

M.A MASS COMMUNICATION
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MSM-523-C

ADVERTISING CREATIVITY &
CONSUMER BEHAVIOUR



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



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SUBJECT: ADVERTISING: CREATIVITY & CONSUMER BEHAVIOUR	
COURSE CODE: MSM-523-C	AUTHOR: DR NISHA SINGH
LESSON NO.: 01	VETTER: DR MIHIR RANJAN PATRA
ADVERTISING	

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1.0 LEARNING OBJECTIVES

After reading this unit, you will be able to:

- Know Advertising Basics.
- Explain genesis of advertising.
- Understand Creativity in advertising.
- Know strategic Advertising Approach.

1.1 INTRODUCTION

“Good Advertising does not just circulate information.

It penetrates the public mind with desires and belief”

Leo Burnett



Globalization, liberalization, capitalism, information boom, free trade, consumerism and the like are a few words that give a glimpse of the world we are living in. They are so widely used in our daily discourse that we need not explain and define them for clarity.

With the advent of 21st century, humanity as a whole found itself in a transition mode. Everything is changing at such a fast pace that new product of today will become obsolete tomorrow. Human mood and mind also change within the flicker of a second. Today capitalism has overtaken socialism and communism. Competition has become the rule in every walk of life. Survival of the fittest and enjoying a competitive edge is the mahamantra, the key word. Whether it is business or personal life, Mammon the Money God rules the clichés.

There was a time when the necessities of life were scarce and luxuries were distant dreams. Countries the world over, struggled to meet the demands of their growing population. But now, new scientific inventions and mutual cooperation among societies have changed the situation. As a result, the market is brimful with products of all kinds, consumables, durables, and agricultural produce.

Such a situation has made consumer a king. He is the boss. That's why we call today's market a consumer market, where the writ of consumer runs large. The boss has to be pleased. He has to be provided with the things of his choice and satisfy his tastes. Markets are replete with a variety, a range of products of the same kind. This has made the consumer choosy. Situations stand in his favor.

1.2 THE ROLE OF ADVERTISING

The role of advertisement in business is vital. Advertising is omnipresent and omnipotent. It implies that anyone willing to engage himself in business can't afford to neglect advertisement. Advertising is the most conspicuous element of product promotion. In business all that sells is a success. Contrary to this, that which does not sell is a failure. Advertisement in the hands of business is a good tool to sell the products and services. It's an action provoking activity. No action, no sales.

Today advertising is a creative art, enjoying an exalted place in the areas of business. Advertising agencies have spread their wings to the far-off corners of the world and adopted the size of mega ad agencies, catering to the needs of a very competitive business world.

Communication: Advertising is paid form of communication. It is a commercial activity in which sponsor of advertisement transmits the different types of product information and tries to match buyers and sellers in the market. An advertiser can use visuals, text, music, appeal, pictures and drama etc. to transmit the message.

It is persuasive in nature: Advertising is very persuasive in nature because it influences the public opinion, action and behavior. It creates demands of the advertised products. Different business firms often produce similar brands, which makes it very important to persuade the buyers in order to make the sale. Through persuasive messages, the marketers try to provide reasons regarding the superiority of



their products as compared to others available in the market. Persuasion can be undertaken through creative advertising messages, product demonstration at trade fairs, offering free gifts, premium offers and organizing contests.

It creates Awareness: One of the important roles of advertising is to create awareness of the product or services which are available in the market such as brand name, features, quality, use and price of the product. The awareness of the product or services can be created through highlighting the unique features of the brand. Nowadays, due to intense competition, it is not just enough to create awareness but top of the mind recall is needed.

It informs the customer: Advertising helps to inform the target audience about the product. Providing information is closely related to creating awareness of the product. Potential customers must know about a product, about the product's features and its uses. Product information is a prerequisite, especially when the product is introduced in the market, or when the product is modified. Proper product information can help the consumers in their purchase decision.

It reinforces attitudes: Promotion is required to build or reinforce attitudes in the minds of the target audience. The marketers expect the target audience to develop a favorable attitude towards their brands. Positive attitude towards the brand helps to increase its sales. Through promotional techniques like advertising, the marketer can correct negative attitude towards the product, if any. A Negative attitude can also be corrected through public relations and advertising.

Reminder: If the target customers already have a positive attitude towards a firm's product or service, then a reminder objective may be necessary. The reminder objective is necessary because the satisfied customers can be targeted for competitors' appeals. Well-established brands need to remind the customers about their presence in the market. For instance, 'Raymond – the complete man' campaign is designed to remind the customers.

It creates Brand Loyalty: Advertising helps to develop brand loyalty. Brand loyalty results in repeat purchases and favorable recommendations to others from existing customers. Sales promotion, effective personal selling, timely and efficient direct marketing, and other techniques help to develop brand loyalty.

It helps to make brand image: An advertiser helps to develop a good image of the brand in the minds of the target audience. There are several factors that can be of help to create a brand image to the audience. These factors account for the character of the personality that endorses the brand, the content of the advertising message, the nature and type of packaging and the type of programs or events sponsored, that can help to develop an effective brand image in the minds of target audience.

Counter Competitors' Claims: The marketer may counter the claims made by the major competitors. For instance, competitive advertising is undertaken to counter the claims made by competitors either directly or indirectly. With the help of creative advertising, the marketers can claim the superiority of



their brand. The marketer may also undertake aggressive sales promotion to counter the competition in the market.

Brand Extension: Successful ad results in expansion of the markets. A marketer may intend to expand markets from the local level to the regional level, from the regional level to the national level, and from the national level to the international level. For this purpose, the marketer may undertake various techniques of promotion and advertising plays a significant role in such promotions.

Improve Sales: Advertising is beneficial for sales. It can create new customer by announcing new offers, attractive packages or better quality and service of the product.

Slice of Life: Advertising is a slice of life. It expounds about how one can make life better and beautiful. It shows that different products have different impacts on your life style.

1.2.1 ADVERTISING BASICS

The word “Advertising” comes from the Latin word *advertere*, meaning “to turn the attention towards.” Every piece of advertising turns the attention of the readers or the listeners or the viewers towards a product or a service or an idea. It can be said that anything that turns the attention to an article or a service or an idea might as well be called “advertising”. Advertising motivates people to buy goods or services, or to accept a point of view. The main principle of advertising exercise is professional finesse. The firm can increase the number of users – light user, medium user, and heavy user of the product or services. It can also motivate or persuade consumers to increase their consumption levels. The tastes of consumers can be changed, albeit slowly, through the introduction of new products and services and for this purpose, advertising gimmicks play major role in influencing the psyche of masses.

Advertising plays an important role to persuade the prospective customers to buy such product, services and ideas. So, persuasion is an effective ornament of advertising. It attracts the buyers. There is a kind of logical process of persuasion known as AIDA, i.e. an advertisement draws the Attention, creates Interest, converts interest into Desire and desire into Action. In the present scenario, a lot of brands are available in the market. A consumer has many choices to purchase a product. It increases cut-throat competition in the market. All the companies try to attract the buyers through new and different ways, thereby creating a positive role to meet the advertiser’s objectives. Advertising helps the consumers in making them Informed-Buying-Decisions. In addition, it also tries to persuade people by creating unique, but relevant connection between the advertised product and the consumer.

Advertising has four major roles in business and society. These are marketing role, communication role, economic role and societal role. Advertising mirrors fashion and design-trends. This way it helps us to improve our life style. The objective is to inform the consumers and generate demand. Advertisements are designed to create a favorable attitude and acceptability towards products.

Some definitions of Advertising:



- The non-personal communication of information, usually paid for & usually persuasive in nature, about products (goods & services) or ideas by identified sponsor through various media. (Arenes 1996)
- Any paid form of non-personal communication about an organization, product, service, or idea from an identified sponsor. (Blech & Blech 1998)
- Paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. (Wells, Burnett, & Moriarty 1998)
- The element of the marketing communication mix that is non-personal, paid for by an identified sponsor, & disseminated through channels of mass communication to promote the adoption of goods, services, persons or ideas. (Bearden, Ingram, & Laforge 1998)
- An informative or persuasive message carried by a non-personal medium & paid for by an identified sponsor whose organization or product is identified in some way. (Zikmund & D'amico 1999)
- Impersonal; one-way communication about a product or organization that is paid by a marketer. (Lamb, Hair & McDaniel 2000)
- Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. (Kotler et al, 2006)

1.2.2 GENESIS OF ADVERTISING

Advertising is not something very new to the modern times. Effective communication to persuade consumers has been used since early times. Inscriptions on tablets, walls, and papyrus from ancient Babylonia, Egypt, and Greece carry messages listing available products and upcoming events and announcing rewards for the return of runaway slaves. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form.

History tells us that Out-of-home advertising and billboards are the oldest forms of advertising. As the towns and cities of the Middle Ages began to grow, and the general populace was unable to read, picture depictions were used. Signs that today would say cobbler, miller, tailor or blacksmith, had images associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour then. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers.

As education became an apparent need and reading as well as printing developed advertising expanded to include handbills. In the 17th century, advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as diseases ravaged Europe. However, false advertising and so-



called "quack" advertisements became a problem, which ushered in the regulation of advertising content. As the economy expanded during the 19th century, advertising grew alongside.

In the United States, the success of this advertising format eventually led to the growth of mail-order advertising. In June 1836, French newspaper *La Presse* was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability. The formula was soon copied by all titles. Around 1840, Volney B. Palmer established the roots of the modern-day advertising agency in Philadelphia. In 1842 Palmer bought large amounts of space in various newspapers at a discounted rate then resold the space at higher rates to advertisers.

The actual ad - the copy, layout, and artwork - was still prepared by the company wishing to advertise; in effect, Palmer was a space broker. The situation changed in the late 19th century when the advertising agency of N.W. Ayer & Son was founded. Ayer and Son offered to plan, create, and execute complete advertising campaigns for its customers. By 1900 the advertising agency had become the focal point of creative planning, and advertising was firmly established as a profession. In France, Charles-Louis Havas extended the services of his news agency, Havas also included advertisement brokerage, making it the first French group to organize.

At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-sender agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia. In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business's name at the beginning and end of the sponsored shows.

However, radio station owners soon realized they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show. This practice was carried over to commercial television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialize the radio and the others who argued that the radio spectrum should be considered a part of the commons - to be used only non-commercially and for the public good. One of the earliest methods of advertising used in India was outdoor display.

Eye-catching signs were painted on the walls of buildings, including residential houses visible to pedestrians. In the medieval times advertisements were conveyed by town criers appointed by the royalty or merchants. These criers read aloud notices for public information, often accompanied by the beating of drums. The ones engaged by merchants used to shout business notices praising the quality or effectiveness of a product. Auctioneers also used to shout the quality and price of the products to attract customers, as they do even today.



Printed advertisements with or without graphics came only with Johannes Gutenberg's invention of the printing press. In the 15th and 16th Century, advertising expanded to include handbills. Trademarks or logos came to be used in the 16th Century when many shopkeepers used to put up such symbols outside their establishments for easy identification. In the 17th Century, as disease ravaged Europe, advertisements of medicines also grew increasingly popular. And as a result of these developments, advertisements, especially newspaper advertisements, became a rage in England. Gutenberg invented the movable type around the year 1440 and since then society has moved towards a new world of communication – 'Mass communication'. The media has witnessed a lot of changes since then. The early printed advertisement included poster, handbills and classified advertisement in newspapers. The first printed advertisement in English appeared in London around 1472, tacked to church doors. The product advertised was a prayer book for sale. The word advertising first appeared around 1655. In 1704 the Boston Newsletter was the first paper to carry an ad, which offered a reward for the capture of a thief.

The emerging importance and growth of advertising was associated with the industrial revolution. New inventions increased productivity, productivity increased market, market increased Consumer, and Consumer increased promotion, promotion gives the birth to "Advertising".

The story of advertising in India is related to the development of Indian press during the past 200 years. The first Indian newspaper started by James Hickey on January 29, 1780 was called Bengal Gazette or Calcutta General Advertiser. The first issue of this newspaper carried a few ads which were mostly informative. With the increasing impact of the industrial revolution in our country, the extent of advertising from British business houses rose considerably. The Swadeshi movement of 1907-1911 provided the much-needed impetus for the development of Indian industries and as a result the development of the advertising agencies.

After the Second World War, many British advertising agencies were bought by Indian businessmen. By 1952 there were as many as 109 advertising agencies, and advertisements had become the main source of revenue for newspapers. The seventies saw the growth of advertising on Vividh Bharti and Doordarshan. After the launching of satellites, advertising in India increased many-fold. Day by Day we are seeing advertisements, more polished and in new forms.

Since then, radio stations have been privatized. And radio station owners earn money by selling sponsorship rights in small time allocations to businesses. This has led to the development of one of the most popular forms of advertising. Advertising over the radio is very effective in India where the literacy level is low. Advertising in India takes a number of forms and is not confined to just selling of products and services. One would come across various forms of advertising in direct-mail, magazines, newsletters, newspapers, slogans, online discussion groups and chat groups, posters and bulletin boards, radio announcements, telemarketing, web pages, yellow pages, outdoors, public service advertising, etc. Online advertising is the most recent form of advertising that's gaining popularity in India.



Wikipedia defines online advertising as a form of advertising using the Internet and world-wide-web to deliver marketing messages and attract customers. Today's ads are more creative and more interesting. No media can run without advertising. Ads are the backbone of media houses. The future of advertising, as has always been, is very bright in India.

If advertising is to maintain its effectiveness, then it must change as the society that it serves changes. There are three kinds of societal changes to which advertising will respond: it will have to respond to the changing regulative environment, it will have to respond to the changing character and needs of the people in the society; and it will have to change itself so that it will continue to maintain its freshness and persuasiveness.

1.2.3 DEFINITIONS OF ADVERTISING

The word "Advertising" has been defined in different ways by different thinkers.

According to Encyclopedia Britannica "A form of paid announcement interested to promote the sale of a commodity or service to advance an idea or to bring about other effects desired by the advertiser."

According to American Journal 'Advertising Age', "Advertising is the dissemination of information concerning an idea, service or product to compel action in accordance with the interest of the advertiser."

The London Institute of Practitioners of Advertising, "Advertising presents the most persuasive possible selling message to the right prospects for the product or service of the lowest possible cost."

According to a Modern Definition, "Advertising is a paid persuasive communication that uses non-personal mass media - as well as other forms of interactive communication to reach board audience to connect to an identified sponsor with a great audience."

(Advertising Principle and practice 7th Edition By, Well Moriarty Burnett (2008))

According to Dorothy Cohen, "Advertising is a business activity, employing creative techniques to design persuasive communication in mass media that promote ideas, goods and services in a manner consistent with the achievement of the advertiser's objectives, the delivery of consumer satisfaction and the development of social and economic welfare."

(Mass Communication & Journalism, By A. Kumar (2006))

According to Jaishri N. Jethwani, "Advertising is the art and science of building brands through persuasive communication and positioning than in consumer's perceptions with a constant vigil on the market situation and consumer expectations."



According to the definitions Committee of the American Marketing Association (AMA) in 1948,

“Advertising is any paid form of non-personal presentation of ideas, goods and services by an identified sponsor.”

According to J. Walter Thompson "Advertising is a non-moral force, like electricity, which not only illuminates but electrocutes. It's worth to civilization depends upon how it is used."

1.2.4 CREATIVITY IN ADVERTISING

Every producer of a product wants that his brand should have an edge over other competitive brands in the category and get a positive brand-image and positive brand- position in the market and this desire gives birth to creativity. Without creativity, the advertising world is colorless. New ideas make the field of advertising not only varied but interesting and effective too.

The important question is “what is creativity?” Creativity is an idea which is new, unique, relevant and meaningful. Creativity is an art. An idea generator must smartly tailor all information and all the objectives of the advertiser in a short, simple and strong way, which is meaningful and interesting.

We all have, at one time or the other, gone through an advertisement and admired the creative idea. The creativity makes advertisements match the requirements of time and place. The creator’s job is to turn all the information regarding a product’s features, benefits, marketing plans, consumers research and communication objectives into a creative concept that will carry the deserved message to the consumers.

To know the role of a creative ad, all advertisers want their product ad to be unique, interesting, different, meaningful, new, attractive and profit oriented. To meet these objectives, the creators of advertising use a wide range of spices in advertisement. For example, strategies, approach, layouts, humor, slice of life, beautiful places, catchy slogans, interesting copies, different type style and emotional and rational appeals which are the main objective to influence the emotion and thought of a consumer. Famous celebrities give more strength to ads. Famous stars and models can also be seen in advertisements.

1.2.5 STRATEGIC ADVERTISING APPROACH

A good advertiser knows how you say is just as important as what you say. What you say comes from a strategy. The strategy provides the link between advertising objectives and plans and paves the ground for their implementation. Great ads are the ads that are strategically sound.



Generic Strategic advertising Approach: The approach focuses on directly highlighting a product feature or benefit that the brand possesses. The assumption is that there is not much of a visible competition that there is only one product in the market which is on the top. The product feature or benefit is often a generic one but an important one forms the consumer's perspective.

Pre-emptive Claim: In this approach the product features or benefits are highlighted with a superiority claim and that claim is new or claimed first time by any product.

Unique Selling Proposition: This approach is based on a superiority claim that is substantiated by a unique feature or benefit that makes the product unique and different from the other products. The claim is that a certain 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 buy the product not because he needs it but because the product has a brand name and will enhance his sense of psychological wellness.

Resonance Approach: - This strategy is focused 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 imagery is used. The assumption is that this strong and positive emotional association will gradually automatically create positive feelings towards the brand and make consumers prefer them.

