bike company might choose to target consumers living in warm climatic conditions so that the vehicles aren't necessarily equipped with gear for snowy conditions.

Once a company is done with the creation of buyer persona, it begins to look for opportunities for market segmentation. By creating an opportunity, companies can try new and varied marketing tactics. This can easily be done by asking questions – the problems solved by the product, ways in which the brand solves a problem better than the competitors, who the company/brand likes to serve. Once done with the audience analysis, companies can uncover facts related to the bigger fraction of segments that are easily identifiable, consumer qualities that are highly common and the segments which are not of being served at the present. This is a good option before following through with the launch campaign since it helps companies to verify if their target audience is interested in the new market or not.

Working on the Customer Profile: This all-inclusive profile must cover every necessary piece of information about the target customer. The profile shall include information related to age, location, income level and stage of experience.

Preparation of Buyer Persona: This is a detailed description of a company's target consumer. This can include goals that the target consumer looks for in a product. For instance, for a potential e-book reader, the primary purpose might be to ensure that the product has an eye-friendly screen, and the secondary goal would be to go for an e-book reader that supports all formats. Also, this description can include their motivating factors before making a purchase.

By identifying a target audience, a company can easily customise and understand the type of services that pique the customers' interest. During the initial process of planning, companies reach beyond the idea of what their product is. Rather, they focus on tenets of how a product fits the radar of their defined audience. This is crucial to ensure that consumers understand the benefits and usages of their product. Also, it helps them to distinguish it from the competitors in the market.

For instance, a nail paint brand wishes to launch a new colour in the market. The colour is a strikingly bright shade and majorly caters to the age group of 16-23. Once the company defines its target audience, it can easily compare the ongoing nail polish trends and how they fare within that particular age group. For a successful strategy, the company shall work on the launching practices that attract that particular target base. This can involve free pre-launch giveaways or organising launch shows in

colleges. Hence, it facilitates the entire decision-making process to be altered according to their defined group.

Outlining Goals

The more specific a company can be concerning its product launch goals, the better understanding a team can develop to market its ideas efficiently. Objectives can include a lot of tenets like – Does the company wish to attract new customers? Do they wish to tempt their previous customers to subscribe to their new and upcoming services/products?

These goals allow a company to redefine or outline its marketing strategies. For instance, sometimes, attracting new customers might lead to creating revamped signage or online ads based on local area searches. Let us take a basic example of your nearby restaurant. To get more people to come to a newly opened restaurant, a company might introduce loyalty cards, plan exquisite menus or offer supreme discounts on snacks purchased with drinks.

Also, companies should try to incorporate goals that set well realistically with their overall budget. The essential idea is that the campaign budget shall be lower than the revenue that a business plans to generate. This can be achieved by including associated timelines with these realistically set goals. This must be done by taking into account the time needed to launch a campaign and the period involved in getting the material out there. Certain goals are largely common to all businesses and must be set during the initial phase of their campaign development.

Increasing Customer Awareness: This goal helps to introduce strategies that are predominantly important for building consumer awareness. Generating awareness is deemed to be a difficult task due to numerous marketing messages encountered by consumers on an everyday basis. Every media, be it television, advertising, radio or the internet, is flooded with product-related messages daily. This is referred to as "noise" by marketing professionals. If a business effectively builds awareness, the intended customers are bound to become curious about a product and might wish to learn more about it.

Outline the Product's Advantages: Businesses should be ready to articulate why the merchandise is of profit to the chosen target market(s). These benefits are often designed to cater to the needs of the customers or solve their impending problems. The merchandise may also help the consumer get additional enjoyment out of life, like sporting equipment that facilitates the user to be highly

competitive in their favourite sport. For items marketed to business, the selling message, again and again, stresses that they are going to improve the company's productivity.

Upholding Customer Satisfaction: Another essential objective to be set by businesses include maintaining high customer satisfaction. Excelling in service quality and retaining high customer loyalty offer immediate benefits by increasing the possibility of the product being purchased again by the existing customers. One of the least costly and most successful marketing techniques a small business owner can use is to promote word-of-mouth product reviews from highly happy consumers. Minimal expenses are involved in rewarding consumers with discounts on potential purchases for making these recommendations. Customers depend on the views of existing users of the goods and often pay heed to the feedback provided by their acquaintances, friends and relatives.

Better Positioning of the Merchandise: While laying down the objectives for any purchase, a company must determine the critical aspects of their products' superiority. These points must be emphasised to eliminate competitors and deliver the product to the target audience with ease. However, these pointers for positioning must solely be based on its strength rather than a mechanism to beat the competitors. This can include areas where the products claim to have a clear advantage over the rest.

Defining Product's Unique Value Proposition and Positioning Statement

While outlining the layout of any campaign, companies need to take a look at their competitors. Competitors can help businesses to identify ways to market themselves differently. This, in turn, helps them realise the uniqueness of their upcoming products. Hence, this facilitates the creation of correctly positioned marketing strategies.

Competitor Analysis

The practice of analysing competitors gives a business a fair idea about where the competitors are positioned in today's market. Also, it gives insights into the kind of trends that businesses are reacting to. Such practices help companies to alter their marketing strategies and dominate the sector.

While conducting a competitor analysis, certain key details shall be focused on:

- How do the competitors communicate their messages and ideas to the target audience: ads, social media, television or in-person?
- The extent of detailed product descriptions provided for any given item by the competitors.

- How they have placed their call-to-action followed by a detailed analysis of their positioning. Is the CTA clearly visible or lost due to poor packaging?

- This shall also include the underlying reasons explaining why customers are purchasing their products. Does it have something to do with their value, price or positioning?

- The USP of their products and their respective features or attributes.

- How they are distinguishing their items from the already existing products.

- How are they reaching their target audience: social media, digital marketing etc. and the kind of target audience they attract?

Recognise Trigger Points

Trigger points help businesses to attract new customers and test out the product USP's outlined by a company. These are essential to increase business revenue and attract new customers. Hence, they must be included in the product launch campaign. There are a lot of methods that can be used to identify trigger points.

One of the most sought-after methods is giving free trials. By offering free trials, businesses tend to eliminate the purchasing intent and associated risk from the customer's end, thereby encouraging them to try the product free of cost. This is a useful method to generate leads for a new product. Another interesting method includes penning down a mock PR. A mock PR helps companies to pitch their products to their employees and stakeholders. If any of them faces a problem in understanding the nuances of the product, the customers might likely face difficulties as well. Marketing and campaign strategies for a new product can be designed accordingly. Companies can also generate these trigger points by compiling case studies of products that have been soft-launched by them. This is a nearly accurate method to measure the effectiveness of a product.

Once all these factors have been carefully taken into account, companies can lay down their positioning statement and ascertain how the product fills a specific requirement of the target audience. When writing the statement, always consider the USP of the new product. Questions such as what makes this product better than the existing ones or why a customer chooses this product over another are starting points. It is essential that USP's remain meaningful to consumers. USP's can be highly intangible and as simple as being near the metro station. For instance, iPhones have sturdy cameras and excellent sound

quality, but so do other devices in the market. However, every iPhone has been created, keeping the user end in mind to deliver a humanistic, cult-like magical experience. Hence the USP: the entire ecosystem of the iPhone.

Another aspect that must be considered while positioning is how the product solves the problem of the customers. A buyer persona helps companies identify the pain points of their target audience. This can be used to illustrate how the product eases their issues or solves them.

Reaching the Target Audience

Once all the objectives and strategies have been identified, businesses focus on reaching their target audience. There are many channels to choose from – outdoor signage, TV, radio, internet, social media, magazines, newspaper, other directories etc. Content marketing is another interesting and efficient way to create awareness about the product launch.

This is further funnelled into four distinct stages:

Awareness Stage: Herein, the people don't have appropriate know-how of the product and come to know it for the first time. This can simply be achieved by educating the consumers about the new item. Examples like infographics, blog posts, interactive videos etc., can be published in the awareness stage. With the ever-increasing reach of the internet, this medium can be tapped to spread the word.

Consideration Stage: In this stage, the consumers compare products with the existing ones in the market. They consider whether the new product is the right fit for them or not. This can include publishing comparison articles, e-books, checklists and product demos. For example, if people are searching for "Sony vs Apple Laptops" and the company is about to release a new version of Sony laptop. Then, this content provides an extensive comparison between the two and highlights the features of the newly to-be-launched Sony laptop. These convincing reviews help consumers to bend in the company's favour.

Decision Stage: Herein, the potential consumers have almost made their decision and are searching for additional reasons to purchase the product. Creating content that sticks to the product helps solidify a customer's decision. Content like case studies, FAQ's and testimonials can be published in this stage.

Customer Review: This is the post-launch stage and is not factored in during the campaign creation.

To create campaigns that stick with the audience, it is foremostly essential to understand whom the business is trying to reach and how the competitors are managing the same. Also, a company's budget has much sway in defining different marketing channels for the product. For instance, a newly opened restaurant is trying to persuade people to spend more. The restaurant's possible channels might include a local leaflet drop, initiating an email campaign or advertising in the local everyday newspaper.

Once a company has outlined a scheme for effective communication, the idea is to develop content with the right tone and messaging. This basic step can greatly impact the kind of response received for any new product.

While drafting an appropriate messaging strategy during the product launch, certain tenets like the target audience's demographic, marketing channel, etc., must be taken due note of. Nowadays, consumers have an increasingly short attention span. Hence, it becomes difficult to hold their attention for a long time. Even with mail, posters and advertisements, companies have three seconds to grasp a customer's attention and keep them reading for a prolonged period. Once done with the messaging, including a call-to-action is vital to retain the product. For example, if Sony is launching a new laptop, their active request could read like – 'Join us on Monday, 9th to preview…...' 'Hurry up, offer ends in……'

Developing Product Launch and Marketing Campaigns

Considering the various launch strategies and encompassing the tenets mentioned throughout the chapter, there are certain strategies that need to be kept in mind while launching a marketing campaign. One such method is the RACE planning framework that covers the important outcomes of a marketing plan.

The RACE plan covers five stages namely plan, reach, act, convert and engaging of an audience. It is one model that has five different steps that need to be taken into consideration while developing a marketing or product launch campaign on a digital platform. The basic idea behind the model is to give a detailed structure for organisations to create a marketing channel that considers the obstacles of reaching and thoroughly engaging consumers digitally. This is done to boost sales once the campaign goes live. This five-part planning model is as follows:

The initial phase deals with the planning of the launch. This entails creation of the overall strategy, formulation of objectives and setting of governance including mapping all the resources for the launch campaign. This also encourages a company to plan for the worst while drafting a product launch campaign.

1. **Reach:** This is aimed towards building awareness and working on the visibility of the brand, services and products. It can be done on websites or through offline channels to increase traffic. Herein, the organisation goes and approaches its target consumer. For this to be conducive, the consumers be targeted correctly.

   The reach for a given product launch campaign can be increased through repeated communication. This includes the channel selected for communication, the number of times the same message will be displayed to different people. The campaign reach can be incremented by developing creative content for the campaign. For instance, while launching a campaign online, the target consumers can be approached through channels like social media, website etc. Also, during a month-long campaign, the consumers can be re-engaged with varying pictures and different pieces of content.

    Act: This is the short form of interact. This is referred to as the decision-making stage for the consumers. In this stage, the organisation is expected to take actions to compel its target consumers to make a decision with respect to the product. It can be done by trying varied approaches, showing mix content to the consumers and figuring out whatever works best in the market. For instance, for a given product launch campaign, what among infographics, videos, interactive tests, written guides or tests etc. will get the target audience talking. For a lot companies, this stage is focused on generating leads so as to make sales once the campaign goes live.

2. **Convert:** This phase is majorly targeted at conversion of purchase intent into a sale. Herein, the company has an aim to make profit. Once the best-working practices are discovered by the company, they are monetised to keep the campaign running. If the marketing or product launch campaign isn't getting through to as many people as anticipated by the company, then the company looks for ways to alter or improve the campaign. Changes are made on the basis of the reception of the campaign.

3. **Engage:** This stage focuses on building customer loyalty. It is aimed towards building such a bond that a consumer advocates for the brand. Th efforts are focused to maintain long-term relations with the consumers. Thrilled consumers are vital for repeat sales and for generating referrals. For this, the marketing and product launch campaigns are required to be interesting and engaging enough to gauge consumer advocacy.

    This can be explained by – if a company is running a new campaign to launch a product "X" to bring in "Y" number of sales, then how will the existing consumers feel about missing out the on the opportunity. For example, a great way to adjudge the customer advocacy is via "refer a friend" scheme or asking them to share the campaign to enter a lucky draw.

Define a Campaign Timeline

A campaign timeline is a period within which all the activities of any campaign might take place. This process is not limited to pre-launch and covers all the events related to build-up, launch and post-launch. It is an indispensable asset to measure stage-wise goals against the messages aimed at targeted markets. Every consumer's first concern will include if the kind of marketing done by the company helps them make informed decisions or not.

While creating a campaign timeline, companies often consider the far-reaching implications and the extent to which they can promote their products. For example, which social media platform or magazine should they have in their sights or which journalist or YouTuber has a reputation to provide trusted reviews. These details are assessed and solidified according to the timeline and come under the purview of the campaign creation for a product launch.

Summary:

A campaign is a multidimensional strategy planned by different businesses to drive sales after the launch of their product. With a result-oriented resolution, the aim of a product launch campaign is for people to respond to it and for sales to go up. Whenever focusing on creating a product launch campaign, it is a set practice to identify the target audience beforehand. This allows businesses to come up with a better understanding of the framework of the product launch strategy. This includes considering the pain points of the defined audience and the reasons to divert their attention towards the product. Companies can easily identify their target audience by conducting market segmentation,

working on the customer profile and by preparing their buyer's persona. The more specific a company can be concerning its product launch goals, the better understanding a team can develop to market its ideas efficiently. These goals allow a company to redefine or outline its marketing strategies. Outlining goals help companies to increase customer awareness, outline their product's advantages, uphold customer satisfaction and position their merchandise correctly. Competitors can help businesses to identify ways to market themselves differently. This, in turn, helps them realise the uniqueness of their upcoming products. The practice of analysing competitors gives a business a fair idea about where the competitors are positioned in today's market. Also, it gives insights into the kind of trends that businesses are reacting to. Trigger points help businesses to attract new customers and test out the product USP's outlined by a company. These are essential to increase business revenue and attract new customers. One of the most sought-after methods is giving free trials. By offering free trials, businesses tend to eliminate the purchasing intent and associated risk from the customer's end, thereby encouraging them to try the product free of cost. Once all the objectives and strategies have been identified, businesses can choose their target audience by choosing from the following audience – outdoor signage, TV, radio, internet, social media, magazines, newspaper, other directories etc. A campaign timeline is a period within which all the activities of any campaign might take place. Every consumer's first concern will include if the kind of marketing done by the company helps them make informed decisions or not.

Glossary:

Campaign: It refers to a planned and thought-out set of activities conducted over a set timeframe aimed to achieve specified goals or objectives.

Product Launch: This is a planned process to introduce a new product or service in the market with a goal to generate awareness.

Target Group: This refers to a specified group of people that an organisation or a campaign, advertisement etc. is intended to reach.

USP: Unique Selling Proposition is the one feature or unique benefit showcased by an organisation, brand, service or product that makes it stand out from the rest of the competitors in the market.

CTA: A call to action is a prompt or notification that informs the user to undertake a targeted action and is generally written in the form of a command.

Buyer Persona: Buyer persona is a detailed description of a company's target consumer.