1.3 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this lesson.

A. CHOOSE THE RIGHT OPTION.

1) The word advertising first appeared around



- a) 1655 b) 1702 c) 1890 d) 1900

2) Advertising is

- a) It is personal form of communication
b) It is free
c) It is sponsored by any one
d) Persuasive in nature

3) Strategy of advertising are

- a) Brand extension
b) Marketing
c) Generic Strategy
d) both a and c

B. FILL IN THE BLANKS.

1. The first Indian newspaper Calcutta General Advertiser was started by _____ on January 29, 1780.
2. The word “Advertising” comes from the Latin word _____.
3. _____ are highlighted with a superiority claim and that claim is new or claimed first time by any product.
4. Advertising is the most conspicuous element of _____.
5. The first printed advertisement in English appeared in London around 1472 tacked to _____ doors.

1.4 SUMMARY

- Advertising is omnipresent and omnipotent. Advertising is the most conspicuous element of product promotion.
- Today advertising is a creative art, enjoying an exalted place in the areas of business. Advertising agencies have spread their wings to the far-off corners of the world and adopted the size of mega ad agencies, catering to the needs of a very competitive business world.
- Advertising is paid form of communication. It is a commercial activity in which sponsor of advertisement transmits the different types of product information and tries to match buyers and sellers in the market. To transmit the message an advertiser can use visuals, text, music, appeal, pictures and drama etc.
- Advertising plays an important role to persuade the prospective customers to buy such products, services and ideas. So, persuasion is an effective ornament of advertising. It attracts the buyers.
- There is a kind of logical process of persuasion known as AIDA, i.e. an advertisement draws the Attention, creates Interest, converts interest into Desire and desire into Action.



- According to American Journal 'Advertising Age', "Advertising is the dissemination of information concerning an idea, service or product to compel action in accordance with the interest of the advertiser."
- According to a Modern Definition, "Advertising is a paid persuasive communication that uses non-personal mass media - as well as other forms of interactive communication to reach board audience to connect to an identified sponsor with a great audience."
- Every producer of a product wants that his product should have an edge over other competitive products in the category and get a positive brand-image and positive brand- position in the market and this desire gives birth to creativity. Without creativity, the advertising world is colorless. New ideas make the field of advertising not only varied but interesting and effective too.
- Creativity is an idea which is new, unique, relevant and meaningful. Creativity is an art. An idea generator is smartly tailoring all information and all the objectives of advertiser in a short, simple and strong way, which is meaningful and interesting.
- A good advertiser knows how you say is just as important as what you say. What you say comes from a strategy. The strategy provides the link between advertising objectives and plans and paves the ground for their implementation. The great ads then are ads that are strategically sound. Some are Generic Strategic advertising Approach, Pre-emptive Claim, Unique Selling Proposition, Positioning Strategic Approach, Brand Image Approach Strategy, Resonance Approach, Affective Strategic Advertising Approach.

1.5 KEYWORDS

Brand Extension: A successful brand is like a powerhouse containing enough energy to illuminate distant territories. Such a brand name holds enormous appeal for consumers. These companies introduced various other products with the same name. Launching new products with common brand name is known as Brand Extension.

Surrogate Advertising: Surrogate advertising relates to advertising by duplicating the brand image of a product in order to promote another product of the same brand, the advertising for which is otherwise banned. In such advertisements, though the companies directly advertise a different product, they intend to advertise indirectly, a banned product such as liquor or tobacco. Consumers associate such advertisements with the corresponding banned product. The products are thus indirectly advertised.

U.S.P: Unique Selling Proposition, this approach is based on a superiority claim that is substantiated by a unique feature or benefit that makes the brand unique and different from the other brands. The claim is that a certain brand does it 'better' because it has some special product attribute or feature that enables it to do so.



Creativity: Creativity is an idea which is new, unique, relevant and meaningful. Creativity is an art. An idea generator must smartly tailor all information and all the objectives of advertiser in a short, simple and strong way, which is meaningful and interesting.

Advertising Agency: Advertising agency's job is to turn all of the information regarding a product's features, benefits, marketing plans, Consumers research and communication objectives in to a creative concept that will bring the advertising message to consumers. "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.

1.6 SELF-ASSESSMENT TEST

1. What do you mean by advertising? Explain the role of advertising in our life.
2. Advertising is an art. Explain the creative strategies of advertising?
3. Why advertising is important? What are its effects on our life?
4. Explain the genesis of advertising?
5. What do you mean by creativity? Explain the role of creativity in advertising.

1.7 ANSWERS TO CHECK YOUR PROGRESS

A. ANSWERS OF CHOOSE THE RIGHT OPTIONS.

1. (a) 1655
2. (d) Persuasive in Nature
3. (d) Both a and c

B. ANSWERS OF FILL IN THE BLANKS.

1. James Hickey
2. Advertere
3. Pre-emptive Claim
4. Product Promotion
5. Church Door

1.8 REFERENCES/SUGGESTED READINGS

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SUBJECT: ADVERTISING: CREATIVITY & CONSUMER BEHAVIOUR	
COURSE CODE: MSM-523-C	AUTHOR: DR NISHA
LESSON NO.: 02	VETTER: DR MIHIR RANJAN PATRA
THEORIES & MODELS OF ADVERTISING	

STRUCTURE

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2.2.1 Multi-Attribute Theories

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2.2.3 Theories of Emotion and Affect

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2.2.6 Global Consumer Culture Theory

2.3 Advertising Models

2.3.1 Elaboration Likelihood Model (Elm)

2.3.2 AIDA Model

2.3.3 DAGMAR Model

2.3.4 Hierarchy-of-Effects Model

2.3.5 Maslow's Need Hierarchy Model

2.4 Check Your Progress

2.5 Summary

2.6 Keywords

2.7 Self-Assessment Test

2.8 Answers to Check Your Progress

2.9 References/Suggested Readings

2.0 LEARNING OBJECTIVES

After reading this unit, you will be able to:

- Know Advertising Theories.
- Explain Advertising Models.



2.1 INTRODUCTION

Advertising Theory provides a comprehensive set of theories about advertising that challenge and advance current definitions, concepts, and theories of advertising. It is a unique phenomenon with important theories that have been developed to help understand how advertising works. Although theorizing about advertising is made up of many borrowed components from different fields, it is our contention that advertising's uniqueness follows from how the components are organized and used. There are various components of advertising like Audiences, Devices, Media channels, Messages (Intended effects, Unintended effects), Contexts, Message sources, Advertising organizations.

Advertiser has many ways to promote ideas, brands, politicians, or issues but advertising involves mostly professionally designed commercials ("commercial" implies television or video) or advertisements ("advertisement" implies print or online display advertising).

2.2 ADVERTISING THEORIES

Here firstly, we discuss various theories of advertising. They are Multi-Attribute theories, Presuppositions: Practitioner Meta-Theories of Advertising, Theories of Emotion and Affect, Embodied Motivated Cognition Theory (EMC), Involvement and Learning Theory, and Global Consumer Culture Theory.

2.2.1 MULTI-ATTRIBUTE THEORIES

It includes the theory of Reasoned Action and Planned Behavior. The concept of attitude has been a mainstay in social psychology since the 1920s. An attitude is an orientation toward an object (like a brand) that is associated with beliefs about that brand (it's inexpensive, cleans well) and affect (I like it).

Fishbein and Ajzen (1975) developed the theory of reasoned action, which asserted multi-attribute theory as one of its assumptions. They claimed from this theory that attitudes toward behaviors would be predictable, only when the attitude and the behavior were compatible, if behaviors are performed in response to a particular target in a given context and at a particular time. For example, one might prefer all the attributes of a heavy-duty laundry detergent (removes tough stains, costs less, has a pleasant scent) but whether they buy the detergent or not is also related to social norms (my friends argue that detergents damage water sources) and motivation to comply with the social norm (maybe I don't care what my friends think). Thus, Theory of Reasoned Action says that behavior (towards a brand) is determined by multi-attribute calculations (beliefs about attributes multiplied by the evaluation of those attributes), but also normative beliefs about others and the motivation to comply with those beliefs. This model has been used extensively in attempts to determine all the brand attributes that people thought about when deciding what to purchase, when different kinds of social norms were relevant and so on.



In 2005 they added a third variable in the theory. They suggested that intentions to behave are not the same as behaving. Behavior can be thwarted by lack of behavioral control.

Krugman (1972) was one of the first advertising researchers to talk about involvement. He defined it as interest and attention to messages. The study of involvement developed during the 1980s and it became clear that there are many types of involvement, for example, emotional vs. intellectual, the involvement of needing to buy some product (like a car or a new kind of athletic shoe). There is also involvement in product category, involvement with the brand, and involvement in the advertising message itself. Overall, there is clear evidence that the more involvement (or “engagement”) there is in advertising, the greater the impact of the ad on memory, message believability, attitude toward the ad, and intention to purchase.

2.2.2 PRESUPPOSITIONS: PRACTITIONER META-THEORIES OF ADVERTISING

An agency’s practitioners not only have substantive theories about how advertising works and what works best in influencing consumers. They also have meta-theories: presuppositions about the fundamental nature and possibility of knowing about these phenomena (Nyilasy & Reid, 2009a). Overall, agency practitioners are best described as healthy skeptics. The importance of creativity has a strong influence on their meta-theoretical views. Because of the “the only rule: no rules” theorem, agency practitioners are skeptical whether (a) advertising, as a creative discipline by its nature, lends itself to scientific modeling, and (b) whether methods of observation are adequate and sophisticated enough to support any solid knowledge about it.

In other words, practitioners’ meta-theories can be characterized by (a) ontological and (b) epistemological skepticism. Agency practitioners’ ontological skepticism (whether the nature of advertising itself makes it adequate for scientific theorizing and empirical research) is expressed on four levels.

- First and foremost, advertising is thought of as a discipline that is driven by innovativeness.
- Second, practitioners are placing the ontological status of advertising in the context of the art vs. science dichotomy, relegating it closer to art than science. In their view, advertising as an artful activity falls outside the jurisdiction of scientific legitimation.
- Third, agency practitioners point to their everyday work experience and emphasize that the most important determinant of advertising success is tacit skill (Polanyi, 1958), the expert performance of creating ads, a complex and personal process that eludes generalizations. Advertising from the inside is more similar to playing sports or music than to the application of generalized principles to particular cases.
- Fourth, while practitioners acknowledge that advertising is a composite of different ontological layers, with some layers more knowable than others (such as strategy and market research), they point to the fact that the most important layer is creativity, and we should not be deceived into thinking that just because one layer is modellable, the whole also is.



In summary, agency practitioners have a distinct meta- theoretical view of advertising. They accept some basic theories as valid. However, they believed these notions to be common sense. They are skeptical about more detailed advertising theories, especially if they come from academia. While these ideas are proof of practitioners' 'knowledge autonomy,' our hypothesized model, they do not help too much with advertising's professional status.

2.2.3 THEORIES OF EMOTION AND AFFECT

Mehrabian and Russell (1977) formulated one of the most widely accepted models of emotional response that uses Pleasure, Arousal, and Dominance (PAD) as the three necessary and sufficient dimensions of emotion. The pleasure dimension can range from an extreme positive feeling to an extreme negative feeling. The arousal dimension can range from a state of sluggishness or disinterest to a state of excitation. The dominance dimension can range from submissive and weak to powerful and in control. Although most research recognizes the importance of the pleasure and arousal dimensions, the dominance dimension has not proved to be widely useful.

- The SAM (self-assessment mannequin) scale was found to be more effective and less time consuming than common verbal measures of emotional response because it does not require the respondent to translate complex emotions into words. Semantic differential scales are used to assess emotional response, the precise meaning of the emotional words may vary from person to person. For example, joy or anger may mean one emotion to one person, but something slightly different to someone else.
- SAM was shown to be a reliable method for measuring the three dimensions of affect: pleasure, arousal, and dominance, by rating the same catalog of situations which were categorized by Mehrabian and Russell (1974).
- The correlations between SAM and Mehrabian and Russell's (1974) PAD results were: pleasure (+0.937); arousal (+0.938); dominance (+0.660). The finding indicated that SAM generated similar values for these situations as was obtained for the semantic differentia.
- SAM was able to measure how respondents feel emotionally rather than what respondents think. SAM was tested and proven to be both reliable and valid. It was used to rate responses to emotional imagery, sounds, advertisements and pictures.
- A study by Greenbaum, Turner, Cook, and Melamed (1990) used the nonverbal measure to determine the emotional response of children to the behavior of dentists. SAM was also used to generate the International Affective Picture System (IAPS), a collection of over 700 color photographs that have been rated on pleasure, arousal, and dominance dimensions by a large normative sample.

2.2.4 EMBODIED MOTIVATED COGNITION THEORY (EMC)

It is theoretical framework which is capable of offering deep insight into how the human mind processes advertising. EMC includes basic assumptions about the mind that have tremendous



implications for advertising theory. These implications intersect with how the mind ought to be investigated as the target and processor of advertising, as well as how media content and platforms can be conceptualized in a way that truly advances theory.

The assumptions of EMC are that the mind is completely embodied in the human brain and the primary purpose of embodied mental processing is to determine the motivational significance of stimuli and adaptively respond. This means that processing of an advertisement engages both underlying, embodied mental processes involved in motivational activation and memory as well as an individual's stored conscious experience involving perceptions, attitudes, and behavior.

2.2.5 INVOLVEMENT AND LEARNING THEORY

Involvement's first theoretical link was with learning theory, one of the many theoretical areas within the academic discipline of psychology. Learning theory attempts to explain how people acquire, assimilate, and retrieve information.

Krugman's suggestions about advertising learning opened the door for other thinkers to consider how advertising might work differently under different circumstances. These ideas were expanded beyond the ad message and media context to encompass conceptualizations of consumer behavior as being high or low involvement. For example, Robertson (1976) used the term "commitment" to describe a person's relationship to a product or brand.

Commitment was defined as the strength of the individual's belief system with regard to a product or brand. It was posited that commitment would be maximized under conditions of a high number of perceived distinguishing attributes among brands and a high level of salience (importance) attached to those attributes. This model of high-commitment consumer behavior would suggest an active audience model where consumers actively engaged in information seeking. Perhaps this describes how an average person might buy a car since a car is an expensive purchase and she may need a great deal of information about options prior to making a confident purchase decision.

However, Roberts suggested that most information acquisition under low commitment conditions would be based on trial of the product rather than active information seeking from other sources like advertising. The two types of behavior suggested two definitions of advertising effectiveness. In the high-commitment scenario, advertising is effective if it moves people toward action by providing relevant product attribute-oriented information.

A measure like message recall could be an important indicator of the effectiveness of an advertisement in a high-commitment scenario. However, under low-commitment conditions, mere exposure to advertising would likely equate to effectiveness. Perhaps brand name recognition might be all that's needed as an indicator for an ad in a low-commitment scenario to be considered effective.

2.2.6 GLOBAL CONSUMER CULTURE THEORY



Global Consumer Culture Theory has become very influential in international marketing studies. Several scholars have observed that the globalization of markets has led to the growth of a global consumer culture in which many consumers share consumption values. Consumer Culture Theory (CCT) refers to a family of conceptual perspectives that examine the relationships among consumer actions, the marketplace, and resultant cultural meanings. In a seminal work on CCT, Arnould and Thompson (2005) outlined four main research programs:

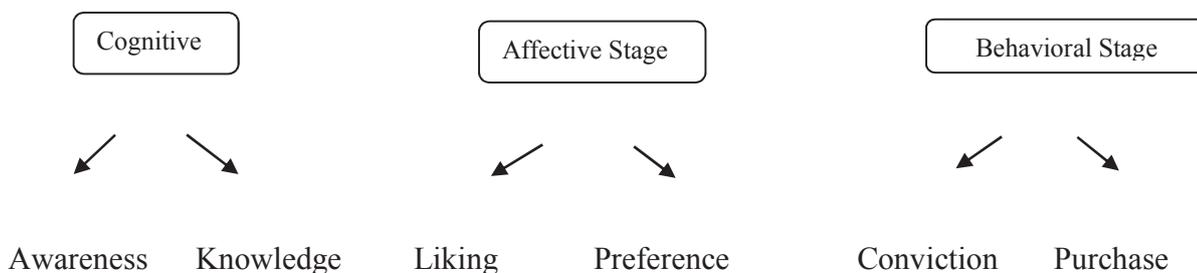
1. Consumer identity projects address how consumers interactively develop “co-constitutive and co-productive” mechanisms from interacting with marketer-generated communications in developing their sense of self.
2. The marketplace culture perspective projects oppose the traditional anthropological views of human beings as culture bearers and stress that consumers are culture producers.
3. Socio-historic patterning of consumption investigates the institutional and social structures that systematically affect consumption.
4. Mass-mediated marketplace ideologies and consumers’ interpretive strategies researches examine the messages that commercial media conveys about consumption and the way consumers make sense of these messages and devise critical responses.

CCT views consumption as continually shaped by ongoing interactions within a dynamic socio-cultural context, and is fundamentally concerned with factors “that shape consumer experiences and identities in the myriad messy contexts of everyday life”

2.3 ADVERTISING MODELS

Now we will discuss about some models of advertising. They are Elaboration Likelihood Model (ELM), AIDA, DAGMAR, Hierarchy-of-effects model and Maslow's Hierarchy Model.

According to Kitchen (1994) advertising is aiming to progress customers through the cognitive, affective and behavioral stages before they buy the products. An example on a model that exemplifies these stages is the Lavidge and Steiner’s model.