Commercialisation: It is a collective term that involves the framing of various strategies to ensure the success of the product. It is an umbrella term entailing everything right from the production, distribution, marketing, sales to the backend customer support.

LESSON- 15

TECHNIQUES AND PROCESS OF MARKETING OF A PRODUCT

Introduction: Test Marketing

Test markets are an essential part of every marketing campaign and predominantly used for regularly purchased common goods. However, this principle can easily be used for durable goods as well. To put it simply, test marketing can be explained as a strategy to check the efficiency of any given new product or a marketing campaign before it goes live. This marketing technique is regularly used in the business world to understand customers' needs in their everyday life.

This can be considered as a live assessment that is performed with the prior knowledge of the consumers. Usually, it covers real-life stories and situations to assess the viability of the product. Whenever test marketing comes into play, two major questions are always pondered: Are the tests absolutely essential? What were the circumstances or conditions under which the company initiated these tests?

The essence of test marketing in an industry largely depends on the kind of manufacturing process involved. For instance, the processed foods industry can easily and frequently generate ample amounts of new products for the test market by carrying out minor changes in the existing plants. However, in the case of a nation-wide launch, a completely new up-and-running plant might have to be built, requiring a much larger investment and a lot of resources.

When talking about test marketing, it involves ascertaining multiple resources of a product, category or class of consumers and the latent motive to buy the product in the first place. This is a particularly useful measure for organisations to analyse the market's competitiveness and understand the present-day trends in demand. This basic test is done to acquire knowledge about customer behaviour along the lines of:

1. Trial: This is to ascertain if a consumer might use the product at least once.
2. Repeat: As the name suggests, this helps to acknowledge if the consumer will buy the product once done with the trial.

3. Adoption: This talks about the buying habits of the consumer and whether or not they receive the product with positivity and repurchase it.

4. Frequency: This measures the number of times and how often a customer will purchase the product.

Several factors related to risk and investment come into play to adjudge or evaluate the relevance of test marketing and marketing strategy. One of the significant risks involves the pricing of the plant and the cost of the machinery to manufacture the new products. However, newer products include other miscellaneous costs like advertising expenses, the business's goodwill at the retail and wholesale level, the shelf space needed by the upcoming product etc.

Test Marketing: Benefits for New Product Launch

Before delving further into the techniques and process of test marketing, it is vital to understand the benefits of this much-used practice:

*   **Product Driven Sales:** This marketing allows the product to sell itself. It is a much-accepted idea that an excellent product sells itself. Taking this ideology a notch further, developing a great product can act as a smart marketing tool. Over time, customers tend to rely on a product used by them and stick to it. This allows companies to convert a free trial into a potential customer who loves the product and might even come to repurchase it.

*   **Competitive Edge:** Some industries and companies do not believe in the concept of free product trials. However, offering a free trial for a new product might alter the selected demographics' expectations while providing companies with a chance to expose their product to fascinated consumers. Using a free product might help to create a want in the minds of the consumers.

*   **Investing Time into the Brand:** Speaking from a marketing perspective, spending time using the test products is deemed to more valuable than cash inflow. Naturally, when people are given a chance to test a product, they tend to invest time into the company while forming a relationship with the brand. This relationship is of great importance to building loyalty which is a pre-requisite to creating long-lasting customers.

- **Receiving Critical Feedback:** In a nutshell, the idea behind test marketing is to check how the product will react in actual consumer-driven environments by allowing a product trial. However, at times, consumer habits are largely unpredictable. Tests can help a company to collect a limited amount of data. An alternative to this could be asking every trialist to upload pictures and give an in-depth insight into how they are utilising the new product on an everyday basis. Based on this feedback, companies can improve the product or correct any weakness.

- **Generating Urgency:** Urgency is known to force the decision-making process. Test marketing allows potential consumers or trialists to evaluate the pros and cons of a product. As the product trial nears its end, trialists are often faced with a sense of urgency to repurchase the product or possibly experience a feeling of inadequacy. This is one of the best ways to lead in a sale.

- **Eliminates Risk of Full-fledged Launch Failure:** An actual product launch demands investing a lot of money since it incurs costs related to manufacturing, marketing and inventory, amongst others. If there is a chance that the product does not pass the test of customer satisfaction, it could cost the company thousands of rupees. For example, a cosmetic product launched by a company causes skin-irritation on most skin types and has a manufacturing defect. If the product is launched in the market, the company could potentially incur a huge loss. Although, if the company indulges in test marketing, changes can be incorporated within the product using the data collected from the feedback.

Test Marketing: Prompting Factors and Methods

The marketing gurus have laid down various benefits related to test marketing. It is an extremely expensive and time-intensive method for gathering data about consumer feedback on new products. So, test markets allow a company to limit their losses but not to maximise profits. To judge the efficacy of test marketing, some major factors need to be surveyed.

Cost vs Risk: Companies need to weigh the cost and risk associated with product failure. For instance, during a period of three years, Cadbury decides to test market 24 products and successfully launches four products on a national scale without indulging in test marketing. This decision to launch products nationally can only be taken if the cost and risk of a botched product launch are low.

Another factor that needs to be accounted for is how swiftly a given competitor might be able to manufacture a copy of the new product. To keep up with the new trends, competing companies are in the habit of regularly monitoring each other's test markets. Once they have the technology, the chances are that a company's competitors will indulge in developing a revamped version of the products and possibly marketing it if given a chance to do so. For example, within two years of the beginning of Cadbury's fruitful test marketing, there were similar versions of the famous chocolate line in the United Kingdom, Canada, Japan, amongst other countries.

Lastly, as mentioned above, any product launch is followed by huge investment. This marketing investment for the product differs according to the scale of the launch. A new product requires aggressive advertising, sales force time, constant attention and shelf space. Sometimes, this shelf space is acquired at the cost of existing products manufactured by the same company.

Before the decision to embark on a journey to product testing is even made, it must be noted that the product isn't tested alone. These dry runs are made to evaluate the packaging design, advertising algorithms, price and name of the product. The competitive environment also needs to be factored in while conducting a market test. However, how does one examine their product to expose any possible negatives in the package and rectify them wherever possible? How does a company figure out when to conclude the project before venturing down a long, costly market venture? The source provides specific steps that can be followed to highlight the same:

- Companies start with selecting a sample of trialists per their buying habits and considering the brand's target group.
- They tend to show the trialists their introductory advertisements for the new product and analyse their reactions to it.
- Furthermore, the respondents are shown the actual product to capture their pretrial reactions.
- The trialists are provided with 'N' number of samples to use at home.
- Lastly, companies conduct interviews with the respondents either in-person or through whatever means most suitable to them. This is done to ascertain their opinions post-trial of the product, the advertisement's recall factor, and their stated frequency to purchase/repurchase the product.

Another test that can be conducted to lessen further uncertainty is the model test market. This lies between pre-test research and a complete test market. In model test markets, the actual marketplace is simulated to minimise both the time it takes to evaluate a full market and the cost involved. Talking about model test markets, these are particularly consequential where the outcome of the research is inconclusive and wherein companies look for a swift evaluation of a product's viability. With the increase in their sophistication and reliability, the model test markets are becoming much more useful by the day.

Broadly speaking, there are two types of test marketing – Consumer Product Marketing and Marketing for Industrial Products.

A. Consumer Product Testing: This is done to understand and gain knowledge about consumer behaviour on the tenets of consumer trial, adoption habits, repeat, repurchase intent, and claimed purchase frequency. To examine this variable, a plethora of subtests are conducted under marketing for consumer goods:

1. Sales-wave Research or Standard Test Marketing:

   In this marketing test, a trialist or customer is offered the new product multiple times to determine their readiness during each free purchase. For instance: Distributing free conditioner sachets is a good example of this test.

   The upside with this test is that it can be used for a limited quantity, even before the final packaging has been done. However, there are times when consumers pick up these free product offerings without providing any feedback whatsoever. Hence, it leads to a wastage of samples without any outcome. To overcome this, brands and companies have been distributing free samples over the internet without any wastage of the product. This also helps to record the details of the trialist for future follow-ups.

2. Simulated Test Marketing:

   As the name suggests, simulated test markets are useful to overcome the problems faced by a standard test market. These tests are not conducted in a real-world scenario. Rather, they are considered laboratory tests within a staged marketplace to model it like a real-world setup. The trialists are subjected to advertising and marketing mix variables to test a wide palette of outcomes.

For instance, a company XYZ has come with a new sanitiser product in the market. To test its efficacy, 40 customers are chosen and given a money card with little balance to buy anything. To gauge the customer's interest, the new sanitiser product is kept adjacent to the competitor's product. This is done to analyse the consumer's product preferences. In case the product isn't chosen by the consumers, they are later provided with a free sample. A couple of weeks later, the trialists are enquired either telephonically or in-person about their experience.

This is a great way for companies to make up their minds regarding whether they wish to go forward with their upcoming product. Though, this test comes with its own set of challenges. There are always chances that the product might be revealed to the competitor before the launch. Such issues can be avoided by doing these tests internally within the company.

3. Controlled Test Marketing:

This marketing technique is most often used with new products that require testing. Herein, companies provide an artificial testing venue that is comparatively faster and cheaper than a standard market set up. The added benefit of controlled market testing is that the supplier tends to provide the company with a host of stores. These make use of supplier monitors to check the value of initial and repeat purchases. Also, it keeps track of the data for competitive products.

A good example of this marketing setup could be the new cookies, cakes or cold drinks kept near the transaction counter. Under this marketing, a company or brand controls everything right from the shelf position, pricing, display to the product promotions. With this marketing method, the chances of a brand's products leaking out to the competitors are greater.

B. Industrial Market Testing: This market testing includes both alpha testing with in-company employees and beta-testing with consumers outside the company's purview. This incorporates reaching out to the customers through all possible sources, i.e. via trade shows, dealers, retailers etc.

One of the biggest shortcomings of alpha testing is that there are high chances that the customers selected for the process do not make a significant chunk of the target audience. This can be rectified by having a reliable and adept panel of consumer feedback survey for the industrial goods before actually moving forward with the test marketing.

Steps and Considerations to Run a Test Market

The techniques to test market a new product can differ according to a plethora of factors. It is possible that two products falling within the same category might be tested marketed very differently by companies. Even if that might be the case, certain steps are common to test any new product.

1. Defining Marketing Objectives: The objectives for test marketing for an upcoming product can be based on measures like market valuation, shares, the proportion of the target audience, intended level of customer satisfaction.

2. Selecting Type of Market Test: The objectives are then fit within the type of market test selected by the brand: Standard, Simulated or Controlled.

3. Establishing an Expected Budget: A well-defined budget is essential to outline the scale of the test. It must include the expenses to produce an inventory for the test, research cost, marketing expenses, distribution cost and the amount allotted for product promotion.

4. Drawing up Test Plans: The details of a company's test marketing plan should include product manufacturing, target audience, distribution channels, the base price of the product and the promotional plans.

5. Choosing Appropriate Test Market and Execution: Generally, companies select two test markets along with a controlled market. Keeping the target demographic in mind, the markets must be nationally spaced out rather than being localised in a particular area. Also, a period of 6 to 12 months makes for a good run. The period can also be longer for products with an extended promotional cycle.

6. Examining the Outcome

Market Entry and Product Launch

Once a company is done with the testing, the final step in the product development cycle includes launching and commercialisation of the same. The product introduction in the market incurs high costs for manufacturing, promotion, advertising, and filling the new item's distribution channels.

Commercialisation is a collective term that involves the framing of various strategies to ensure the success of the product. It is an umbrella term entailing everything right from the production, distribution, marketing, sales to the backend customer support. This is a crucial step in introducing any

new product to the market as the process involved in actually launching a product has a considerable bearing on the sales volume.

Before delving further into the commercialisation process, the company must note that the following variables are satisfied:

- **Launch Timing:** The organisation or brand launches the new product under favourable circumstances/conditions. This roughly translates to – the product should have no further scope of revision or improvement without facing the fear of cannibalising the sales metrics of the organisation. If the following conditions are met with the utmost satisfaction, only then it's the right time for the company to launch the product.

- **Location of the Launch:** This takes into notice the location of the launch of the new product. This majorly depends on the existing resources, distribution channels, target audience setup, operational capacity and investment sources. Depending on the following factors, the new product can be launched in a single location or multiple areas, based on the national or worldwide target market.

- **Target Market:** Identifying the target audience is a vital element before launching any new product. A common rule of thumb is that best performing product launches generally aim to target innovators, heavy users, early adopters and people who are opinion makers.

- **Evaluating the Market:** Before the actual product launch, is essential for companies to analyse if there is sufficient base of consumers and market to accept and support the newly launched product. This is covered under the tenet of the market research and can reveal interesting and vital insights that may come in handy while drawing up a product launch plan. Also, the identification of a suitable market comes increases the prospect of a successful launch. This helps a company to acknowledge and locate the feasibility of a product slated for launch.

- **Competent Marketing Strategy:** For a successful product launch, it is vital that a company drafts a well-researched and thought-out marketing campaign. This takes into account all the details gathered from the target consumers which is then converted into well-drafted strategy that helps organisations reach their consumers. It can include a combination of advertising, public relation metrics, social media tools to generate a keen far-fetched interest in the product.

- **Product Launch Process:** For successful commercialisation, the product requires a solid action plan that must be construed, keeping in mind the factors mentioned above. This can encompass 7 P's from the marketing mix and the steps listed above for an efficient launch.

Only when a company has a plan covering all these variables do they begin with the commercialisation or launch process. If noticed carefully, everything in the market is commercialised to ease one's standard of living and introduce new items. It is consequential to develop products that add a sense of wonder in the marketplace and should be coupled with a compelling launch strategy for extended success. So, the primary goal of a strategy involving the market entry of a product is to ensure a successful launch. However, one might think of the possible factors that lead to the success of a product. The key metrics after the final launch is one of the tracking measures to convey the outcome of a product. For the rewarding implementation of a commercialisation strategy, it is important to be aware of the different stages of the process.

Stage 1: Introduction of the Product

The first phase of this process deals with the revelation of the product to the market and consumers. Introducing a new product is a big deal for any company and requires careful planning and deliberation among the members involved. Some things that need to be kept in mind include:

The product is expected to economically robust, and so much so to provide satisfaction to the consumers and all other stakeholders involved. The four P's of marketing mix come into play at the stage – product, promotion, price and place—all the P's bear interdependence on the other. For instance, if the planning for the launch process goes haywire, then the entire product can become a commercial failure. For customers, comfort is a great factor when selecting any product. Hence, complete satisfaction of the public holds value while calculating the success of commercialisation and product launch.

Stage 2: Business-oriented

This second phase of the cycle concentrates on the company or brand involved. The introduction of a new product in the market is done to improve a company's business or marketing strategies. Notably, the process of commercialisation can be highly benefitting for a business. In this stage, well-framed

strategies and campaigns for marketing must be looked at since they will help reflect the organisation's profitability.

Herein, the company or brand is required to check if or not they have proper service and marketing policies in place. This is done to ensure that the target audience is reaping the benefits of what they have invested in.

Stage 3: Accomplishing Business Goals

This phase of the commercialisation or launch process is formulated under the target consumers' supervision, simply to exude top-notch research and development for accomplishing the ultimate business goals. To reflect on the idea of goals of a company – it is noteworthy that post the formulation of the mission statement, a company largely focuses on establishing goals.

These goals are consequential to dictate the results that a business wishes to achieve. This is because goals accurately and completely state what needs to be done if the company has to achieve its mission. They can also be both short term or long term based on the company's mission statement and objective. Long term goals majorly focus on the issues involving customer satisfaction, employee efficiency, quality of the product, innovation and productivity.