2.3.1 ELABORATION LIKELIHOOD MODEL (ELM)

This model reflects advertising's focus on persuasion and the importance of attitude change for the field of advertising. The major contention of the Elaboration Likelihood Model is that people may be persuaded by either peripheral cues (e.g. endorser expertise) or central cues (e.g. argument strength), depending on the consumer's ability, opportunity or motivation to process information.

Despite its popularity among advertising researchers, the Elaboration Likelihood Model (or any other related attitude change model) does not take into account the unique elements of advertising.

Friestad and Wright (1994) have pointed out that the ELM provides no explicit role for audience members' persuasion knowledge. These authors argue that skepticism may be important in assessing central message cues, especially when topic knowledge is limited. They suggest that consumers might use skepticism to evaluate central message points and this evaluation could influence attitude change. Thus, skepticism may be an important additional variable to consider in the ELM. The other variables that have been identified here as making advertising unique may also be important contributors to better understanding of this theory. For example, while advertising messages are repeated and they compete with other messages, the ELM does not provide an account for these contingencies.

The relative strength of competing messages should certainly influence central processing of alternative advertising claims. The frequency of advertising repetition for competing brands should affect the accessibility of content from these different ads. The accessibility of peripheral cues should then affect choice in decision-making situations. Finally, as we have argued, advertising messages are often coordinated. Consumers' attitudes toward a product are frequently formed based on a series of coordinated messages instead of a single advertising message.

2.3.2 AIDA MODEL

AIDA was created by Strong in 1925 and is a behavioral model that has the purpose to make sure that an advertisement raises awareness, stimulates interest, and leads the customer to desire and eventually take the action of buying a brand. The model is seen as a highly persuasive and is said to often unconsciously affect our thinking. With the AIDA model Strong suggests that for an advertisement to be effective it has to be the one that

1. Commands Attention
2. Leads to Interest in the product
3. And thence to Desire to own or use the product and
4. Then finally leads to Action





For the advertisement to contribute to success it has to be designed such that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make costumers triggered to act in a certain way.

The model may be seen by many as the strongest advertising theory, but has along with the others been criticized by different sections of the advertising community. They claim that there is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fails to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement. Owing to this the advertising world has lately turned its focus more on the two main behavioral responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioral phases.

2.3.3 DAGMAR MODEL

Russell Colley created DAGMAR when he prepared a report for the Association of National Advertisers. This report was entitled Defining Advertising Goals for Measured Advertising Results, shortened down to DAGMAR, and thereof the name, (Belch & Belch, 1995) and was later in 1969 published as a book with the same title (Mackay, 2005). DAGMAR was created to encourage measurable objectives for each stage of the communication (Smith & Taylor, 2002) and does not deal purely with the message (Mackay2005). DAGMAR focuses on the levels of understanding that a customer must have for the organization and on how to measure the results of an advertising campaign.

The main conclusions on the DAGMAR theory were expressed in the following quotation:

All commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding.

1. The prospect must first be aware of the existence of a brand or organization
2. He must have a comprehension of what the product is and what it will do for him
3. He must arrive at a mental suspicion or conviction to buy the product
4. Finally he must stir himself to action.



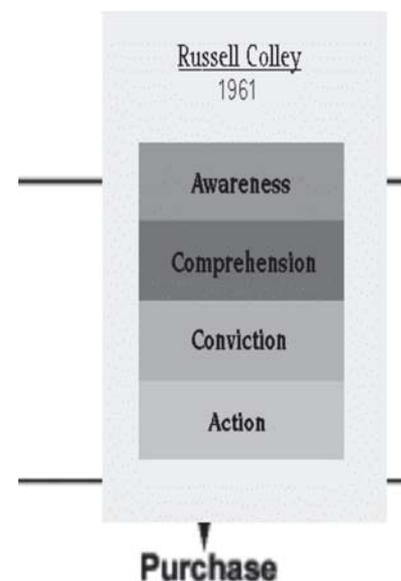
The communication has to be specific and measurable, and is therefore based on a hierarchical model containing the four stages set out above in the quotation (Mackay, 2005). The DAGMAR approach has had a huge influence on the ‘how to set objectives in the advertising planning’ process and many planners use this model as their base. However, just as the other approaches within advertising, DAGMAR has been met with critique. One of the major criticisms towards DAGMAR is on its reliance on the ‘hierarchy-of-effects’ theory, just as with AIDA. Customers do not always pass through the stages in a linear way. Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within advertising looking for unique ideas that can result in a successful campaign feel that the DAGMAR approach is too concerned with quantitative measurements on the campaign.

2.3.4 HIERARCHY-OF-EFFECTS MODEL

This model was published during the same period as DAGMAR. The model was named the ‘hierarchy-of-effects’ model which is the same name as some authors used for the foundation theory, and will therefore go under the name, Lavidge & Steiner’s ‘Hierarchy-of-effects’ model in this study. According to this model customers do not switch from being completely uninterested to become convinced to buy the product in one step. Lavidge and Steiner’s ‘Hierarchy-of-effects’ model is created to show the process or the steps, that an advertiser assumes that customers pass through in the actual purchase process (Barry & Howard, 1990). The model is based on seven steps, which as with the other models must be completed in a linear way (See Figure 7). The big difference between this model and the others is not only the steps, but also the view on how to pass them. Lavidge and Steiner (1961) write that the steps have to be completed in a linear way, but a potential purchaser sometimes may move up several steps simultaneously.

Lavidge and Steiner identify the six steps in the following order:

1. Close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence.
2. Up a step are prospects who know what the product has to offer.
3. Still closer to purchasing are those who have favorable attitudes toward the product, those who like the product.
4. Those whose favorable attitudes have developed to the point of preference over all other possibilities are up still another step.
5. Even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise.





6. Finally, of course, is the step which translates this attitude into actual purchase.

Lavidge and Steiner (1961) also wrote, in their article, that they are fully aware of the impulsive purchases that customers can make, but they mean that for higher economical goods these steps are essential for the advertiser to include. This model also has as a premise that advertising occurs over a period of time, and may not lead to immediate response and purchase.

The models that are based on the hierarchy of effects theory can be very helpful but are not conclusive. There are several factors that these models do not take in consideration.

1. Not all buyers go through all stages,
2. The stages do not necessarily occur in hierarchical sequence,
3. Impulse purchases contract the process.

They have all been met with the criticism that customers do not always follow a straight line of steps when purchasing a product. Not all customers pass through all the steps before buying a product, some may stop at one stage, and some may go back several steps before later on going back for the product. Something that all of these models and theories are missing is the loop from the top to the end of the steps. A loop like this would show that a purchase is not always the end step, rather the beginning of an ongoing relationship with the customer.

2.3.5 MASLOW'S NEED HIERARCHY MODEL

Maslow's Need Hierarchy model is considered to be the first and foremost content theory of motivation, which was developed in 1935. The underlying concept of motivation is some driving force within individuals by which they attempt to achieve some goals in order to satisfy some need or expectation in life. Maslow clearly understood this factor and he felt that motivation must reflect this nature.

The concept of need is especially important for a greater understanding of one's own behavior and that of others with whom and through whom one works. 'Needs' reflect an internal state that makes certain outcomes appear attractive. An unsatisfied need creates tensions. Tensions motivate action and actions can result in the accomplishment of a goal and relief of the tensions.

Maslow pointed out that needs are ever changing. People change their goals and redirect their activities in response to changing needs. Of major importance was his pointing out that unsatisfied needs serve as 'magnets', which attract efforts to satisfy those needs. After a particular need is satisfied, it is 'de-magnetized' and after a particular need is de-magnetized, it no longer serves as an effective motivator.



Maslow hypothesized that within every human being there exists a hierarchy of five needs. These needs are:

- (i) **Physiological Needs:** Physiological needs are the biological needs required to preserve human life. These needs include need for food, clothing and shelter. All these basic needs are recurring needs. These needs are essential to the very existence. They are powerful determiners of behavior. The Physiological needs become more powerful, the longer they go without satisfaction. The strength of these needs is obvious because of their capability to divert our attention from whatever we are doing until we relieve that need. The satisfaction of physiological needs is usually associated in our society with money. Money is used as a means to be used to satisfy other motives. Thus, it is what money can buy, not money itself that satisfies one's physiological needs. Today in organizations such needs must be viewed more broadly. A large number of organizations are now providing workers with child care facilities, subsidized lunch programs, housing facilities etc. According to Maslow's Theory, once these basic needs are satisfied, they no longer motivate and consumers will be motivated only by the next higher level of needs.
- (ii) **Safety or Security needs:** Safety needs refer to a person's desire for security or protection. Once the physiological needs become relatively well gratified, the second level needs begin to manifest themselves and dominate human behavior. These include:
 - a) Protection from physiological danger (Fire, accident etc.)
 - b) Economic security (fringe benefits, health, insurance, pension program etc.)
 - c) Desire to achieve some control over uncertainties of life. An example of transition from physiological to safety needs is the way demands of labor unions have changed. Earlier the unions demanded greater pay (for gratification of physiological need). Recent negotiations emphasize on accident prevention through safety measures, job security, and other fringe benefits. Security needs may serve as motivators, if they are not reasonably satisfied. Generally, organizations tend to over-emphasize the security needs by providing elaborate safety arrangements, fringe benefits, health care - accident insurance plans etc., in an attempt to motivate employees.
- (iii) **Social or Belongingness Needs:** The next rung in Maslow's hierarchy of needs is occupied by the social or belongingness needs. The social or belongingness needs are a reflection of the fact that people are social beings, needing the company or companionship of others. In a search for companionship and belongingness, the individual might behave in ways that are more socially acceptable to others. This level of needs marks the departure from essentially economic goals to a quest for mental health. Since man is a social being, he wants to belong, to associate, to gain acceptance from associates, to give and receive friendship and affection. Belongingness and love need focus on the social aspects of work as well as non-work situations. Organizations meet these social needs by providing opportunities for social interactions such as coffee breaks, organized sports or other recreational opportunities. Social needs provide meaning to work life.



Satisfied social needs are apparent in a work situation when an individual becomes so much as the group that he is working with that he sees the group's effort as his own.

- (iv) **Esteem or Ego Needs:** Needs diminish in their ability to affect what a person does as those needs become satisfied. With their satisfaction, a new class of needs comes into prominence, displacing the former needs. Thus, as the social needs become relatively satisfied, the new need of esteem emerges as a motivator. Ego needs are the needs for self-esteem and the respect of others. It reflects the wish (while being accepted by others) to be set apart by being recognized as someone special. This might come about as a result of some achievement of which one is proud and for which recognition is sought. This need can be separated into two parts - internal and external recognition. Internal recognition is the self-respect one has and seeks. External recognition is public acclaim or esteem arising out of recognition and appreciation of the individual or his deeds. Esteem needs represent the higher order needs of human beings. The need for power, achievement and status, greater responsibility, competence, skills etc., are part of this level. Satisfaction of esteem needs produces feelings of self-confidence, worth, strength, capability and adequacy, of being useful and necessary in the world. An important feature of these needs is that these needs are only partly satiable, but unlike lower order needs, these needs are also rarely satisfied.
- (v) **Self-Actualization Needs:** The highest and the last class of needs on the hierarchy is self-actualization. It is also the weakest because all other needs on the hierarchy must be rather well satisfied in order for this class of needs to emerge. Self-actualization needs go beyond the esteem needs in a significant fashion. Maslow defines it as "the desire to become more and more what one is, to become everything one is capable of becoming". Esteem needs reflect the need to be differentiated from peers by virtue of accomplishments and achievements. Self-actualization needs point to the constant striving to realize one's full potential - whatever it is. Here one should realize his own potentialities for continued self-development. Self-actualization is the desire to become all that one is capable of becoming. It is a growth need, where sky is the only limit. It reflects the individual's desires to grow and develop to their fullest potential. Individuals often want the opportunity to be creative on the job.

To satisfy the self-actualizing needs of such individuals, organizations should provide growth and career opportunities, provide training and development programs, encourage creativity and achievement. These needs are entirely an individual's choice; the individual sets and attain his own goals to his own levels of satisfaction.

Esteem may come from doing something better than others; the self-actualized person may not be satisfied simply by the gratification of esteem needs, knowing that he can still do better. Rather than merely doing better than what others do, this person must be as good as he is capable of being.

Let us take an example of certain athletes. Some exert only enough effort to win; with poor competition, they loaf along. Others, however, constantly strive to break the national record.



Once the record is broken, they try constantly to set a new one. For self-actualization needs, a fundamental shift in orientation takes place. In belongingness needs, the individual measures satisfaction with acceptance by others. In esteem needs, one is differentiated from peers by higher accomplishments and consequent recognition. In self-actualization, one is measured against the personal ideal of the greatest potential that individual is capable of fulfilling. These needs are psychological in nature and are substantially infinite and do not end in satisfaction in the usual sense.

2.4 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this lesson.

A. FILL IN THE BLANKS.

1. Hierarchy-of-effects model was created by _____.
2. _____ was created to encourage measurable objectives for each stage of the communication.
3. _____ Theory has become very influential in international marketing studies.
4. Mehrabian and Russell (1977) formulated one of the most widely accepted models of _____.
5. _____ created DAGMAR.
6. Elaboration Likelihood Model was related to _____.
7. _____ model is considered to be the first and foremost content theory of motivation.
8. Maslow hypothesized that within every human being there exists a hierarchy of _____ needs.
9. Reasoned Action says that behavior toward a brand is determined by _____ calculations.

2.5 SUMMARY

- Advertising Theory provides a comprehensive set of theories about advertising that challenge and advance current definitions, concepts, and theories of advertising. It is a unique phenomenon with important theories that have been developed to help understand how advertising works.
- The concept of attitude has been a mainstay in social psychology since the 1920s. An attitude is an orientation toward an object (like a brand) that is associated with beliefs about that brand (it's inexpensive, cleans well) and its effects. (I like it).
- First, and most importantly, advertising is thought of as a discipline that is driven by innovativeness.



- Second, practitioners are placing the ontological status of advertising in the context of the art vs. science dichotomy, relegating it closer to art than science. In their view, advertising as an artful activity falls outside the jurisdiction of scientific legitimation.
- Third, agency practitioners point to their everyday work experience and emphasize that the most important determinant of advertising success is tacit skill (Polanyi, 1958), the expert performance of creating ads, a complex and personal process that eludes generalization. Advertising from the inside is more similar to playing sports or music than to the application of generalized principles to particular cases.
- Fourth, while practitioners acknowledge that advertising is a composite of different ontological layers, with some layers more knowable than others (such as strategy and market research), they point to the fact that the most important layer is creativity, and we should not be deceived into thinking that just because one layer is modulable, the same is true for all other layers.
- The SAM (self-assessment manikin) scale was found to be more effective and less time consuming than common verbal measures of emotional response because it does not require the respondent to translate complex emotions into words. Semantic differential scales are used to assess emotional response; the precise meaning of the emotional words may vary from person to person. For example, joy or anger may mean one emotion to one person, but something slightly different to someone else.
- The relative strength of competing messages should certainly influence central processing of alternative advertising claims. The frequency of advertising repetition for competing brands should affect the accessibility of content from these different ads.
- The concept of need is especially important for a greater understanding of one's own behavior and that of others with whom and through whom one works. "Needs" reflect an internal state that makes certain outcomes appear attractive. An unsatisfied need creates tensions. Tensions motivate action and actions can result in the accomplishment of a goal and relief of the tension.

2.6 KEYWORDS

P.A.D.: Pleasure, arousal, and dominance (PAD) as the three necessary and sufficient dimensions of emotion. The pleasure dimension can range from an extreme positive feeling to an extreme negative feeling. The arousal dimension can range from a state of sluggishness or disinterest to a state of excitation. The dominance dimension can range from submissive and weak to powerful and in control.

Attention: It is the first and most important role of advertising to create attention in the minds of the consumers. It creates attention about the availability of different products and brands in the market.

Need: "Needs" reflect an internal state that makes certain outcomes appear attractive. An unsatisfied need creates tensions. Tensions motivate action and actions can result in the accomplishment of a goal and relieve the tension.



DAGMAR: Defining Advertising Goals for Measured Advertising Results is a marketing model is used to establish clear objectives for an advertising campaign and measure its success. The DAGMAR model was introduced by Russell Colley in a 1961.

AIDA: The AIDA Model, which stands for Attention, Interest, Desire, and Action model, is an advertising effect model that identifies the stages that an individual goes through during the process of purchasing a product or service. The AIDA model is commonly used in digital marketing, sales strategies, and public relations campaigns.

2.7 SELF-ASSESSMENT TEST

1. Explain the various Theories of advertising.
2. What do you mean by Elaboration Likelihood Model?
3. Explain the DAGMAR Model.
4. Explain the role of AIDA model in advertising.