Once the company has met the marketing department's requirements and achieved their goals, they are required to meet the demands of the associated stakeholders and consumers. A company must satisfy the expectations of its loyal consumers if and when they can successfully commercialise themselves.

Launch Plan for New Product

While the launch process deals with the framework and stages of the introduction of a new product in the market, a launch plan is the document that helps in the management of the actual product launch. It is the summarisation of ideas and activities that an organisation utilises to release the new product in the market.

Phase 1: The initial part of the launch plan deals with the allocation of resources and framing the product launch deliverables in an organised manner. This includes the plans drawn up for marketing.

Phase 2: The second vital part of the launch plan is drawing up a schedule. This is further branched into two different parts. The first one deals with launch timeline. This entails all the essential launch deliverables (programs related to marketing). It also mentions the person in-charge, people who are

responsible for completing the tasks in accordance with a week-wise dedicated timeline. The second part of the launch timeline is a detailed document mentioning the due dates by which all the tasks need to be completed. Many softwares/spreadsheet programs are present to prepare a launch timeline like Ms. PowerPoint and Excel. This is rolled out to all the relevant people and is further converted into weekly status report for review.

Phase 3: The third phase of the new product launch plan displays the budget via a spreadsheet document. This is inclusive of all the estimates for every deliverable. It is arranged in a neat per week/month manner and is spread over the duration of the specified launch plan.

Phase 4: This final part deals with the implementation of the launch plan. The key to creating a solid plan is being as detailed as possible. One method to ease the process is to recognise the approval and review process for the deliverables such as promotional materials, website and social media content, details of press release and press conference etc. way ahead of the launch date. While creating a launch plan, companies should create a risk management plan simultaneously to avoid any hold up during the process.

The launch implementation can take weeks, entirely depending on the kind of deliverables that a company wishes to cater to.

Evaluation of the New Product Launch

Once the product has been launched in the market, companies should not only focus its efforts on measuring the sales volume but also retarget its resources towards checking how the product is performing in storage, supermarkets, distribution and the behaviour of retailers towards the product. This includes measuring elements like – how much are the retailers buying, repurchasing demands of the product, liking and disliking with respect to the items and scope of modification or improvement.

This calls for both a qualitative and quantitative analysis of the product. As for qualitative analysis, the research shall focus on the product, distribution, marketing and production. It shall also include technical research including a product's overall quality. In case of a minor change in the product, the efficiency can be adjudged simply by tracking the production, marketing and distribution related activities of the company on an everyday basis. However, in case of a massive alteration in the product,

production or marketing requirements, companies can conduct a highly detailed evaluation of the launch.

On the other hand, a quantitative analysis is key to measure the success or failure of the newly launched product. Companies are in the habit of setting both short-term target in terms of sales volume, revenue generated through sales and market share, and long-term targets related to return on investment and recovery of costs involving the product launch and development. The data becomes more and more concrete with the proceeding of the launch process. Also, this research helps companies to predict future cash flow and profit margin.

The evaluation of these resources is conducted by many companies. The development (raw materials and processing) costs are measured and regularly checked to see if they show signs of improvements or lie within the target. Also, the costs including distribution and product losses are maintained to follow through with improvements. Products can also be evaluated by surveying the retailers to check their perception of the distribution post launch.

Summary

Test markets are an essential part of every marketing campaign and predominantly used for regularly purchased common goods. Test marketing can be explained as a strategy to check the efficiency of any given new product or a marketing campaign before it goes live. This marketing technique is regularly used in the business world to understand customers' needs in their everyday life. Test marketing is a good way to achieve product driven-sales, gain a competitive edge, invest time into the brand, receive critical feedback, eliminate the risk of launch failure and generate urgency. To judge the efficacy of test marketing, factors like cost vs risk need to be surveyed. Before the decision to embark on a journey to product testing is even made, it must be noted that the product isn't tested alone. These dry runs are made to evaluate the packaging design, advertising algorithms, price and name of the product. The competitive environment also needs to be factored in while conducting a market test. Methods like standard, simulate, controlled and industrial test marketing can be used to test market a new product. The techniques to test market a new product can differ according to a plethora of factors. Once a company is done with the testing, the final step in the product development cycle includes launching and commercialisation of the same. The product introduction in the market incurs high costs for manufacturing, promotion, advertising, and filling the new item's distribution channels. The

commercialisation process of any company should cover the launch timing, location, target base and product launch process for a successful run. For the rewarding implementation of a commercialisation strategy, it is important to be aware of the different stages of the process. The first phase of this process deals with the revelation of the product to the market and consumers. This second phase of the cycle concentrates on the company or brand involved. The introduction of a new product in the market is done to improve a company's business or marketing strategies. This phase of the commercialisation or launch process is formulated under the target consumers' supervision, simply to exude top-notch research and development for accomplishing the ultimate business goals. It is consequential to develop products that add a sense of wonder in the marketplace and should be coupled with a compelling launch strategy for extended success.

Chapter 3:

Test Marketing: This is a tool utilised by organisations to examine the viability of a marketing campaign or new product prior to its launch in the market in their targeted market.

Standard Test Marketing: In this marketing test, a trialist or customer is offered the new product multiple times to determine their readiness during each free purchase.

Simulated Test Marketing: It is a form of test marketing wherein customers are observed in a staged market setup to gauge the buyer's reactions to a product, marketing mix and promotional material.

Controlled Test Marketing: This is a type of market testing in which a company picks out certain shops, stores, outlets in geographically different locations to keep their newly launched products in lieu of a fee or commission.

Objectives: It refers to strategies and steps outlined by a company to achieve their identified goals.

LESSON- 16

BRANDING A PRODUCT

Brand vs Product: Introduction

In today's world, branding has garnered utmost respect in top-level organisations. It has made it essential for every employee at the management level to have some understanding of branding basics. Very simply put, a brand can be defined as a name, symbol, design or a mix of all of them to recognise the service and goods provided by one seller and differentiate it from those of the competition. Whenever organisations create a new name, sign, or logo – it signifies that they have created a brand.

On the other hand, a product is anything manufactured in the factory or may be caught in the ocean, amongst many other things, and ultimately purchased by a consumer. A product can be either replicated or offered for sale in equal form by competing organisations. However, the identity of a brand is unique. It is a common occurrence for a product to get out-dated or lose its market value over a set period of time; a renowned brand manages to fare through the test of time. For instance, Maruti offers a car as a product. The umbrella brand here is Maruti, and every single product has its own brand name to differentiate the numerous Maruti-manufactured product lines from the others easily. Hence, the need for a product does not arise without a brand.

Brands are extremely crucial to help consumers identify a new product. This is one of the tenets in the whole product manufacturing and launch cycle that contributes to the risk reduction of the sales value. These brands signify a promise or bond from the product maker's end and are usually a symbol of the quality of the work done by an organisation.

Branding Products: Concept and Meaning

Branding provides benefits to all the parties involved, from the customers, individuals to the companies. However, the question arises that how are brands created in the first place? What propels companies to 'brand' a new product in the market? Generally, organisations create brand value and name through their ongoing marketing programmes and activities, and this tends to leave and imprint on the minds of people and potential consumers.

The first step in the branding of a product involves educating consumers about what the product is. This can be done by providing the product with a suitable name and using other elements to help identify any new product. This cannot work in isolation if the company does not provide their potential consumers with certain intangible reasons – 'what' the product actually does, 'how' it functions and 'why' the customers should pay any heed to it.

Hence, for the branding of a new product or service, it is vital to provide consumers with a designated label for the same, i.e. identifiable attributes of the products. Also, the organisation or firm must provide a label for the product, something to help them identify the product. Similarly, to leave a meaningful impact on the consumers, a product needs to explicitly tell them how it can ease their chores and why it is special from similar products offered by a host of different brands. This calls for creating mental structures and helping customers compartmentalise their knowledge about new products or services in a manner that facilitates their decision-making process.

For these strategies to be successful, the potential customers must think that there are significant and useful differences among brands falling in the same product category. One general rule of thumb regarding branding is that the consumers must not think that all products in the same category offer the same value. Ultimately, the brand differences, including the brand's USP's and attributes, play a key deciding factor for the consumers.

For instance, brands like Gillette, Sony, and Apple have been leaders in their specific product categories for decades now, partly due to constant product innovation and brand development. As for other products, they tend to create a competitive edge through non-product-related channels. Like Coca-Cola, Lays, and Chanel have come to be seen as leaders in the respective product categories by mapping customer motivations and driving factors. They have managed to secure their customers by creating relevant and captivating images around their line of products.

When it comes to branding, the key to navigate through it is a psychological one. By creating a mental map, branding helps consumers to group their existing knowledge about goods and services. This organisation of information is essential to facilitate their decision-making. It further helps companies attain tangible benefits like a boost in sales and an increase in overall revenue.

Power of Brand Equity

Branding as a promotional tool is all about generating differences. Though, how does a company create these 'differences'? What leads a consumer to identify them and choose one brand over the other? These differences tend to arise from the 'added value' that a product is equipped with. Now, this can be a consequence of the past marketing campaigns of the company. Also, there are many other ways to create this edge for a brand whenever launching a new product. Brand equity as a tool provides a unified denominator for comprehending marketing strategies and examining the true value of a brand.

There are a reasonable number of ways to manifest the value of a brand – on the lines of higher proceeds or lower price. The marketing advantages of a powerful brand can be mentioned as:

- The consumer must have perceptions about robust product performance, which needs to be accompanied by greater brand loyalty.
- On the lines of providing a competitive edge, strong brands bear less vulnerability when it comes to marketing crises or in comparison with other brands marketing the same product.
- Great brands have a nuanced system of marketing communication with solid trade support.
- All of the above factors can also be supported with the possibility of having licensing opportunities with a scope of brand extension.

As for brand equity, it is the value or essence any particular brand adds to an organisation. This can be measured in various ways – the price premium to be charged on a no-name item or the customer's long-term loyalty towards a brand. Brand equity bears a significant sway in influencing consumers and portraying the value of a brand that is held in high regard. Generally, companies cover all the variables related to brand equity by manifesting positive experiences to lure consumers into continuing buying products from them over their competitors.

This process takes place by organising campaigns that gel well with the values of a company's target group and living up to promises and expectations sold to the consumers. For instance, many companies offer loyalty-based consumer incentives like card points that can further be exchanged for a product or discount on a purchase. This is extremely useful as it propels consumers to continue to indulge in business with the brand rather than scooting over to their competitors. Two key tenets for building and retaining brand equity are awareness and experience.

- **Awareness:** Once a brand is through with the development and launch of a new product, it becomes increasingly essential to evaluate if the consumer can identify them. This involves understanding how the messaging and imagery built around the brand are cohesive enough for the consumer to identify it. Also, brands tend to think of the values that consumers associate with them – the target groups can think of the brand's quality, sustainability, or even family-oriented qualities.

- **Experience:** This reflects the first-hand experience of the brand when used by the consumers. It could mean that the new product or previous products rolled out by the brand worked exactly how they were supposed to, that experiences with the backend team and customer service have been amicable and accommodating and that the customer-oriented loyalty programmes have been rewarding.

Brand equity is one of the key essentials for a brand and can bear benefits on the company's return on investment. It has been an observed trend that organisations that capitalise on the power of branding have a better and streamlined revenue flow when compared with their competitors. At times, this is even achieved by spending less, be it on production, marketing, advertising, or elsewhere. For instance, brands with positive equity have the leverage to charge higher price premiums. This is only possible if the consumers genuinely believe in the power of the brand and consider its services worthwhile. By trusting in the values of a brand and the quality of the goods or services, they are satisfied with paying inflated prices to purchase from that particular brand.

Brand equity is an efficient tool that can add to a company in the following ways:

Added Value per Customer: Having positive brand equity can compel consumers to spend more money to buy products which ultimately tips the scales for higher profit margins. There is a likely chance that a company might spend the same amount to manufacture a product as its competitors. However, the average consumer is still likely to pay, considering the brand name. For example, buying a pair of designer jeans over the ones from a generic brand.

Reputation with Less Ad Spend: If a brand has a renowned reputation, then consumers will be immediately drawn towards it and guard them as their go-to brand. Due to established trust, this leads to less expenditure on promotional resources like advertisements while seeing a rise in sales whenever a

company launches a new product. Consumers purchase more from brands with which they develop a higher sense of loyalty.

For instance, Apple is considered as one of the companies with the highest brand equity. It is a common observation that Apple users tend to own products manufactured by Apple, be it iPhone, iPad, or MacBook. However, the same sense of loyalty isn't observed with Android users as they do not bear a sense of loyalty towards a particular PC provider.

Building Brand Equity

From the above examples, it is clear as day that companies can achieve multiple payoffs by establishing brand equity. Though, the process of this ordeal requires much work to build and retain the brand status. This mechanism works by evaluating the target group's values and desires and recognising what makes a particular brand different.

Once this is achieved, companies continue to create awareness for generating new businesses while instilling a sense of loyalty among existing consumers.

1. Comprehend the Why: Purpose-driven organisations always have a motive and meaning behind their brand. Usually, advertisers tend to focus on the how (How the company's new product will add to people's lives and make it easier) rather than why (Why the company is motivated to do what it does). For instance, for organisations like Apple, their why is to challenge the status quo and stretch beyond the convention. Rather than focusing on a particular product like computers, their advertising campaigns target the brand and its values. Hence, they accomplished in diversifying their product lines into areas like phones, Tv and music.

2. Test the Messaging: While drafting messaging strategies for any new product, it is impertinent for the company to test its position with the target audience. This involves examining what they respond best to, addressal of the consumer's pain points and developing messages that entice them. This creative process can be successful only if it is data-driven and influenced by what the consumers are attracted to.

3. Generate Awareness: After developing a compelling message, companies aggressively work on driving awareness, both for the brand and their vision. Sometimes, this entails focusing on brand values rather than product attributes and emotional associations over sales/conversions. Herein,

brand campaigns must have an extended timeline allowing customers to feed messages and connect them back to newly launched branded products.

4. Uphold Consistency: Once a company's brand is established, they refocus its efforts in maintaining consistency. This step includes consistent font styles, guides and typefaces. Companies shall not pursue advertising ideas if they fall out of a brand's personality.

5. Improve Customer Experience: In this internet age, brands have stormed social media with an intention to target their audience through all possible mediums. Hence, they are no longer defined by the kind of advertisements they offer. These brands and their products are subjected to the perception of the customers. So, it is essential to focus on the interests of the consumer to elevate the value of the brand.

   For instance, Amazon, as a shopping website, does not simply aim towards making a sale. Rather, they have a robust review system that compels the customers to communicate with sellers and dictate what they actually need. By doing this, Amazon pays more heed to its customers' needs rather than refocussing its efforts on the transactional value.

Keller's Customer Based Brand Equity Model

All these steps help companies to identify where they missed the mark for future optimisations. As discussed in the chapter, brand equity is the merit that a brand brings to a business. The ways mentioned above are necessary to strengthen the consumer's perception of a brand. However, another way to achieve the result is by applying the Customer Based Brand Equity Model (CBBE) developed by Kevin Lane Keller, a renowned marketing professor. These steps start at the base to build a brand equity pyramid. Keller defined six essential components that contribute to building brand equity and how consumers perceive a particular brand. Them being salience, performance, imagery, judgement, feelings and resonance.