2.8 ANSWERS TO CHECK YOUR PROGRESS

A. ANSWERS OF FILL IN THE BLANKS.

1. Lavidge & Steiner's
2. DAGMAR
3. Global Consumer Culture
4. Emotional response
5. Russell Colley
6. Attitude change models
7. Maslow's Need Hierarchy model
8. Five need
9. Multi-attribute

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SUBJECT: ADVERTISING: CREATIVITY & CONSUMER BEHAVIOUR	
COURSE CODE: MSM-523- C	AUTHOR: DR NISHA SINGH
LESSON NO.: 03	VETTER: DR. MIHIR RANJAN PATRA
ASPECTS OF ADVERTISING	

STRUCTURE

- 3.0 Learning Objectives
- 3.1 Introduction
- 3.2 Different Aspects of Advertising
 - 3.2.1 Economical Aspects of Advertising
 - 3.2.2 Cultural Aspects of Advertising
 - 3.2.3 Social Aspects of Advertising
 - 3.2.4 Psychological Aspects of Advertising
- 3.3 Advertising as a Communication Tool
- 3.4 Role of Advertising in Marketing Mix
- 3.5 Advertising and Popular Culture
- 3.6 Check Your Progress
- 3.7 Summary
- 3.8 Keywords
- 3.9 Self-Assessment Test
- 3.10 Answers to Check Your Progress
- 3.11 References/Suggested Readings

3.0 LEARNING OBJECTIVES

After reading this unit, you will be able to:

- Know different aspects of Advertising.
- Explain Advertising as a Communication Tool.
- Understand Role of Advertising in Marketing Mix.
- Understand Advertising and Popular Culture.

3.1 INTRODUCTION

In the previous lesson we discussed on Advertising Theories & Models. In this lesson we discuss on various aspects of advertising.



3.2 DIFFERENT ASPECTS OF ADVERTISING

Advertising can play an important role to improve the economics of the developed or developing countries. It has direct impact on a society, psychology, economy and culture of a country. Advertising reflects the rituals, ethics, values, emotions and relations of a society. It has different aspects, as discussed in this section.

3.2.1 ECONOMICAL ASPECTS OF ADVERTISING

Advertising plays a vital role in the success of a business. Advertising is the most conspicuous element of product promotion. In business all that sells is a success. Contrary to this, that which does not sell is a failure. Advertisement in the hands of business is a good tool to sell the products and services and is an action provoking activity. No action, no sales. It is mostly considered as a mass-distribution system, enabling manufacturers to produce the products, people want in high volume, at low prices, with standardized quality.

Advertising is omnipresent and omnipotent. It means anyone willing to engage himself in business cannot afford to neglect advertisement. Advertising stimulates increase in the production and generate more employment. It can help to get good prices and it leads to wider distribution. At an economic level, advertising stimulates demand, educates consumers about new products, increases the competition between products, helps to improve standards of living by helping to create consumer's awareness of the new products and brands available in the market and increase the sales of the products.

Advertising is an economical means of communication to the masses. In which a manufacturer or an institutional body communicates with audience whether they want to sell a product or they just want to create positive image of the product in their mind or they want to create awareness for social welfare.

Advertising affects business cycles. In case advertising expenditure is plan judiciously during extreme time periods it could have stabilizing effects on economic conditions. When economy is weak the heavy expenditure on advertising would work as a stimulus for the economy as it gives a boost to the sluggish demand and creates more revenue in the system. The large size of expenditure on political advertising during 2009 parliamentary elections is one of the significant factors in restricting the effects of global recessions on Indian economy.

Market economies need advertising to affect the level of competition, price and demand for various products. Advertising may cause market expansion. But there are certain market situations where advertising actually restricts the competition in the market and gives rise to the possibility of an increase in the price for the product.

ECONOMIC IMPORTANCE



According to **Kotler's** definition, advertising is “any paid form of non-personal presentation and promotion of ideas, goods and services through media such as newspapers, magazines, television or radio by an identified sponsor”. From this definition it is clear that if you want to advertise your product or service you have to spend money. Many critics criticized that “cost of product promotion is too much” views an individual expense item in isolation. It fails to consider the possible effect of promotion on other categories of expenditure.

Advertising strategies that increase the number of units sold permit economies in the production process. The production costs assigned to each unit of output are low. Lower consumer prices then allow these products to become available to more people. The price of newspapers, amateur and professional sports, radio and television programs, and the like, might be prohibitive without advertising to shoulder the cost. In short, promotion pays for many of the enjoyable entertainment and educational aspects of contemporary life and it lowers product costs as well.

Advertising is such an endogenous part of Indian economy. Sponsors depend on it for the sale of a large percentage of our output in India. It has been accepted, although with annoyance and concern by most Indians, it is not likely that its abolition will be helpful. The problem is essentially that of:

- (a) Learning to measure both the micro and macro-effects of advertising, so that it will employ most efficiently from the viewpoint of both the firm and of society; and
- (b) Imposing social controls on advertising will abolish or decrease the deleterious effects on social welfare.

3.2.2 CULTURAL ASPECTS OF ADVERTISING

Culture is a part of human life. It also determines a person's moral values and behavior. Culture is passed on from one generation to the other. Socialization of a child starts from the time when they come into this world. The child acquires a basic set of values, perceptions preferences and behavior. The socialization is made possible through the institutions of family, school, friends and media etc. On the one hand, advertising shapes our cultural values. On the other hand, cultural values shape up our advertising. In fact, both inter-act with each other.

Advertisement is a showcase of the cultural values of the society. Some argue that advertising debases our cultural standards. There are many factors which affect culture. Ads too get affected by them - schools, colleges, families, rituals, traditional values etc. Successful advertising is consistent with the cultural values of a given society. Though it can transfer some cultural values of one society to another society during a given period of time.

Its cross-cultural impact also depends upon the extent of globalization. Advertising has improved our standards of living. We have accepted some new ideas like microwave cooking, electric shaving; bucket



washing using detergent powder etc. through advertising. Advertising has created new markets and new customers. It has made significant contributions to our standards of living.

The international broadcast media advertises through television, radio, telephone and the Internet. People in different countries hold different views of what they consider to be ethical and acceptable. In particular, issues of taste and decency can create extreme difficulties. Where a piece of promotion is clearly telling lies or is deliberately misleading, the ethics are somewhat more clear-cut. It is expected that advertiser must tell the truth. They should not spread misleading information in the society. Not only are there voluntary, self-regulation codes governing truthfulness but also there are many legal regulations that protect the unwary from the unscrupulous. The system of regulatory control is too burdensome and thus the implementation is not always satisfactory.

The advertisers should always follow the ethical practices prevalent in the country to make a lasting impact on the viewers.

With the help of emotional appeals in the advertisements, they can reach to the heart of the target audience.

Indian traditional values are showcased in the advertisements, like rituals, clothing, language, festivity, religion etc. language, clothing, religion, patriotism, festivity, and lifestyle which directly influence the consumers' mind. It brings a change in consumer culture, for a better life, a change to succeed.

Cultural considerations are central to any brand's strategy that connect consumers with the brand's proposition. They also add tremendous value to the functional orientation of a brand. The mixture of cultural value with functional utility is a powerful strategy adopted by a few successful brands in the recent times. Besides, cultural nuances of the country need a proper balance of emerging western values and strongly entrenched Indian values.

3.2.3 SOCIAL ASPECTS OF ADVERTISING

Often the objective of advertising is to spread social consciousness among the masses, and promote important issues like health, hygiene, women's safety and breaking of stereotypes. At a social level, such advertising contributes to the social betterment of a society.

It is said that, like art, advertising also mirrors society and society mirrors advertising. Several social changes are brought about by advertising. Advertising creates role models who can, in turn, create societal change. Advertising also helps promote several social causes.

Advertising benefits society in several ways. It encourages developing new and better products; it gives consumers a wider variety of choices; it helps keep prices down; and it encourages competition. Advertising also subsidizes the media, supports freedom of the press, and provides a means of



disseminating public information about health and social issues. The following are some of the social criticisms, which are being discussed world over:

- Does advertising debase our language?
- Does advertising make us too materialistic?
- Does advertising make us buy things we don't need?
- Is advertising offensive or in bad taste?
- Does advertising perpetuate stereotypes?
- Is advertising deceptive?

As advertising proliferated, criticism of it intensified. Detractors say advertising debases the language, makes people too materialistic, and manipulates them into buying products they don't need. Further, they say, advertising is offensive, in bad taste, and even deceptive. Proponents admit that advertising has been and sometimes still is mislead. However, they point out that the criticism is often unjustified and excessive.

Under growing pressure from consumers, special-interest groups, and government regulation, advertisers developed higher standards, ethical conduct and social responsibility. Advertising has regulated by union, state, and local government agencies; business-monitoring organizations, and media, and consumer groups; and by advertisers.

Numerous laws decide what advertisers can and cannot do. That's where ethics and social responsibility comes into play. An advertiser can act unethically or socially irresponsible and not break any laws. Ethical advertising means doing what the advertiser believes is morally right for a given situation. Social responsibility means doing what society views as best for the welfare of people in general or for a specific group of people. There would be few who would argue against the need for marketing communications that it is socially acceptable, but the issue of acceptability and responsibility are, in part, socially determined ethical ones. It is extremely difficult to define what is, and what is not, ethical especially when the ideas of social acceptability changes over time and varies from one culture or country to another.

3.2.4 PSYCHOLOGICAL ASPECTS OF ADVERTISING

It shapes the attitudes of the society and inevitably influences customer behavior. While economic, cultural and social factors are important psychological factors also play a major role.

According to Phillips Kotler (2003), there are four key psychological processes - motivation, perception, learning and memory - that fundamentally influence the customers' responses to marketing



stimuli. When striving to satisfy their personal needs, individuals act independently, not regulated from the outside. As an individual and a part of a particular group every individual strives to achieve these autonomous goals and seeks for different means to satisfy their needs. It has assumed that an individual striving to meet his goals behaves in a rational way, thus, he behaves in an inherently coherent way, which allows him to maximize his satisfaction. Some conclusions derived from these assumption state that people's behavior is rational. It will reveal from the following statements:

A person decides for a certain brand against the options available in the market, • every time he makes a choice, he has to abandon the rest of the brands available, • when striving to maximize satisfaction (well-being) an individual takes actions bringing more benefits than costs. Purchasing behavior of consumers on the market is determined above all by the economy. However, economy cannot be based on just financial data, it has to considered the psychological aspects of the consumers' behavior.

Cultural factors have the greatest impact on the behavior of the consumer as culture (environment) is the basic factor that determines the needs and behavior of the buyers. The behavior of a person is influenced by the society they were socialized into. Societies characteristic of advanced technology, education, competition, affluence, secularity and egalitarian values tend to be different from societies with rigid customs and traditional norms or those influenced by tribal cultures.

Social stratification in the society has categorized certain sections of the society with certain values relative of their local position in the social scale. Members of various social groups have different taste with regard to products, brands, food, clothes. Companies are trying to determine reference groups by adapting their products to the needs of the clients' needs. Reference groups have great impact on the choice of brand for any product. Different brands try to persuade consumers by reaching out to these reference groups to help them encourage their brand's sale. The more integrated a group, the more effective its actions are.

- Personal factors another important element are personal factors – age, stage in life, profession, economic situation, lifestyle, personality and self- definition of an individual.
- Economic situation: Income allocated to spending, its level and stability, development in time, savings, assets and opportunities for more income all have a great impact on the choice and purchases.
- Lifestyle: People from the same subculture, social class, with the same profession or even education may still have different lifestyles.
- Personality and self-definition of an individual: Personality has explained as a set of specific traits characterizing a particular person. Personality is often defined with such categories as: self-confidence, independence, influence on others, sociability, respect, shyness, insecurity as well as the ability to adapt.

3.3 ADVERTISING AS A COMMUNICATION TOOL



Advertising is a paid form of communication. It is a commercial activity in which sponsor of advertisement transmits the different types of product information and tries to match buyers and sellers in the market. To send the message an advertiser can use visuals, texts, music, appeal, pictures and drama etc.

Advertising is a mode of communicating information to the consumer which enables him/her to compare from the products and services available. Advertising enables consumers to exercise their rights of free choice

The word of mouth is a personal communication about a product between buyer and seller, friends, family members and associates etc. Advertising is a promotional force directed towards 'Integrated Marketing Communication.'

Major concepts of Advertising are:

Awareness-attention-interest-desire-liking-preference conviction-purchase.

An advertiser's job is to turn all the information about the products features, benefits, marketing plans, consumers' research and communication goals into a creative concept that will bring the advertising message to consumers.

Advertising is a creative means of communication. It is important for people to know about the brand and the product before making a purchase. Advertising plays an important part in imparting such knowledge to the consumers. In an economy of specialized producers, the activities of labeling, branding and advertising are important in establishing producer's credibility, both because the producer's identity becomes known through these activities and because they aid him in building a goodwill that is worth maintaining. The importance of advertising is that it has interconnected specialized economy. Advertising satisfies particular social and economic requirements of a society as it evolves.

A great many scholars have written about the positive impacts of advertising on a society whether advertising is as positive as is desirable in the society. Some believe that advertising forces people to buy goods and services that they don't really need. It results in concentration of wealth in a few hands and often leads to over consumption, which leads to inefficient allocation of scarce economic resources.

3.4 ROLE OF ADVERTISING IN MARKETING MIX

The marketing mix helps a marketer to realize that the four main components work together co-existing, even overlapping sometimes. Very often, decisions made about one variable may influence the choices of another element. By seeing the marketing mix as an integral tool, marketers will be able to build an effective strategy and attach the right tactics for its accomplishment. Selecting the right marketing mix takes a lot of effort before finding the right balance of the elements involved.



The existing media mix plays distinctive role in the case of publicity.

So, a brand needs to: (a) produce or manufacture the product according to consumers' need

(b) facilitate its availability at a price that the consumers find reasonable

(c) check the accessibility of the products by making them approachable for the target audience

(d) inform the consumers about the product and its characteristics through the media they have access to.

So, the marketing manager concentrates on four major decision areas while planning the marketing activities, namely, (i) Products, (ii) Price, (iii) Place (distribution) and (iv) Promotion. These 4 'P's are referred to as the elements of marketing and together they constitute the marketing mix.

Many products or services have failed in the market, not because of their quality, packaging or pricing, but because the potential customers didn't know they were there, and if they did, they didn't know what those were or how to use them. In order to sell your product or service you must promote it. Promotion refers to the process of informing and persuading the consumers to buy certain brand's products. By using this process, the marketers convey persuasive message and information. One effective method of promotion is advertising.

Promotion: It is an important ornament of marketing mix. If the product is manufactured while keeping the consumer needs in mind, is rightly priced and made available at outlets convenient to them but the consumer is not made aware about its price, features, availability etc, its marketing effort may not be successful. Therefore, promotion is an important ingredient of marketing mix as it refers to a process of informing, persuading and influencing a consumer to make choice of the product to buy. A brand may be promoted through means of personal selling, advertising, publicity and sales promotion. It is done mainly to provide information to prospective consumers about the availability, characteristics and uses of a product. It arouses potential consumer's interest in the product, compare it with competitors' product and make his choice. Proliferation of print and electronic media has immensely helped the process of promotion.

The main aim of promotion is to seek buyers' attention towards the product to: 1) arouse his interest in the product; 2) inform about its availability; and 3) inform him about how it is different from others. It is thus a persuasive communication and also serves as a reminder. A firm uses different tools for its promotional activities which are as follows: – Advertising – Publicity – Personal selling – Sales promotion. These are also termed as four elements of a promotion mix. Advertising is the most commonly used tool for informing the present and prospective consumers about the product, its quality, features, availability, etc. It is a paid form of non-personal communication through different media about a product, idea, a service or an organization by an identified sponsor. A brand may advertise



through print media like newspaper, magazines, billboards, electronic media like radio, television, etc. It is a flexible and comparatively less expensive tool of promotion.

Advertising is defined as the strategy of communicating a sales message to potential customers. Advertising is one segment of a well-organized, continuous marketing plan. Effective advertising is a cumulative process that maintains current customers, attracts new customers and establishes a favorable place for the business with competitors. Though Advertising neither cures slow business growth or low profits, nor creates a better business person or a well-organized business.

Advertising offers specified benefits to a specific or target audience. As a part of a sound marketing plan, advertising becomes an investment for the brand, instead of a mere expenditure. An effective advertisement is preplanned as is based on a careful analysis of the situation before expending on the circulation of the ads. “Advertising and promotions” play a significant role in bringing the attention of potential and current customers.

The goals of the plan should depend on the overall goals and strategies of the organization, and the results of the marketing analysis, including the positioning statement. The plan usually includes what target markets a brand wants to reach, what features and benefits it wants to convey to them, the method to convey it to them (this is often called advertising campaign), who is responsible to carry the various activities in the plan and how much money has budgeted for this effort.

Successful advertising depends on knowing the preferred methods and styles of communications of the target markets that you want to reach with your ads. A media plan and calendar are very useful, which specify what advertising methods are used and when.

The fashion advertisements (FAds) and strategies building for big sales realization are prominent among them. The FAds have a greater impact on the elite clientage group as compared to other measures used for raising the sales. The product branding and packaging technology is the core input for FAds. Attractive packaging and popular branding have a significant role in the market expansion and product promotion.

In a competitive market economy, the manufactures of the product promote their brands for product marketing. In this system, new product managers have to face an uphill task to promote the product. In marketing new products, it is essential to take potential as well as existing customers into confidence through an effective communication management. Without building up such awareness, the new product manager gets fringe benefits while the brand owner gets a higher share in the consumer rupee.

As such, these companies are not in this position to establish their own brand due to many weaknesses pertaining to capital, technical know-how and market guidance. The future threat in this regard can be visualized in the light of selling their product. In the long run their identity will be only as a manufacturing unit, but not as a product seller.



Packaging in the competitive product market is an important determinant as far as concerned with the buyer's behavior. The more attractive and durable the packaging of any product, greater would be the product's resistance and its demand in the market. It requires enough capital to invest in the packaging technology.

Advertising, direct marketing and public relations are the important tools for promoting international marketing. The process of advertising in an international business begins with a market situation analysis conducted to assess marketing opportunities for the product in the existing market. On identifying, the marketing strategies are formulated and supported by communication linkages.

Advertising strategies has developed in accordance to the marketing plan and it has released according to the media plan. Hence, commercials (Ads) seen by the consumer are like the tip of an iceberg emerging from a situation analysis, trade goals and strategies that have been evolved by the marketing and advertising managers. However, it is difficult to establish whether advertising is the first or the last component in the entire process of marketing. Despite numerous research efforts on the function of advertising, a unified theory has not yet emerged.

Promotion can be used for number of reasons for e.g.: Promotional activity can increase sales, raise awareness or concerns about particular issues, develop a brand image or alter public opinion.

The possible objectives for promotion mix may include the following:

1. To Build Awareness:

New products and new companies are often unknown to a market, which means first promotional efforts must focus on establishing an identity. In this situation the marketer must focus on promotion to effectively reach customer and tell the market who they are and what they have to offer.

2. To Create Interest:

Moving a customer from awareness of a product to making a purchase can present a significant challenge. Consumer buying behavior depends on the type of customer. Also, the customer must first recognize they have a need before they actively start to consider a purchase.

The focus on creating messages that convince customers that a need exists has been the hallmark of marketing for a long time with promotional appeals targeted at basic human characteristics such as emotions, fears, humor, sex etc.

3. To Provide Information:

Some promotions are designed to assist customers in the search stage of the purchasing process. In some cases, such as when a product is so novel it creates a new category of product and has few



competitors. The information is simply intended to explain what the product is and may not mention any competitors.

In other situations where the product competes in an existing market, informational promotion may be used to help with a product positioning strategy.

4. To Stimulate Demand:

The right promotion can drive customers to make a purchase. In the case of products that a customer has not previously purchased or has not purchased in a long time, the promotional efforts may be directed at getting the customer to try the product.

This is often seen on the internet where software companies allow for free demonstrations or even free downloadable trials of their products. For customer base products, promotion can encourage customers to increase their purchasing by providing a reason to purchase products sooner or purchase in greater quantities than they normally do.

5. To Reinforce the Brand:

Once a purchase is made a marketer can use promotion to build a strong relationship that can lead to the purchaser becoming a loyal customer. For instance, many retail stores now ask for a customer's email address so that follow-up emails containing additional product information or even an incentive to purchase other products from the retailer can be sent in order to strengthen the customer-marketer relationship.

3.5 ADVERTISING AND POPULAR CULTURE

Advertising and Popular Culture is the first comprehensive text to provide a balanced analysis of advertising and its companion, the popular culture, conveyed through the mass media. Reflecting current theories, this thoughtful critique uses excerpts from advertising campaigns to illustrate how modern advertising both draws from and contributes to popular culture. "People choose, combine, and circulate media representations and other cultural forms in their everyday communicative interactions and in doing so produce meaning and popularity"

3.6 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this lesson.

A. FILL IN THE BLANKS.



1. Advertising stimulates increase in the production and generate more _____.
2. The international broadcast media is _____.
3. It is an essential objective of promotion mix _____.
4. Digital advertising has converted world in to _____.
5. Important role of advertising is to _____ the product.
6. Advertising is _____ form communication.
7. Advertising is part of _____.
8. _____ influence the economy of a country.

3.7 SUMMARY

- Advertising can play an important role to improve the economics of the developed or developing countries. It has direct impact on a society, its collective psychology, the economy and culture of a country. Advertising is a reflection of rituals, ethics, values, emotions and relations of a society.
- Advertising affects business cycles. In case advertising expenditure is planned judiciously during extreme time periods it could have stabilizing effects on economic conditions. When economy is weak the heavy expenditure on advertising would work as a stimulus for the economy as it gives a boost to the sluggish demand and also creates more revenue in the system.
- The advertisers should always follow the cultural practices prevalent in the country to make a lasting impact on the viewers. The culture of the nation has a deep impact on the psychology of the individuals and therefore can increase the recall value. India is extremely rich in culture and heritage thus; the advertisers get opportunities to project cultural values in different ways.
- The international broadcast media targets its audience through television, radio, telephone and the Internet.
- People in different countries hold different views of what they consider to be ethical and acceptable.
- The plan usually includes what target markets a brand wants to reach, what features and benefits are to be conveyed to them, the method to convey it to them.
- Packaging in the competitive product market is an important determinant as far as the buyer's behavior is concerned.



- Successful advertising depends on knowing the preferred methods and styles of communications of the target markets that you want to reach with your ads. A media plan and calendar can be very useful, which specify what advertising methods are to be used and when.
- People choose, combine, and circulate media representations and other cultural forms in their everyday communicative interactions and in doing so produce meaning and popularity.

3.8 KEYWORDS

Political Advertising: It is the process in which a politician can communicate, appeal, and share their objectives with their voters directly or indirectly. They can use various media like newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or television presentations and digital or social media advertising.

Aspects of Advertising: It has direct impact on a society, the collective psychology, economy and culture of a country. Advertising is a reflection of rituals, ethics, values, emotions and relations of a society.

Packaging: It is a process of integral marketing strategy. It glamorizes the product in order to attract the consumer's attention. Many consumers will judge a product by its packaging before buying it. Many manufactures are focusing on attractive packaging. It is an art to present a product.

Promotion Mix: A firm uses different tools for its promotional activities: – Advertising – Publicity – Personal selling – Sales promotion. These are also termed as four elements of a promotion mix

Popular Culture: Popular culture is normally accepted by members of a society. In which a set of practices, beliefs, and objects are popular. It dominates a society at a given point in time. Popular culture also encompasses the activities and feelings produced as a result of interaction with these dominant objects.

Global Advertising: It is a form of advertising where a company looks at the entire world as one market.

3.9 SELF-ASSESSMENT TEST

1. Explain the various aspects of advertising.
2. How advertising affects the economy and the culture of a country?
3. Explain the role of advertising in marketing mix.
4. Advertising is a mirror of the society. Do you agree with the statement? Give some suitable example to support your answer.



5. What do you mean by popular culture? How advertising is related to popular culture?

3.10 ANSWERS TO CHECK YOUR PROGRESS

A. ANSWERS OF FILL IN THE BLANKS.

1. More employment
2. Internet
3. To create Interest
4. Global village
5. Promote
6. Paid
7. Marketing-Mix
8. Advertising

3.11 REFERENCES/SUGGESTED READINGS

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SUBJECT: ADVERTISING: CREATIVITY & CONSUMER BEHAVIOUR	
COURSE CODE: MSM-523-C	AUTHOR: DR SUNAINA
LESSON NO.: 04	VETTER: PROF. HARISH ARYA
CREATIVITY IN ADVERTISING	

STRUCTURE

- 4.0 Learning Objectives
- 4.1 Introduction
- 4.2 Creativity in Advertising
 - 4.2.1 Idea Generation
 - 4.2.2 Creative Styles
 - 4.2.3 Copy Platform
 - 4.2.4 Art of Copywriting
 - 4.2.5 Copywriting Techniques
 - 4.2.6 Characteristics of an Ad-Copy
 - 4.2.7 Types of Advertising Copy
 - 4.2.8 Copy Elements
- 4.3 Check Your Progress
- 4.4 Summary
- 4.5 Keywords
- 4.6 Self-Assessment Test
- 4.7 Answers to Check Your Progress
- 4.8 References/ Suggested Readings

4.0 LEARNING OBJECTIVES

After reading this lesson, you will be able to:

- Learn the creativity in advertising.
- Understand how to generate ideas.
- Learn the concept of copy writing.
- Learn various copywriting techniques.
- Acquire types of advertising copy.
- Understand the copy platform & creative brief.



- Learn advertising copy and Copy elements.

4.1 INTRODUCTION

In the previous lessons we discuss Advertising basic, Advertising Models & Theories. In this lesson we will discuss on creativity in advertising.

Two things come to the fore when one thinks about creativity in advertising. The first is, advertising's role as a link between the product and the audience. And second is, the relevance of the advertising message. On the basis of these two things, some people define creativity in advertising as creating "unique and relevant connections".

These 'unique but relevant connections' are nothing but solutions to the consumer's problems. Some people suffer from hairfall. Advertisements of a shampoo company try to provide solutions to this problem (Stronger Hair, Stronger You of Garnier Fructis Shampoo). One common problem of housewives is spots on clothes. Ads of one company offer them a solution by saying 'Dhoondte Rah Jayoge'.

And it is rightly said that 'people don't buy soap, they buy hope' - the hope of beautiful skin. In case of home appliances, the hope is to save a lot of time and hard work; for a shampoo it is beautiful, long and dandruff free hair; for lipsticks it is beautiful lips; and so on.

4.2 CREATIVITY IN ADVERTISING

The concept of creativity has been compared with the concept of God not because both deal with creation but because both these concepts are very hard to define. Creativity means differently to different people. Some, like poets, it is the spontaneous outburst of deep inner feelings. Creativity in most of the creative fields like music, writing, poetry, dance, painting, sculpting etc. is concerned with the artist's self-impression. Creativity in advertising is about putting ideas, things and associations in some new, unexplored or novel way. It is closely interred linked with imagination. The more we use our imagination, the more creative we are likely to be.

Which ads are creative and which are good or what is creative and what is not is very subjective. It is more a matter of perception and opinion than facts. As creative means imaginative, innovative and ingenious, it cannot be limited by a definition. Therefore, coming to some agreement on what is a creative ad will always be difficult.

BASIC PARAMETERS OF CREATIVITY ARE:-

1. There should be some semblance of newness, around-breaking thoughts or originality to make it different from the rest, if not outstanding.



2. It should be able to weave the brand into the advertising story intrinsically and effortlessly to make the brand connect.
3. If it seems Constructive, positive and useful to the people involved the entire better.
4. If it can also 'Stimulate' and 'inspire' the people involved, then it is a creative as it can get.

A GOOD CREATIVE AD MUST ATTEMPT TO BE

Noticeable - Break through the clutter, stand apart

Relevant - Connect with target audience's needs & wants.

Distinctive - Refreshingly different from the competition, both in content and from.

Identifiable - Integrate branding clearly and visibly

Persuasive - The promise, reason or logic should be convincing

Memorable - Leave a lasting impression

Believable - Make credible, not unreal promises

It is must that creativity in advertising should work towards building brand identity and brand preference.

4.2.1 IDEA GENERATION

How Ideas Generated? Is it an individual activity or the outcomes of teamwork?

For all writers, the ideation or the idea stage is invariably the most challenging, and at the same time the most rewarding. According to Bovee and Arens (1989), 'It is the long, tedious, difficult task of assembling all the pertinent information, analyzing the problem and searching for some verbal or visual concept of how to communicate what needs to be said. It means establishing a mental idea of the advertisement before any copy is written.'

Every good advertisement has a creative concept, a big idea that is relevant, original and has an impact on the target audience. An advertising idea is considered creative when it is novel, fresh, unexpected and unusual. It is surprising and gets your attention. To be effective, the ideas also must have an impact. Many advertisements just wash over the audience. An idea with impact breaks through the clutter, gets attention, and sticks in the memory. An advertisement with impact has to stop power that comes from an intriguing idea, something you have never thought about before, as the Microsoft campaign demonstrated with its use of the Butterfly idea to represent online searching.



An advertisement can be effective if it contains a big idea or a creative concept that implements the advertising strategy so that the message is both attentions getting memorable. In getting a great idea, sometimes the visual idea comes first; sometimes it's the words. The important thing is that they work together to complete the thought.

But what makes the idea creative? Any idea can seem creative if you have never thought of it before, and no one else has thought of it either. How ideas come? For this, there is no formula to arrive at an idea. The creative idea just happens in the mind, and no one can teach how these things can be made to happen.'

The Big Idea

- Will the big idea make the target audience stand up and take notice?
- Is the big idea relevant to their lives?
- Is the big idea fresh and provocative?
- Does it meet the consumer's expectations convincingly?
- Is it motivating?
- Is it believable?
- Does it position the brand clearly and distinctively?
- Can the brand be recognized & identified easily?

How can we develop Big Idea?

- Collect Information: First step to collect information about Product, Services and Company, the industry, target market and the competition.
- Keep competitors positioning and creative concept in front of you.
- Advertising is all about positioning, that is creating, maintaining and reinforcing the positioning in the minds of the consumer.
- This info will assist you in identifying the gap in the market place which could be the basis of your creative concepts.
- Write down all the ideas.
- Do not discard the ideas.
- Brainstorm.
- Focus on customers' benefits.
- A benefit can be presented as a promise, reason why and as a unique selling proposition (USP). A promise suggests how the customers will benefit after he buys the product or service.
- Look beyond the obvious.
- Think differently.
- Keep communication simple.
- Keep in short.



A few examples of big advertising ideas that stand tall and come to mind readily are:-

LIC - Jindagi Ke Saath Bhi, Jindagi Ke Baad Bhi

Amul - Utterly Butterly Delicious

Mintos - Dimag Ki Batti Jala De

Kurkure - Tedha Hai Per Mera Hai

Idea - An Idea Can Change Your Life

Coca-Cola - Taste The Feeling

McDonald's - I'm Lovin' It

Complan - I Am Complain Boy

Kit Kat - Have A Break, Have A Kit Kat

4.2.2 CREATIVE STYLES

How the advertising should be presented to the audience to differentiate the brand? That is, differentiation by its 'form' and 'execution'.

Creative styles may or may not differ in substance but they differ more in 'presentation'. One style might use a 'celebrity' (like Make My Trip using Alia & Ranveer), the second might use an expert in the field (like an expert hair stylist for Keo Karpin's).

Often the unique 'presentation' of creative styles becomes its identifier as well as its differentiation from other styles. Some of the most popular and frequently use creative styles are:-

Brand Personality: - The style focuses on highlighting the distinctive personality or the brand (user) to differentiate from the competing brands. Examples of this style can be found in advertising of Nike, Revlon's Timex watches showing young fashionable couples.

The common touch: - The style focuses on presenting the 'inherent drama' in the product to audience in a warm, touching, realistic and believable way. The style uses ordinary consumers in the ads and banks on using only emotional appeal. Good examples of this style are- Asian Paints 'Har Ghar Kuch Kehta Hai' Cadbury Chocolate 'Kuch Khas Hai Zindaig Mein' etc.

Unique Selling Proposition (USP):- Unique Selling Proposition is a unique selling point or slogan that differentiates a product or service from its competitors. A USP may include words such as the "lowest cost," "the highest quality," or "the first-ever," which indicates to customers that what our



product or service has, competitors do not. Using a USP is a great marketing tool to help position and sell your product. Examples can be found in the ads of pepsodent with its 'germi check' L G TV with its 'Flatiron' picture tube, clinic plus shampoo with 'ZPTP' and so on.

Execution: - The style believes that 'how' the message is presented in the ad can at times be more impact in communicating than 'what' is being said. A good example of this type is the regular and clever 'utterly butterfly' cartons that Amul butter come up with a various current events and contemporary topics.

Celebrity :- The style works on the philosophy 'names make news and big names make bigger news' It assumes the using celebrities increases the consumer's interest in the advertising as well as the brand. This happens because of aspiration, prestige enhancement and role model effects. Burnol had used the style at times.

Sex Appeal: - The style uses one of the most basic instincts of humans to arouse and motivate them favorably towards the brand. The use of sex in advertising has ranged from blatant nudity to non-verbal and verbal insinuations and double entendre. The primary reason behind popularity of this style of advertising is the common perception among advertisers that few appeals can equal the 'attention grabbing' value of sex appeal.

How effective is the use of sex in advertising? Is it necessary to use it at all? These questions have always been one of the most publicly debated issues when it comes to advertising.

Product categories like perfumes and deodorants, cosmetics, jewellery, alcohol etc. use this appeal. Some examples are- kamasutra condoms, Axe deos and sprays.

4.2.3 COPY PLATFORM

The basic components of the creative strategy are specified in the written copy platform prepared by the account executive. Other names given to the copy platforms are creative platform, creative blueprint, work plan, or creative contract. The copy platform gets the final approval from the client firm's marketing or brand managers, or the advertising manager. The typical copy platform outline is:

1. Basic problem or issue the advertising must tackle.
2. Advertising objectives and communications objectives.
3. Precise description of the target audience.
4. Major selling idea or the key consumer benefits to communicate.
5. Creative strategy statement specifying the campaign theme, appeal, and execution technique to be used.
6. Any supporting information and requirements.



The two components of the copy platform, development of the major selling idea and the creative strategy development, are the responsibility of the creative specialists and form the basis of the advertising campaign.

Example of a Copy Platform or Creative Brief	
Product: AROMA	
KEYFACT	
	Aroma India is a 40 year old New Delhi based cosmetic company. In year Aroma will introduce a new line of premium perfumes to be distributed nationally.
PROBLEM ADVERTISING MUST SOLVE	
	Currently, there is No awareness of the Aroma brand of perfume among potential customers.
ADVERTISING OBJECTIVE	
	<ol style="list-style-type: none"> 1. To achieve 75% brand awareness among target customers by the end of year one. 2. To communicate the exclusiveness and long lasting fragrance of the perfume.
CREATIVE STRATEGY	
Prospect Definition	
	Women 18-35, urban, educated, with household incomes 10 lakh plus. Psychographically, they are active, social, partygoers, seek variety and excitement, avid consumers and spenders.
Principal Competition	
	Medium to expensive perfume brands from multinationals.
Key promise	
	Irresistible personality and high societal image.
Reason Why	
	Premium and exclusive perfume.
Supporting Requirements	
	Must use a logo, show package.

4.2.4 ART OF COPYWRITING

The basic purpose of an ad is to fascinate people only after catching people's attention, an ad arises interest and desire to buy the product. Therefore, it should be eye-catching and interesting.