Salience: At the base of the pyramid, salience represents the awareness among people about a brand's presence. When building consumer brand equity, this comes to use because if people are unaware of the brand, it becomes hard for them to formulate an opinion. This stage is a pre-requisite to ensure that people have the proper recognition of a brand.

Performance: The second level of the model is divided into two distinct segments – imagery and performance. This speaks about the features and capabilities of a particular brand. This largely includes – functionality, durability, customer service and satisfaction, price, designing and reliability. If a brand delivers on the highlights featured in the brand awareness campaigns, then it drives consumers further up in the pyramid.

Imagery: This talks about the brand's meaning and how it meets a consumer's social and psychological requirements. A brand's imagery is what customers perceive about a brand as they see it. It amounts to the level of happiness they would feel to be associated with a brand's products owing to its reputation.

Judgements: The third level of the pyramid is again split into two: judgement and feelings. Judgements refer to the quality of the brand. It encompasses both what consumers feel towards a brand and the impact that it bears. This could either be good if a consumer perceives a product as handy or reliable. It could also be negative if the consumer considers it to be ineffective. This could be broken down into four tenets, including its quality, superiority, credibility, and consideration.

Feelings: The other half of the third level covers how people respond to a brand. According to Keller's model, there are six positive feelings that a company should ideally aspire for – warmth, excitement, fun, self-respect, security and social approval. If a brand can garner a response from people in terms of these feelings, then it aids in building a strong and lasting relationship between the company and its customers.

Resonance: This is the final level of the pyramid wherein customers become advocates for the brand. These people introduce the brand to others via various means. It is a difficult level to reach for any brand and is broken down into four categories – behavioural loyalty, sense of community, attitudinal attachment and active engagement. Brands can consider incentives like a point-based reward system, unique experience, loyalty cards etc., to entice their customers.

Measuring Brand Equity

Brand equity can feel like an intangible concept with no quantifiable measure in sight to track a company's progress. However, there are many methods to adjudge a brand's equity simply through brand tracking efforts. This process comprehensively measures a brand's awareness and association

through metrics like conversions, price, response rate, consumer research etc. Following are some goals that can be considered from a branding perspective:

Financial: Whenever thinking of measuring a brand's financial ROI, they can consider their company value. To measure this variable, imagine a company as an asset. Now, the company's worth can be calculated simply by subtracting the tangible assets from the firm's overall valuation. The financial variable can also be explored by evaluating the market share as leaders in the industry usually have higher equity.

Product Value: Organisations can measure the variable by comparing a generic product falling in the same category with the newly launched branded product. For instance, companies can measure if customers were more likely to buy or prefer a toothpaste from Colgate of Pepsodent. Similarly, a comparative analysis could be done for Coke and Pepsi.

Brand Audit: Investing time and money in a brand audit can help companies get a detailed insight into how the brand performs. A simple audit can begin with reviewing comparison websites and web analytics. Then the data is compiled to check if or not the customers are talking about the company and if the discussion is in line with the vision of the company and the brand.

Brand Image as Part of Brand Equity

It is an observed phenomenon that a positive brand image helps to add value to a company. Hence, it is only sensible that companies invest in strengthening their image in the hope of better results. A solid synchronisation between the brand image and brand identity is vital for prolonged success and smooth working of an organisation.

To put it simply, brand image is a mix of ideas, perceptions and values that a consumer holds about a particular brand. This is usually how people identify with the purpose and mission of the brand. This notion varies from person to person, largely depending on their inherent beliefs. However, by implementing a carefully mapped out strategy, brands can improve the way their image is put across to potential consumers. Brand image is a vital tool to improve recognition. This is to help consumers identify brands from a mile away while helping the company become profitable. Also, as mentioned throughout the course of the chapter, a powerful brand is crucial to generate referrals. This is because

brand image binds customers to a company, compelling them to stay with the organisation for the years to come.

For instance, McDonald's bears the image of an inexpensive brand with an attribute to serve food extremely fast. Coca-Cola, as a brand, is widely known as a product used at the time of happiness, special occasions, family gatherings to have a good experience. The image it bears is that of the 'original cola' with a 'unique taste'.

As mentioned above, brand image is the underlying belief of a company's target audience and how they feel about the identity of a brand. So, creating a good image is a crucial step in the growth of a brand. Following are some guidelines to help navigate through the process of building an image and what goes into it:

Audience Analysis: As the name suggests, this encompasses everything from the audiences needs, desires, expectations and the values they expect from a brand or product.

When covering the target audiences' persona, four bases need to be looked into in detail – geographic (information about the residing city, country, climatic conditions to understand buying habits); demographic (relevant details like age, income bracket, gender, education, professional qualification); psychographics (things like interests, hobbies, core beliefs and values to connect with them on a personal level), and behavioural aspects (attitude of the consumer in a shopping environment, what they look for and how the consumers use these products).

Value Addition: Once a company is clear about the motivations and desires pushing its target audience, they can package that in their product. Think of the key points that will entice the consumers and advertise it accordingly.

Working on Brand Aesthetics: Using the variables above, brands cohesively develop a personality that works best with their target audience. For instance, a novel store dealing in sunglasses for millennials might have a light-hearted and hip image to create a happy-go-lucky environment for their consumers. Alternatively, a financial consultant can make use of its brand image to create a sombre and comforting environment and have an emotional impact on their clients' financial situation. This helps to develop a trustworthy image in the long run.

Marketing Strategies: This is a non-skippable variable when working on creating an image for a brand. It can come in handy to create meaningful and powerful campaigns that move the target group. These messages then need to be circulated via audience-specific mediums. For example, when looking to humour younger audiences, they might react better to marketing on Snapchat. However, there is no point in focusing on Snapchat if the company's target audience rarely uses the platform.

Once a company has worked on building its brand image, it can solidify the same by ramping up its promotional activities. This includes building a robust team that focuses on the company's PR-related activities, regularly updating its social media, strategising to perform well in an award function and creating content that drives to elevate the brand's profile.

Using Advertising Research for Brand Optimisation

Advertising is a useful tool to bridge the gap between a product and its consumers. From the marketing mix, advertising is considered one of the most visible aspects of a business strategy. The advertising process for two different products might be undertaken in highly different ways, making or breaking the deal for a product or brand.

To escalate the chances of improving a communication strategy and lower the risk factor, advertising market research is conducted. It helps companies to take calculated risks by shunning away from advertising clichés that have already been taken to the market in the recent past. It also makes sure to avoid campaigns at the peril of tainting a company's reputation or going forward with campaign strategies with a disappointing recall value.

Generally, advertising research focuses on measuring the impact of the ad and the overall result keeping in line with – objectives outlined by the company, copy testing, the appeal of the product and effectiveness of the media. However, the objectives of the research should ideally focus on – i) the fruitful utilisation of allotted advertising budget, (ii) the selection of media channel to be used for the implementation of an advertising campaign, (iii) the impact of advertising on the target group (iv) to attain a level of cost-effectiveness while running a campaign.

In accordance with these objectives, four types of media research may be conducted in the following manner:

1. **Product Appeal Research:** To understand consumer behaviour, it is important to analyse the attitude of the targeted consumers towards a particular product or brand. This attitude is labelled as product appeal. The star features of any product always attract some extra reactions. A customer views the product with that perception, known as the "back group". It is essential to understand the characteristics of the product and the consumer's attitude towards them.

   Then, the products promotional strategy is designed in line with these favourable factors. Now, the onus is on the marketer to change the unfavourable image of the target group towards the brand and present it enticingly. Here is an example of a recently launched soap brand in the market to explain the nuances of product appeal. The key ingredients of the product are as follows:

   i) Ability to prevent skin infections

   ii) Skin smoothening properties

   iii) Prevents the skin from cracking

   iv) Refreshing Lavender fragrance

   If the first two are deemed the salient or star features of the product in a particular market segment. Then, the product appeal will be formulated by stressing those two attributes of the soap. This will allow the advertiser to capture the interest of the market.