Creative writing is the art of creative and persuasive writing that goes a long way to sell the product or an idea. While writing copy requires creativity, good copy is a craft a writer learns, with much practice, over time. Good copy is the result of writing and rewriting and rewriting again. But how do you write a good copy? First, you must have faith in words, know that words have power, that words can move people to action. It is possible to touch readers' mind but for that, you must rewrite and rewrite until the words tell the truth.

HOW TO ARRIVE AT THE TRUTH

1. Write the story.
2. Read it out loud to yourself
3. Find something objectionable in it.
4. Answer the objection.
5. Refute your answer.
6. Start over.
7. Find something objectionable again.
8. Defend your argument.
9. Repeat until you persuade yourself that your argument is true.

The truth is not the truth until people believe you, and they can't believe you if they don't know what you're saying and they can't know 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.

4.2.5 COPYWRITING TECHNIQUES

There are many techniques in advertising for persuasive customers. The most traditional, but successful techniques of copywriting is "AIDA" i.e. Attention, Interest, Desire, and Action. Others techniques of persuasive copywriting are-

1. **Use Action Words-** Verbs can be used to give the copy a sense of urgency and to help the copy to move along. These are almost all short words. They give a copy pace. Such as watch, look, ask, get, buy, taste, drink, ring etc.

While the action words above are all short there are, of course, longer ones which can have their positive effect too, such as explore, remember, protect, renovate, decide, consider, apply etc.

2. **Use of Buzzwords-** These are simple, well-used and banal words that are highly successful in advertising are called buzz words. The most powerful word in advertising is 'free'. Normally, buzzwords are eye-catching such as now, today, etc.
3. **Use Exciting or Emotive words-** These are adjectives, words that are descriptive and enhance the facts. Some of the adjectives which can be used in copy include amazing, wonderful, beautiful, gorgeous & delightful etc.



We can also use more practical emotive generalities such as economical, money-saving, time-saving, rewarding, satisfying, mouthwatering, value for money and inexpensive etc.

They give no details, yet these words help to create a mental image of the product or service, and to create desire and inspire confidence.

4. **Use Alliteration-** Alliteration is the repetition of the same sound in a series of words. It is usually the first sound but can be sounded in other parts of the words.

Alliteration is common in advertising because it grabs your attention and is easy to remember. Here are a few popular brands that use alliteration in their names. For example, Coca-Cola, PayPal.

5. **Use Colloquialisms words-** Colloquialisms in copywriting means a word or phrase that is used in conversation but not in formal speech or writing. They are short, sharp, pretty popular and effective. For example, Pick'n' Choose, don't, what's, couldn't etc.
6. **Use Punctuation-** Proper use of punctuations and grammar is an important aspect to pass the right message.

4.2.6 CHARACTERISTICS OF AN AD-COPY

1. **Be succinct:** A copy should be brief as it will have more chances of catching eyeballs. A copy should short, familiar words, short sentences, and short paragraphs. A simple formula used in "KISS" i.e. Keep it Short and Simple.
2. **Suggestive:** The advertisement copy should be capable of suggesting the reader about the utility and use of the product. Effective slogans can be used to give suggestions to the people eg. State Bank of India advertised 'Protect your future with State Bank of India'. This slogan has suggestive value. The suggestion may also be given with the help of a certain picture in the advertisement copy.
3. **Convincing:** A copy provides information intended to create in the mind of a reader first as desire and then a conviction to possess the product. This means that the copy should be persuasive enough to lead the readers towards buying the product eg. Forhan's Tooth Paste advertised 'It is ideal for the gums and protects your teeth'. Some organizations assure money-back guarantee to convince the people concerning the quality of the products.
4. **Educative:** The advertisement copy should tell the people about the use and operation of a product. It should also impart new uses of a product with which the people are not familiar. An advertisement copy containing information with regard to use, sources from where the product can be obtained, price and services available along with the product is greatly helpful in enhancing the demand and enlarging the sales. For eg. In the case of Microwave, a booklet is also given to the buyer containing methods of preparing various dishes like vegetables cake and sweets.



5. **Specific:** The advertisement copy should be prepared in such a manner that a reader gets everlasting impression about the product. So don't waste time on generalities. If the message is more specific, then it gets more attention to customers and surely it will be memorable.
6. **Clarity:** A copy should be self-explanatory. The message to be delivered must be clear at first reading.
7. **Interesting:** An ad-copy should be able to tickle the audience and must stimulate their curiosity to read the message.
8. **Sincerity:** All the vague generalization or stray opinions must be removed. To make a copy more meaningful and sincere, one or two illustrations can be added.
9. **Personal:** The message should be directly addressed to the readers so that every reader forms the opinion that it is directed to him only. This kind of direct personal attitude catches and retains the reader's or listener's attention. So wherever possible directly address your audience as "you" and "your", rather than "we" or "they".
10. **Single Focus:** Always deliver a simple message instead of one that makes too many points. So focus on a single idea and support it.
11. **Be original:** To keep your copy forceful and persuasive, avoid stock advertising phrases, strings of superlatives and brag and boast statements, and clichés.
12. **Conversation:** Use the language of everyday conversation. The copy should sound like two friends talking to one another, so don't shy away from incomplete sentences, thought fragments, and contractions.

4.2.7 TYPES OF ADVERTISING COPY

The technique or formula of presentation of an ad is how a message is presented? Various types of advertisement copies are formulated to inform, inspire, influence, affect, engrave, and inscribe the mindset of the reader. Certain elements are significant in a copy like the attention, conviction, sentiment, instinct and education.

The advertising copies are the following types:-

1. **Human Interest Copy:** It entices the emotions and senses of its prospective customers rather than the intellect and judgment. It focuses on people's undying interest in themselves, their families and friends. The most important forms of Human Interest copy are- Humorous Copy, Fear Copy, Predicament Copy, and Story Copy.
 - a) **Humorous Copy:** It is designed to make the reader laugh. This copy brings about a smile on the readers' faces.
 - b) **Fear Copy:** Fear ad copy arouses a sense of fear in the reader to save their lives or to protect themselves from something. It creates interest among its consumers by instilling a sense of fear in them. Fear advertisement copies must be designed carefully as it may carry an unpleasant association on the viewer's mind concerning the product.



- c) **Story Copy:-** In this type of copy, a story is narrated in a very interesting way to develop interest amongst its prospects. Customer experiences can also be narrated in the form of a story.
- d) **Predicament Copy:-** In predicament Copy, the copy provides a dramatic explanation about the product. This copy explains all the advantages and benefits of using the product.



Figure 1 Types of Advertising Copy

2. **Reasoning Copy:-** This copy generally gives a reason for the prospective buyers for buying a product of a particular brand. It appeals directly to the intellect or the judgment of an individual than the emotions. It tries to explain the product qualities and benefits by giving evidence in the forms of testimonials, guarantees, customer experiences and so on.
3. **Educational Copy:** An educational copy attempts to inform, update and prompts its clients to buy a product by educating the prospective customers.
4. **Suggestive Copy:** A suggestive copy suggests or attempts to convey the message to the readers directly or indirectly and prompts them to purchase the product. Suggestive ad copy works best when the reader is confused regarding the quality of the product and is juggling with decision making regarding his purchase.
5. **Scientific Copy:-** It is prepared for technical products such as type of machinery, computers, drugs, and Pharmaceuticals. It generally describes the features, advantages, uses, and contents of the product. A scientific copy as written for an audience, who is presumed to be having technical Knowledge.
6. **Descriptive Copy:-** It is writing in a simple and straightforward language so that any layman can easily understand.



7. **Narrative Copy:-** It is in the form of a fictitious story. It may be related to a simple anecdote or a story related to the product in concern.
8. **Colloquial Copy:-** This copy uses a generally spoken language to convey a message related to a product.

4.2.8 COPY ELEMENTS

The term 'copy' has been in use since the days of early printing when the compositor was given a manuscript and told to copy it. Soon the manuscript became known as the copy. Now in advertisements copy means all the words in the ad-whether written or spoken.

Now let us see how an advertisement works. It begins with the PROMISE OF BENEFIT. It then provides AMPLIFICATION or elaboration. The next thing an ad does is providing PROOF. And finally, it ends with a request or calls for ACTION. Advertising professionals call this the PAPA (Promise, Amplification, Proof and Action) formula.

Usually, the promise or benefit is expressed at the beginning through the headline. The sub-headline and the body copy provide amplification and proof. Finally the end part of the body copy and sometimes the slogan make a request or call for action.

1. THE HEADLINE

The most important copy part is the headline but it is not the first element that seen in an ad. A picture or visual claim that honor, but a headline is generally the first thing that read. An effective headline has the power to grab the reader's eyes when they're flipping through a magazine, newspaper, walking down a street, or opening a mall.

Readers may find the visually beautiful, impressive or even arousing but the headline offers an enticement to read what follows. It introduces the product, makes the promise statement or puts a question. It tries to attract the attention of the readers and create curiosity so that the reader reads further. Ideally, headlines present complete selling ideas. If a headline fails to capture the reader's attention or interest, then the advertisement fails.

The headlines play a significant role in the advertisement by performing the following important functions.

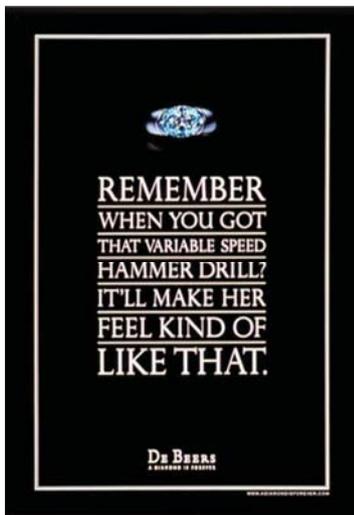
- To attract the attention of readers to the ad.
- To attract the attention of the target consumers easily and quickly and to persuade them to read the whole of the ad.
- To create curiosity and interest in the ad.
- To make the illustration and the copy more meaningful.



- To introduce a unique selling proposition.
- To sort out the useful ad from useless ads.
- To serve as the essence of the whole and copy.

There are many different kinds of headlines so that the copywriter can choose the most original and attention-getting kind of headline for the purpose to advertise rival products. The headline should be in a very few words, ranging from 3 to 30 words. Some headlines are:

- a) **Question type:** A headline can be phrased like a question. Usually, the answers to such questions are found in the advertisement itself. Sometimes, two identical pictures are given and the viewers are asked to point out the real ones. eg. Does your toothpaste have Salt & Neem ? - Colgate. Doesn't your skin deserve better care ?- Dove



- b) **Commanding Type:** The commanding type headline asks the reader to buy a particular product in a commanding way. However, It is quite difficult to build a 'buyer-benefit' into a command. Therefore, command types of headlines are not popularly used. Yet, the most effective command headlines start with action verbs. Eg. 1. Discover the perfect Sangam of traditional and modern- Colgate. 2. Remember when you got that variable speed hammer drill? It'll make her feel kind of like that- De Beers



- c) **Curiosity Type:** In this type of headline copywriter tries to provoke the reader to go through the entire advertisement. Curiosity type headlines create inquisitiveness in the minds of customers to know about the product by going through the advertisement in detail. Eg. There's no better cavity protection than Colgate. We guarantee it.- Colgate



- d) **Identification:** This headline gives the brand name of the product without price but with the advertiser's name & slogan. Eg. Ethnix, Rolex, Raymonds etc.



- e) **News:** In this headline, a product or service offers something newsworthy. It also introduces a new product or the improvement of an existing product. Some words that can be used in this type of headlines are new, announcing, introducing, just released, now, at last eg. New Fair & lovely ad

Lakme invents perfume for nails- Lakme's fragrance nail enamel.



- f) **Testimonial:** This is just what it says. It uses a customer's testimonial for a headline. This gets customers to sell by talking about the benefits they received. eg. Dove is different just like my best friend- Dove



Dove

"Dove is different.
Just like my best friend."



facebook.com/dove

- g) **Claim:** Make an assertion about the prime proposition of a product or state a claim that will motivate the reader to try the product. eg. Godrej No.1 Soap



- h) **Challenge:** Challenges inspire action. A print ad for Irem Anti-dandruff Shampoo Provokes readers with the Headline 'Dare to Wear Black'.



- i) **Alliteration:** Words in a sentence starting with the same vowel or consonant also create a poetic effect. eg. Butter is better for your skin- Lotus Herbals, Tropicana Twister- Tropicana Juice, Go Green- Fuji Film, Butter se Better- Nutralite etc.
3. **THE SUB HEADLINE:** All advertisements do not require sub-headline. Sometimes important facts may have to be conveyed to the reader but the headline cannot do the job, then the sub headline is used. The headline and sub-headline together can contain a longer message. In order to give prominence to such formation it can be put in smaller type than the headline. The sub headline usually elaborates the promise made in the headline or the product's unique features.
4. **THE BODYCOPY:** Most readers want to know many facts before they decide upon buying the product. These details are given in the body copy. When the headline usually makes a claim, the body copy elaborates upon it and provides supporting proof. In other words, a headline arouses, body copy satisfies.

Sometimes readers want proof or evidence of the claims made in the advertisement. So proofs





about quality, performance, durability etc are provided through arguments, proof by experts, testimonials by users or through demonstrations in the body copy.

The final aspect of an advertisement is a call for action. Through this, most advertisements try to strengthen the reader's determination to buy or continue buying. The call for action takes several forms in an advertisement. It is usually part of the body copy. 'Visit our dealers', 'See the product in action', 'Send for a free booklet' on how to get the best out of our product', 'Write to us at the following address', 'Call your local dealer for a free demonstration', 'Fill this coupon for a free information booklet', etc are examples of call for action.

Today advertising format has changed. There are now many advertisements with little or no copy. 'Apple' was successful with only two words- 'Think Different'. It is because interactive media changed the rules of the copy. Now copy isn't about words. It's about ideas and concepts.

GOOD BODY COPY:-

- Says only what's important to say.
- Addresses the prospective customer directly.
- Uses as few words as possible.
- Is honest and simple ?
- Sticks to the story.
- Respects the product or service being promoted.
- Holds the prospective customer in high regard.
- Stops instantly when there's nothing more to say.

5. SLOGAN:- A slogan is a short and catchy phrase that gets the attention of the audience, is easy to remember and comes off the tongue easily. A well-written and effective slogan is a trustworthy brand representative. However, slogan should be small and crispy giving meaning to your brand.

A slogan can be of many types. It could help to describe the uses of a product, suggest the special advantage or importance of the product, and create an overall image of the company.

Slogans are mostly emotionally charged. They motivate the audience. A slogan is often always repeated and remembered. Some well-known advertising slogans are-

Slogans	Brand Name
Good Food, Good Life	Nestle



I'm Lovin' It	McDonald's
Finger Lickin' Good	KFC
Have It Your Way	Burger King
Maybe She's Born With It. Maybe It's Maybelline	Maybelline
Think Different	Apple
Taste The Feeling	Coca-Cola
The Best A Man Can Get	Gillette
Have A Break, Have A Kit Kat	Kit Kat
Just Do It	Nike
Yeh Dil Maange More	Pepsi
Kuch Mitha Ho Jaye	Cadbury Dairy Milk
Boost Is The Secret Of My Energy	Boost
Jindagi Ke Saath Bhi, Jindagi Ke Baad Bhi	LIC
Unche Log Unchi Pasand	ManikChand
Daar Ke Aagey Jeet Hai	Dew
Utterly Butterly Delicious	Amul
No Confusion, Great Combination	Bingo
Dobara Mat Puchhna	Chlor Mint
Dimag Ki Batti Jala De	Mintos
I Am Complain Boy	Complan
Thanda Thanda Cool-cool	Navratna Oil
Isko Laga Dala To Life Zinga Lala	Tata Sky
Sabki Pasand Nirma	Nirma
Tedha Hai Per Mera Hai	Kurkure



An Idea Can Change Your Life	Idea
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- 6. TAGLINE:** Taglines are usually to reinforce and strengthen the audience's memory of a product. Normally taglines are found at the bottom of an ad and placed beneath or to the right of a brand name or a logo. More recently, taglines have been used as headlines, a body copy, and various relations to the name. Some companies think they're unnecessary. Others believe they're a crucial part of their identity.

Taglines are fragile entities and not particularly long lived. A shift in the business climate, the hiring of a new agency, the appointment of a new marketing director, the implementation of a new strategy- any of these changes can discharge one tagline and replace it with another. Taglines are generally developed by branding firms, generated by company employees and written by copywriters.

A GOOD TAGLINE:

1. It should be small & eye catching.
2. It should be idiomatic.
3. Should concrete and specifically targeted to the audience.
4. Feels likable.

Some well-known taglines are:-

Brand Name	Taglines
Jaguar	Born To Perform
Nike	Just Do It
Xerox	The Document Company
Yahoo	Do You Yahoo?
Ford	Go Further`
Coca Cola	Open Happiness
Apple	Think Different
Verizon	Can You Hear Me Now?
Al state	You're In Good Hands
Kodak	Share Moment Share Life
Walmart	Save Money, Live Better



BMW	The Ultimate Driving Machine
Nokia	Connecting People?
Microsoft	Your Potential Our Passion
Adidas	Impossible Is Nothing
Mc Donald's	I'm Lovin'it
Panasonic	Ideas For Life
Taxaco	Make Energy Drop Cause Toyota
Toyota	Moving Forward
HP	Invent
LG	Life Good
Hyundai	Drive Your Way
Raymond	The Complete Man
Reliance	Growth Is Life
Food	Built For The Road AHEAD

7. LOGO TYPE AND SIGNATURE: A symbol of the company name, seal or trademark is called logotype and is a typical feature of most advertisements. It is also referred to as signature, indicating, identification of the company or the brand. A logotype is an important aid quick recognition of an advertisement and in creating familiarity for the audience.

4.3 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this lesson.

CHOOSE THE RIGHT OPTION.

1. An advertising idea is considered creative when it is
 - a) Novel
 - b) Fresh
 - c) Unexpected and unusual
 - d) All of the above



2. Copy platform prepared by the
 - a) Copy writer
 - b) Media Manager
 - c) Account executive
 - d) None of the above

3. The content and context of a message contained in an advertisement is called?
 - a) Ad copy
 - b) Script
 - c) Body
 - d) Advertising appeal

4. An Ad copy that uses the endorsement of a satisfied customer?
 - a) Comparative copy
 - b) Reminder copy
 - c) Expository copy
 - d) Testimonial Ad copy

5. Copy platform refers to
 - a) Advertiser and product
 - b) Collaborative effort between client and agency
 - c) Client and service
 - d) Ad copy and print media

4.4 SUMMARY

- Creativity is the power or quality of creation
- Creation means the presentation of new concepts in an artistic embodiment or manner.
- Creativity in most of the creative fields like music, writing, poetry, dance, painting, sculpting etc. is concerned with the artist's self-expression. Creativity in the field of advertising is different.
- Advertising works largely to pursue their customers through the copy. Copywriting is the skill of choosing the right words and techniques of arranging them smartly to promote business, product, service, idea, or a person.
- The person who shapes and sculpts the words in an advertisement is called a Copywriter. Their job is to tell the right story to the right audience at the right time.
- Creative writing is the art of creative and persuasive writing that goes a long way to sell the product or an idea.
- The technique or formula of presentation of an ad is the way in which a message is presented. Various types of advertisement copies are formulated to inform, inspire, influence, affect,



engrave, and inscribe the mindset of the reader. Certain elements are significant in a copy like the attention, conviction, sentiment, instinct and education.

- Every good advertisement has a creative concept, a big idea that is relevant, original and has an impact to the target audience. An advertising idea is considered creative when it is novel, fresh, unexpected and unusual. It is surprising and gets your attention.
- Advertisement works begin with the PROMISE OF BENEFIT. It then provides AMPLIFICATION or elaboration. The next thing an ad does is providing PROOF. And finally, it ends with a request or calls for ACTION. Advertising professionals call this the PAPA (Promise, Amplification, Proof, and Action) formula.
- The promise or benefit is expressed at the beginning through the headline. The sub-headline and the body copy provide amplification and proof. Finally the end part of the body copy and sometimes the slogan makes a request or call for action.

4.5 KEYWORDS

AIDA: A hierarchy of effects identified as Attention, Interest, Desire, and Action.

Big Idea: A creative idea that expresses an original advertising thought.

Copy Platform: A document that outlines the message strategy decisions for an individual ad.

Copy Writer: Writer of copy for an advertisement, including total wording consisting of display lines, text, slogan, strapline, coupon copy etc.

Creative brief: The document that outlines the key strategic decisions and details the key execution elements.

Headline: The title of an ad; it is display copy set in large type to get the reader's attention.

Reason why: A statement that explains why the feature will benefit the user.

Subheads: Sectional headlines that are used to break up a mass of "gray" type in a large block of copy.

Logo Type: The stylized lettering often employed in a logo.

Slogan: Short, memorable advertising phrase. When a product or company uses a slogan consistently, the slogan can become an important element of identification in the public's perception of the product.

4.6 SELF-ASSESSMENT TEST

1. What skills do you need to be a copywriter?
2. What is a copy in advertising?
3. What are the elements of copywriting?
4. How do you write a good ad copy?



5. Discuss the various features of a Good advertising copy/
6. Discuss the functions of advertising copy
7. What are the parts of a copy? Discuss.
8. Discuss who is a copy writer?
9. Write a short note on Copywriting Techniques?
10. Define different characteristics of an Ad Copy?
11. Define different types of Advertising Copy?
12. What do you understand by copywriting?
13. What is the copywriting technique?
14. What do you need to avoid while copywriting?
15. What do you understand by the 'art of copywriting'?

4.7 ANSWERS TO CHECK YOUR PROGRESS

1. d) All of the above
2. c) Account executive
3. a) Ad copy
4. d) testimonial Ad copy
5. b) collaborative effort between client and agency

4.8 REFERENCES/ SUGGESTED READINGS

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SUBJECT: ADVERTISING: CREATIVITY & CONSUMER BEHAVIOUR	
COURSE CODE: MSM-523-C	AUTHOR: DR SUNAINA
LESSON NO.: 05	VETTER: PROF. HARISH ARYA
LAYOUT & DESIGN	

STRUCTURE

- 5.0 Learning Objectives
- 5.1 Introduction
- 5.2 Layout
 - 5.2.1 Stages of Layout
- 5.3 Design
- 5.4 Check Your Progress
- 5.5 Summary
- 5.6 Keywords
- 5.7 Self-Assessment Test
- 5.8 Answers to Check Your Progress
- 5.9 References/ Suggested Readings

5.0 LEARNING OBJECTIVES

After reading this lesson, you should be able to:-

- Understand the need for layout planning in graphic design.
- Discuss the key stages of layout planning.
- Understand the principles of design.
- Identify the elements of design and understand why can be used to create a design.

5.1 INTRODUCTION

As we know that there are two major components of a printed advertisement i.e. copy and visuals. Copy is what we say through words and visuals are what we show. Now the time has come to put these things together in an orderly manner. At the same time, this placement of copy ad visuals has to be attractive and has to present the advertising message forcefully. This placement of copy and visuals is called layout.



Layout like the term design has two meanings. The noun form means the total appearance of the advertisement, its design, and the composition of the various elements. The verb form means the process of placing the elements (copy, visuals, etc.) together. This acts as a blueprint or guideline.

5.2 LAYOUT

A plan is needed for any structure. To construct a building you need a plan like a building, a graphic design is a structure. You need a plan to make a graphic design. A graphic design plan is known as a layout. A layout person is the architect of a graphic design plan. Both imagination and skill are needed to develop a layout.

Different terms are used for layout in different visual communication media. If the plan is for an advertisement, we call it an advertising layout. If it is for a newspaper, it is called a press layout. A plan for the magazine pages is called a page layout and a complete compilation of all pages is referred to as a dummy. In the case of a website, storyboarding serves to help plan and visualize both the page layouts of each page.

A layout could be the first pencil sketches which puts the idea on paper. A layout could be the final piece after finishing touches. Let us now discuss the stages of layout. It, of course, starts with thinking on paper.

5.2.1 STAGES OF LAYOUT

1. **Thumbnail sketches:** This is the first stage of layout known as thumbnail sketches. Thumbnail sketches are meant for the person who is developing the idea, not for the client nor anybody else. A situation of this type could have been avoided if you had first developed your idea and but on paper a quick sketch in a small size that gave the basic compositional arrangement. Your photograph could have been represented by a rectangle or any other shape the headline or other typographic matter, by parallel lines; and colour strips. These sketches need not be shown to anyone. But the visualize can visualize how the ad would look after these thumbnails are polished.
2. **Rough Sketch:** The second stage of the layout is known as a rough layout. This stage of the layout is mainly used for presentation to the client or to the senior authorities of the institution, who evaluate and discuss the proposed idea in the form of a visual. This stage should be handled by a skilled artist. Rough layouts can save a great deal of money as well as time and effort. It is much cheaper to produce a rough layout than to go ahead and actually produce an advertisement or a TV commercial.

The rough layout has, broadly speaking, two types: working rough and finished rough. In working rough a thick serrated line represents the headline. The thinner serrated lines represent



the subheading and the slogan. Straight lines or dotted lines represent body copy. Boxes crossed inside represent visuals.

The second type of rough layout is called a finished rough. Always consider your client hasn't time enough to say nothing of patience. So do make the design look, as it will after printing. Present all elements clearly and accurately in regard to size, style, spacing, placement, etc. It is not quite as finished as comprehension, however.

Until recently most layout tasks – such as display type for the headline, format for running text matter, creating of original art, graphic shapes or colour, etc. were performed exclusively by skilled specialists working manually. The only mechanical help available was photography and a cumbersome typesetting system. Now, most of the tasks can be accomplished on the computer.

3. **Comprehensive Stage:** When a rough layout is further finished it is called a comprehensive layout. The design process of a comprehensive involves making of dummy layout of the page to be text, graphics, colours, etc. in the form that is comparable to the artwork or mechanical. In the case of digital finish, it looks exactly as it will after printing.

A comprehensive layout is done very carefully. The illustration should be drawn by a trained illustrator and pasted on the layout.

This stage is called the comprehensive stage. As the name suggests this layout is easy to understand. This layout is presented to the client for approval. Once the client approves the layout, it is then ready for the final finishing touches.

4. **Art Work:** This stage of the layout is mechanical for the printer, commonly known as artwork. Conventionally it is a black and white image or black image on a white page of a camera-ready copy used by the printer to make a film positive or negative for the purpose of printing.

Mechanicals also are increasingly being generated digitally. This stage of layout should be handled by a trained artist with considerable knowledge of printing and pre-press work. The artwork should carry the instructions about the use of colours for different elements. Then instructions can be written by pencil on the artwork or on a tissue overlay.

The images of the layout are scanned and their information stored in a computer hard disk in digital form and then used to create a complete page. Whatever may be the form of a layout the printer needs both a rough layout or comprehensive and artwork to accomplish the pre-press task. The rough layout is all the more necessary for the printer to match the colours with the layout and exact position of the design elements for the printing form.

5.3 DESIGN

Knowingly or unknowingly, you all are involved in designing. You design when you dress yourself up. How conscious you were while selecting the colour of the shoes, which is in harmony with your clothes. Were you not designing when you arranged the furniture in your drawing room? You kept in



mind than both the aesthetic and functional values. The sofa set & the telephone table were kept in such a way that they did not obstruct free movement in the room. At the same time, they were to look aesthetically pleasing.

The environment we find ourselves in is either natural or man-made. Both environments have some visual characteristics, which influence all our walks of life directly or indirectly. A man-made environment is termed as structure. Graphic design is also structure, fulfilling one of the most important human needs, viz. exchanging information. Most of us do not notice the visual qualities of design to impart information and consider it as simply a pattern. But design is more than a pattern. It is an arrangement and order of elements based on some principle, called the design principle. Therefore we must understand the design principle not only to exchange information but also to appreciate and criticize it at our higher levels.

A printed message aims at transferring meaning from one mind to another. Meaning is born partly from the message content & partly from the message presentation. The message content is a lot of the copywriter, the message presentation, that of the graphic designer. Like all creative arts, graphic arts follow some basic rules, which are quite flexible. Both the copywriter and the designer are creative people. Just as the copywriter has a vocabulary (stock of words), the graphic designer has a vocabulary (point, line, shape, and tone). These elements can be arranged into a visual statement, using the Syntax of Proportion, balance, rhythm, harmony, contrast, and unity.

1. **Point:** A real point is a position in space, which holds a strong attraction for the eye. The initial letter of a printed page is an example of a real point.

An imaginary point is one, which can be felt but not seen. The optical centre of blank space is an example of an imaginary point. When we look at a blank space, do we see the entire space at a glance? No the eye normally hits a spot known as the optical centre of the space. This is an imaginary point slightly above the geometrical centre of the space.

2. **Line:** Extend a point and you get a line. The line also may be real or imaginary. Real or structural line. An imaginary line can be felt when two or more elements are in alignment. Between the elements no lines are visible but one can feel that one element is held to another by an imaginary line.

Lines can be straight or curved, heavy or light, smooth or rough, continuous or broken, and real or imaginary. Each line can create a mood and a meaning in a design. If horizontal, a feeling of calm and speed the calm of the sea, the speed of the arrow is created. A vertical line, on the other hand, suggests strength – the strength of a pillar or that of the stem of a tree.

Straight lines give a sense of direction. Similarly, broken lines give the feeling of low speed and the rough lines, casualness, straight horizontal lines lead the eye from left to right, whereas vertical rules take the eye downwards. Curved lines suggest the grace of the creeper, the movement of water, the growth of a plant which rises from the ground in the form of vertical curved lines, and of apposition– a line divides space into two parts which come in



apposition to each other. Lines are used forcefully, nervously, or smoothly to create a mood or express a personality. This is so because they are abstractions of objects and figures that create the mood and personality.

- 3. Shape:** An area enclosed by lines is usually perceived as a whole entity or shape. On what we see, we tend to impose three basic shapes, square, circle & triangle.

Like lines, shapes suggest some mood or meaning. The circle suggests peace and protection. It is also the symbol of the universe. In Indian connotation, it suggests the cosmos and beyond in the phenomenal world, a round of existence. The square is a dull shape because of its uniform size. It is also a symbol of the earth because of its stable shape. The triangle is the symbol of safety and also tension. It resembles an arrow, which gives the mood of Rudra, lightning, and storms, it symbolizes also fertility and the healing rain. Different meanings of shapes have extensively been used in Tantra art.

While planning a design, consider each shape as an element of design. The shape may be very distinct or vague. Distinct shapes are easily separable but the vague ones are merged with each other or there are no distinct edges.

- 4. Tone:** The word tone refers to the relative lightness or darkness of a surface quality which can be felt by our eyes. Our visual systems are set up to sense colour as we see everything in colour by our naked eyes. The degree of lightness & darkness of colour helps us to perceive an object in three – dimensional form even on a two – dimensional surface. These qualities of colour are called values of colour hue. The colour value retains its personality even when it is converted into tones of a single hue.
- 5. Syntax:** The syntax is the orderly presentation of visual elements that form a design.
- 6. Proportion:** The planning of design starts with settling on shape, in which design elements will be arranged. The first thing the viewer will notice is the shape of a design. The most pleasing shape is a rectangle. We frequently encounter this shape in our daily lives. A house, a room, furniture, a book, a magazine, and in fact, everything is in the shape of a rectangle.

Once the basic size and shape are selected the job of the designer is to divide the shape into rectangular grids, vertical and horizontal guidelines for making layouts. Four equal parts tend to make the layout unattractive and unexciting because of the rigid, mathematical division. A layout can be improved by making one of the divisions larger. Many different arrangements of elements may be obtained from such a division. The most pleasing division of space is a set of rectangles of different sizes. Nothing in nature is equal. Therein lies the secret of beauty in nature.

On the basis of the proportion, the reader decides which one to read first, and so on. Proportion develops a relationship of size and strength between one element and other elements or the design as a whole.

- 7. Balance:** Design elements should be put together not only in proportion but also in balance. The balance principle is like the principle of gravity. When two objects of equal weight and volume are put on a balance, they seem to be equally far away from the centre of gravity. Balance in design is defined as “a state of rest due to the action of forces that counteract each other.”



There are three kinds of balance in design formal or symmetrical, informal or asymmetrical, and radial. Formal balance gives us the feeling of formality, exactness, carefulness, and stiffness. It is used for a target audience, which believes informality & considers these designs dignified & reserved. Book covers, company report covers, specialized booklets, etc. are often designed formally. In formal design, space is divided equally from left to right, and elements of equal weight are placed equidistant from the central line. In comparison to informal balance, formal balance is easier to achieve. Though this kind of balance has its place in design work in many situations, it is uninteresting & stiff.

In most layout work, balance is achieved informally. Elements of similar but not precisely the same weight are placed in relationship to one another so that there is weight at the bottom of the layout as well as at the top and to the left as well as to the right, so as to balance the whole. Here the optical centre acts as a pivot of a weighing machine or as the centre of gravity.

8. **Rhythm:** Rhythm is produced by the regular repetition of similar lines, shapes and tones or colours. The basic element of rhythm is repetition. A newspaper page is an example of rhythm in graphic design. The reader's eye spots the rhythm and moves smoothly over the page. Designs in complete rhythm are monotonous. Our life becomes monotonous as we almost do the same thing daily or periodically. To break the monotony of our life we go to a hill station or the seashore.
9. **Harmony:** One element should go with another element in terms of tone, shape, or design characteristic. Shape harmony refers to the general structure of the elements, which are by nature the same. For example, if the illustration, body copy, and headline in an advertisement design are in a rectangular shape, design elements are in harmony.

The same is the case of tone and texture. Typographical harmony is more apparent than shape and tone harmony. Typographical harmony means that the individual characters, including figures signs, and punctuation are of the same typestyle, and designed in such a way that they look homogeneous and blend. In a typographical design to achieve harmony, select one family and for variation, use different sizes of the same family including bold and italic faces. Do not use condensed or expanded types for harmony for they are used for contrast.

Complete harmony is often boring. A magazine designed in the same type will be tedious for the reader if the pages are not broken by bold headlines of a different family and occasional blurbs, which not only break the monotony of the page but also summarize the story.

Tone harmony refers to the weights of design elements. A bold illustration goes well with bold lettering ornamental borders and ornamental types harmonize. A straight tone goes well with uniform lineal type design.

10. **Contrast:** In any form of communication, some points/ideas must be stressed more than others. Their selection is, of course, a matter of planning and visualization. Contrast can be achieved by making one of the items bigger in size. An unusual shape can create contrast. A darker-toned element will stand out within lighter-toned elements. A rough texture has more contrast value than smooth texture. Some lines running horizontally and suddenly a small vertical line



appearing on them can create contrast. On a page designed in black & white, a small coloured element can give contrast to the page. Some other ways of achieving contrast include varying the widths of copy – block, using a drop – letter, and occasional blurbs on the page.