2. **Advertiser Message Research:** The advertising message is held in high regard to generate an impact on the market. The inherent attitude and effect of the message can simply be measured by identifying salient features of a product and designing a product appeal accordingly rather than commenting on the competitor's product. Techniques including in-depth interviews, surveys and projective tests can be organised to calculate an emotional and unconstrained response. Methods for testing this research include copy testing, pre-testing, simulated tests, portfolio tests, consumer-jury tests, psychological tests etc.

Broadly speaking, there are two types of research approaches used in advertising - pre-testing and post-testing.

Pre-testing Advertising Research:

Pre-testing, also named as copy testing is used as a tool of advertising research. It is generally conducted before running an advertisement to increase its effectiveness by detecting and eliminating

any weakness or flaws in the copy. This is used to judge the effectiveness of an advertisement in the market by examining facets like attention, communication, brand linkage and entertainment factor.

It is a simple, effective and useful way for an advertising agency to understand a layman's point of view. This is an efficient method to spot weak points or flaws within an advertisement, to recognise branding moments, and pick key moments in an advertising campaign. On the basis of their utility, mentioned below are some pre-testing methods:

a. **Checklist Method:** Agencies use this method to check the viability of an advertising copy. It is simply used to ensure that every element registered and defined in the advertising copy is included without muddling its due importance. A checklist can simply be defined as a record of all the great qualities that must be ingrained for an advertisement to be effective. A researcher then compares the advertisement with the checklist to cross check the presence of all elements in the copy.

b. **Consumer Jury Method:** In this research method, alternate advertisements are presented to a pre-defined sample of jury with the aim to secure their perceptions and spontaneous reactions to the advertisements. It can be conducted with a group of people gathered at one place or individual prospects are interviewed by researchers to check their preference of advertisements considering one or the other. The members are expected to rank advertisements and answer questions like which ad impressed/provoked them the most etc.

c. **Sales Area Test:** In this method, an advertising campaign is set live in the selected market fragment to test the advertisement's viability. Evaluation of the campaign is measured through the sales volumes in the selected target markets. Markets with the highest sales volume are deemed to be the best for the particular advertising campaign. Changes are made in the rest of the markets in case of underperformance.

d. **Recall Test:** In this test method, the copy of an advertisement is shown to a group of selected prospects. Following this, the prospects are asked to recall and reproduce the advertisement first shown to them. It is a great method to test the impressiveness of a given advertisement. There are two type of recall tests: aided and unaided.

In the aided recall test, respondents are expected to answer solely on the basis of their memory. It is useful to discard the less desirable characteristics of an advertisement. On the other hand, in unaided recall tests, the respondents are not provided with a single clue to support their recall value. It

includes tests like day-after-recall that asks the viewers or readers to recall an advertisement a day after they are shown.

e. **Reaction Test:** Herein, the effectiveness of an advertisement is adjudged with the aid of selected instruments that examine heartbeat, blood pressure, dilation of pupils amongst others. These reactions are key in revealing the psychological or nervous effects to the advertisement shown.

f. **Readability Test:** In this method, the readers are tested on the effectiveness of the advertisements. Every listener cannot read at the same pace. Hence, respondents from varying socio-economic backgrounds are tested to check if the advertisement is easily readable or not.

Post-testing Advertising Research:

On the other hand, post-testing is done after the advertisement is live. It is considered to be an expensive and time-consuming method. However, given that it is conducted in a real-life setup, post testing presents the companies with realistic results. Tracking of advertisements are useful to give an accurate measure of the expenditure, the effectiveness of media targeting and to check the creativity of the advertisement. It can be done through several techniques like:

a. **Recognition Test:** This is a great test to judge the readership of a given advertisement in journals, newspapers and magazines. It is simply conducted via in-person interviews with the readers of the literature. The researchers are expected to locate the interviewees of the particular journal or newspaper in question. Following this, the respondents skim through the pages by identifying the elements that they recognise as having read.

In this test, the data collected is an indication of the proportion of people who claim to have either seen, read some, or read most of the features that have been highlighted in the specific advertisement. This data can also be quantified to prepare a list of the elements which are working well for a given advertisement. However, this method comes with its own set of errors as sometimes, the respondents either exaggerate or supress information unknowingly.

b. **Impact or Recall Test:** This method is used to understand the parts of an advertisement that have been well retained by the respondents. It effectively measures the impression of an advertisement on the viewers/readers.

c. Psychological Analysis: Advertising is aimed towards altering the psychology of its viewers/readers. Therefore, certain tests like – tests of readability & comprehension, believability, aptitude-based tests, and triple associate tests are applied to check the penetration power of an advertisement.

3. Media Research Selection: In this research, the selection of media for the promotion of a product or brand is based on the following fundamentals:

i) choosing one select medium or an array of media like TV, print, radio or internet

ii) Selecting the reach and scope of media based on the budget – national, local or regional media.

iii) The time period to run a particular campaign on the selected media.

4. **Advertising Effectiveness Research:** Different advertising strategies can have largely varying effects on the selected audience. Herein, either a single or a combination of statistical models can be used to examine the extent of effectiveness and perceived attitude of the potential consumers.

Once advertising research is conducted, companies tend to analyse the effectiveness of the research. This is further used to improve or alter strategies used by brands or companies for their promotional front.

Summary

Brands are extremely crucial to help consumers identify a new product. This is one of the tenets in the whole product manufacturing and launch cycle that contributes to the risk reduction of the sales value. The first step in the branding of a product involves educating consumers about what the product is. This can be done by providing the product with a suitable name and using other elements to help identify any new product. Brand equity as a tool provides a unified denominator for comprehending marketing strategies and examining the true value of a brand. It is the value or essence any particular brand adds to an organisation. Brand equity is one of the key essentials for a brand and can bear benefits on the company's return on investment by adding value per customer and using less money on advertisement. This can be measured in various ways – the price premium to be charged on a no-name item or the customer's long-term loyalty towards a brand. Two key tenets for building and retaining brand equity are awareness and experience. There are various ways of building brand equity that involves evaluating the target group's values and desires and recognising what makes a particular brand different. A way to

strengthen the consumers perception of a brand is by applying the Customer Based Brand Equity Model (CBBE) developed by Kevin Lane Keller. Keller defined six essential components that contribute to building brand equity – salience, performance, imagery, judgement, feelings and resonance. There are many methods to adjudge a brand's equity simply through brand tracking efforts. This process comprehensively measures a brand's awareness and association through metrics like conversions, price, response rate, consumer research etc. A solid synchronisation between the brand image and brand identity is vital for prolonged success and smooth working of an organisation. This is usually how people identify with the purpose and mission of the brand. By implementing a carefully mapped out strategy, brands can improve the way their image is put across to potential consumers. It can be improved by indulging in audience analysis, working on brand aesthetics and creating marketing strategies. Advertising is a useful tool to bridge the gap between a product and its consumers. From the marketing mix, advertising is considered one of the most visible aspects of a business strategy. To escalate the chances of improving a communication strategy and lower the risk factor, advertising market research is conducted. In accordance with the advertising objectives, four types of advertising research is conducted – product appeal research, advertiser message research, media research selection and advertising effectiveness research.

Glossary

Brand: A brand can be defined as a name, symbol, design or a mix of all of them to recognise the service and goods provided by one seller and differentiate it from those of the competition.

Branding: It refers to a market practice to actively shape a brand by creating unique and lasting impression in the minds of customers.

Brand Identity: This refers to the visible and identifiable set of elements used by an organisation like colour, logo, design to help differentiate brands in the minds of consumers.

Brand Image: Brand image is a mix of ideas, perceptions and values that a consumer holds about a particular brand.

Advertising: This refers to a paid marketing tactic used by companies as a method of communication to persuade and inform consumers to buy their product or service.

Brand Equity: This refers to the commercial value that a company can generate from the perception of the brand in the minds of people rather than the actual product or service.

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