- 11. Unity:** Individual elements of design must relate to each other and to the total design so that they hold together. When we see loose printed communication our eyes cannot find a centre of interest and we bounce around with no place to hold. The design should be so constructed that its elements are harmoniously combined and comprehended at the first glance as a unified composition. Unity can be achieved in various ways. Some are obvious enough, eg. Enclosing everything in a border, grouping some elements by pushing out the white space, and using the same basic shape, tone, typography, colour, and mood throughout some of the non-obvious ways are uniting the elements by imaginary lines, arranging elements on an axis and inserting lines through the elements for bringing about unity in combined pictures and types, some basic rules are applicable. The most important of these are grouping together individual display units that have a common interest and are of equal importance and evaluating as a unit the design importance of the collective group.

5.4 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this lesson.

CHOOSE THE RIGHT OPTION.

1. _____ are the rules for dynamical that are used to help organize the elements of art
 - a) Principles of design
 - b) The elements of art/design
 - c) Graphic design
 - d) Optical Illusion

2. _____ is the creation of unity by stressing similarities of separating but related part in a work of art/design
 - a) Branding
 - b) Variety
 - c) Movement
 - d) Harmony

3. _____ means that in a work of art/ design everything works together or looks as if it belongs in the work of art/design
 - a) Variety
 - b) Unity



- c) Value
d) Tint
4. To make the page look more organised, choose main theme colours and patterns.
a) True
b) False
5. What elements of design that is defined by boundaries, such as lines or colour, and they are often used to emphasize a portion of the page?
a) Shape
b) Texture
c) Line
d) Colour
6.is the equal distribution of visual weight in a design.
a) Emphasis
b) Space
c) Balance
d) Value
7.refers to the lightness or darkness of a colour.
a) Shape
b) Value
c) Intensity
d) Texture
8.may be geometric (square, Circle, etc) or organic (free form). They are flat and can express length and width.
a) Shapes
b) Value
c) Intensity
d) Texture
9.occurs when all of the elements combine to make a balanced, harmonious, complete Whole.
a) Rhythm
b) Emphasis
c) Unity
d) Contrast
10. In desktop publishing, the correct order for the five stages of development is:



- a) Rough-layout, comprehensive layout, thumbnails, and final product.
- b) Thumbnails, comprehensive layout, rough layout, and final product.
- c) Thumbnails, comprehensive layout, rough layout, and final product.
- d) Thumbnails, rough-layout, comprehensive layout, and final product.

5.5 SUMMARY

- The placement of copy and visuals is called layout.
- Different terms are used for layout in different visual communication media. If the plan is for an advertisement, we call it an advertising layout. If it is for a newspaper, it is called a press layout. A plan for the magazine pages is called a page layout and a complete compilation of all pages is referred to as a dummy.
- Stages of Layout are Thumbnail sketches, Rough Sketch, Comprehensive Stage, Art Work.
- Design is an arrangement and order of elements based on some principle, called the design principle.
- The graphic designer has a vocabulary (point, line, shape, and tone). These elements can be arranged into a visual statement, using the Syntax of Proportion, balance, rhythm, harmony, contrast, and unity.

5.6 KEYWORDS

Artwork: Line drawings, photographs, or continuous-tone or halftone illustrations for the purpose of reproduction.

Dummy: A three-dimensional prototype layout that has the simulation look of an actual publication.

Comprehensive Layout: A layout that is finished in all respects and is ready for making film or plate.

Finished Rough: A layout that presents the complete visual look in terms of the physical characteristics of elements and their placement.

Page Layout: A page plan for multi-page publications such as magazines, brochures, annual reports, books, or booklets.

Press Layout: Advertisements meant for publishing in newspapers or magazines.

Rough Layout: A sketch of two-dimensional or three-dimensional plan to show the placement of elements.

Storyboard: A storyboard is a series of related pictures depicting what the action might be in the actual film or website.

Thumbnail Sketch: A small preliminary sketch of ideas with a possible arrangement of elements.



Working Rough: Simple sketch used as a rapid guide for the designer's back-shops, such as the DTP operator, photographer, and printer.

Asymmetrical Balance: A type of balance where the design elements are placed around the optical centre. A heavy-weight element placed near the optical centre is counterbalanced with the smaller element placed away from the optical centre.

Balance: In a graphic design, balance refers to the equilibrium and visual weight of a page. Balance is a matter of weight distribution.

Contrast: A design principle in which some of the design elements are stressed more than others to make them stand out, which gives the page life, sparkle, and emphasis.

Imaginary Point: An intangible point on a space that can be felt but cannot be pinpointed.

Proportion: the relationship between different elements of a design in terms of size and strength between or element and other elements or the design as a whole.

Rhythm: A design with regular repetition of similar lines, shapes, tones, or colours.

Symmetrical Balance: also known as formal balance, it is a type of balance in which all the elements are placed on both sides of a space, dividing them by an imaginary line. Both sides have a uniform relationship with each other.

Tone: Relative lightness and darkness of a surface quality, as seen with our eyes.

Unity: A design principle which states that all the elements of a design should be so constructed that its elements are harmoniously combined and comprehended at the first glance as a unified composition.

5.7 SELF-ASSESSMENT TEST

1. Why do we need a layout for developing a graphic design?
2. What are the stages of layout planning? Discuss the functions of each stage I brief.
3. Define thumbnail sketch. Elaborate its importance in developing an idea.
4. Compare rough layout with comprehensive layout.
5. Explain the principles of design.
6. What is the vocabulary of a design?
7. Proportion, rhythm, contrast, harmony, and unity are all used during the design process. Discuss the effect of each in a design. Discuss the importance of the optical centre in arranging the design elements.

5.8 ANSWERS TO CHECK YOUR PROGRESS



1. a) Principles of design
2. d) harmony
3. b) unity
4. a) True
5. a) Shape
6. c) Balance
7. b) Value
8. a) Shape
9. c) Unity
10. d) Thumbnails, rough-layout, comprehensive layout, and final product.

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SUBJECT: ADVERTISING: CREATIVITY & CONSUMER BEHAVIOUR	
COURSE CODE: MSM-523-C	AUTHOR: DR. SUNAINA
LESSON NO.: 06	VETTER: PROF. HARISH ARYA
APPEALS IN ADVERTISING	

STRUCTURE

- 6.0 Learning Objectives
- 6.1 Introduction
- 6.2 Appeals in Advertising
- 6.3 Development of Radio Jingles and TV Commercials
- 6.4 Check Your Progress
- 6.5 Summary
- 6.6 Keywords
- 6.7 Self-Assessment Test
- 6.8 Answers to Check Your Progress
- 6.9 References/ Suggested Readings

6.0 LEARNING OBJECTIVES

After studying this lesson, you should be able to:

- Understand the different appeals of advertising.
- Write copy for of Radio Jingles and TV Commercials.

6.1 INTRODUCTION

Many people compare the concept of creativity with the concept of God. Not because both deal with creation, but because of both these concepts are very hard to define. Creativity is hard to define as it means differently to different people. To some, like poets, it is the spontaneous outburst of deep inner feelings. To others, like some painters, it is expressing some abstract idea that is hardly understood by others.

Creativity in most of the creative fields like music, writing, poetry, dance, painting, sculpting etc. is concerned with the artist's self-expression. Creativity in the field of advertising is different. It is not self-expression. It is an expression in a planned and calculated way. It has a specific motive of persuading or motivating. And it is always goal-oriented i.e., it tries to achieve some goal or the other.



Simply put, creativity is the power or quality of creation and creation means the presentation of new concepts in an artistic embodiment or manner. New concepts and artistic embodiments are okay for the fine arts. But for advertising what sells more is creative.

It is often said in the field of advertising that we do not want creativity, we want the sales graph to climb. As the sole objective of companies is to sell more, advertising also should aim at achieving this objective. So creativity in advertising is not about dull, stuffy, self-serving ads or messages that seem and sound dim, dusty, or dead. Identification with such ads could be very difficult on part of the audience. Creating advertising is all about vigorous, vital, compelling and persuasive messages that effectively achieve their objectives. In this lesson, we shall discuss on the Appeals in Advertising

6.2 APPEALS IN ADVERTISING

One remarkable thing about advertising is that it motivates people to buy specific, advertised products voluntarily. It does not have any authority to force any one to buy anything. It has no magical powers either. Then how does advertising persuade people? Advertising often deals with large numbers. Crores of rupees are spent to reach crores of people through television, newspapers and hundreds of varieties of other advertising media.

However, advertising does not affect all its audience simultaneously. An advertisement deals with only one person at a time- whether a reader, listener or viewer. If the person (prospective customer) thinks the ad is speaking to him or about he only then he pays attention. Or better still; the ad has to speak to an individual about his problems, his wants, his needs, his interests and his goals. In simple words, it has to appeal to him.

WHAT IS AN APPEAL?

Firstly, to understand an appeal you should ask these questions to yourself.

1. In advertisements what stick your mind?
2. What makes the product so memorable?or
3. Is it the technique used to produce the ad or something else?

An advertising appeal is nothing but a promise of a benefit the advertised product will provide to the buyer by speaking to an individual's needs, interests, or wants. The objective of an ad is to persuade customers and advertising appeals provide just the right hook to allow persuasion to occur. Advertising to appeals are designed to create a positive image and mindset about those who use the product or service and are a major factor of consideration for advertisers.

Companies put a lot of effort into their creative advertising strategies and use various types of appeals to influence purchasing decisions. But which one appeal is to use in the advertisement? The answer is to use those appeals, which are most important to the customers, which are not used by



competitors, which are specific to the brand. Also three important characteristics need to be considered before selecting the appeals. The appeal needs to be meaningful, distinctive and believable.

What makes an appeal meaningful to the buyer? To find answers to this question, one has to go to the people, conduct research, and find out. Research provides answers to not only what are the appeals, but also which are the most meaningful or relevant. An appeal should answer the question ‘what does this product or brand have to offer that the others (competitors) don’t have’?

The distinctive or different from competing products should be conspicuous and demonstrable so that it can be talked about and showed in the advertisement. The final characteristic of an appeal is believability consumers spend a lot of money and thus they are skeptical or doubtful about the usefulness of the product. They would buy the product only when they believe in the promises made. Sometimes advertisers try to overcome this problem of skepticism or doubt by trail offers, guarantees, money back offers and similar assurances.

Advertising appeal refers to the basis or approach used in the advertisement to attract the attention or interest of consumers to influence their feelings toward the product, service, idea, or cause. Advertising appeals can be broken down into three categories- Rational Appeals, Emotional Appeals, and Moral Appeals.

1. Rational Appeal: Rational appeals are those that focus on the audience’s self-interest and are directed at the thinking aspect of the decision-making process. Such appeals attempt to show that the product or service will produce the desired benefits. It is suited for business to business advertisers and for products that are complex and that need a high degree of attention and involvement. Examples are ad messages that promise economy, assurance of resale value, quality, durability, reliability, comfort, convenience, ease of use, etc.

This appeal advertisements also focuses on the consumer’s practical, functional or utilitarian need for the product or service and emphasize features of a product or service and/or benefits or reasons for owning or using a particular brand. The Horlicks advertisement shows the necessity of a child to consume to grow taller, stronger and sharper. (Figure 11.1 Rational Appeal in Horlicks Ad)



(Figure 11.1 Rational Appeal in Horlicks Ad)



2. Emotional Appeal: This appeal uses an emotional message and is design around an image intended to touch the heart and create a response based on feelings and attitudes. This appeal is so effective because many consumers' motives for purchase decisions are emotional. Many advertisers believe an emotional appeal to working better at selling brands that do not differ markedly from competing brands. The brands appeal to parents and encourage them to buy their brand if they wish to see their children happy and comfortable. **(Figure 11.2 Emotional Appeal in Johnson's Baby Product Ad)**



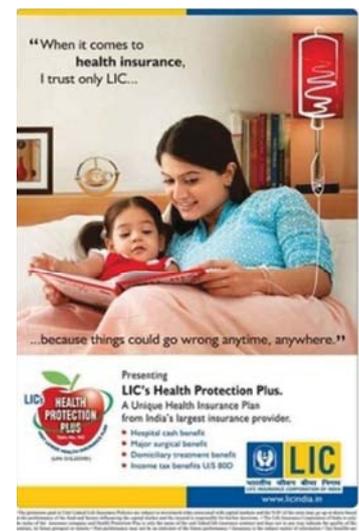
(Figure 11.2 Emotional Appeal in Johnson's Baby Product Ad)

Emotional appeals are put under two categories: Positive Emotional Appeals and Negative Emotional Appeals, depending on what kind of emotions are to be triggered.

- a) **Positive Emotional Appeal:** Love, affection, joy, pride, humor, prestige, status, etc., are some examples of positive emotional appeal.
- b) **Negative Emotional Appeal:** These are fear, shame, guilt, embarrassment, rejection, etc.

Such appeals motivate the audience to do things that they should do, such as cleaning teeth (Colgate commercial), or to stop doing things that should not, such as smoking and using other tobacco products.

3. Fear Appeal: Fear is also an important factor that can have an incredible influence on individuals. Fear is often used in marketing campaigns of beauty and health products and also insurance. The company tries to show the negative consequences if the customer fails to use their products. This creates fear in their minds and persuades them to buy.



(Figure 11.3 LIC Insurance Ad)



The Life Insurance of India advertisements says-‘Because things can go wrong anytime, anywhere.’ And show the mother having a pleasant time with her child, which may turn into a hospital scene. (Figure 11.3 LIC Insurance Ad)

- Humour Appeal:** Humour Appeal is used in around 30% of the advertisements. Humour can be an excellent tool to catch the viewer’s attention and help in achieving instant recall which can work well for the sale of the product. Humour can be used effectively when it is related to some benefit that the customer can derive without which the joke might overpower the message. The series of Happydent ads is a good example of humour in advertisement.(Figure 11.4 Humour Appeal in Happydent Ad)



(Figure 11.4 Humour Appeal in Happydent Ad)

- Bandwagon Appeal:** This type of advertising appeal is meant to signify that since everybody is doing something you should be a part of the crowds well. It appeals to the popularity aspect or coolness aspect of a person using a particular product or service. McDonald’s appeals to its customers that they have served millions and billions of customers. This encourages the customers to try out McDonald’s products.(Figure 11.5 Bandwagon Appeal in McDonald’s Ad)



(Figure 11.5 Bandwagon Appeal in McDonald’s Ad)



6. Music Appeal: Music is an all-time favorite in advertising. The catchy music is used by almost all the TV and radio ads. Music entertains, it engages and involves the audience and it helps in the easy acceptance of the selling messages.

The idea of Cadbury Chocolate- ‘KuchKhasHaiJindgi Main’ (something Special) is a very popular rhymed advertisement. This advertisement not only involves the consumers but also puts across a message that this chocolate is something special for someone. It is equal to a song and because of that customers register it easily.



(Figure 11.6 Music Appeal in Vicco Vajradanti Paste Ad)

Today, many brands are introducing or reminding their product through filmi music or custom music like Hero Motor Corp which has ‘hum maihai hero’ song, coke ads with ‘Unmindonwalidhoop, sunshine waliaasha’ and Vicco Vajradanti Paste ‘Daant Gungunaye’. Advertisements are coming with filmi music or custom music. There are advertisements like Hero Motor Corp which has ‘hum maihai hero’ song, or Coke ads with “Ummidonwalidhoop, sunshine waliaasha”; these songs are created specially by the brands in their advertisements. (Figure 11.6 Music Appeal in Vicco Vajradanti Paste Ad)

7. Romance Appeal: These advertisements display attraction between opposite genders. The appeal is used to signify that buying certain products will have a positive impact on the opposite gender. Here, the customers are shown that for a soft and smooth skin Nivea is the best option, as that may bring them closer to their partners. (Figure 11.7 Romance Appeal in Nivea Lotion Ad)



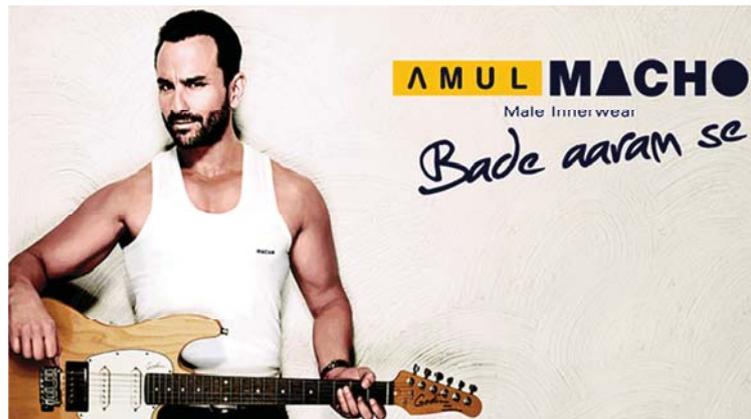
(Figure 11.7 Romance Appeal in Nivea Lotion Ad)

8. **Youth Appeal:** Advertisements that reflect youth giving aspects of the products. Cosmetic products, in particular, make use of this appeal. In these advertisements, the product is shown used by some young celebrities of the country. The products are advertised in such a way that the young customers feel that it connects to them. (Figure 11.8 Youth Appeal in Garnier Ad)



(Figure 11.8 Youth Appeal in Garnier Ad)

9. **Celebrity Appeal:** Many companies use celebrities to advertise their product. They use celebrities because many teenagers want to be like celebrities and therefore will buy the product if a celebrity endorses it. Here, Saif Ali Khan is seen promoting Amul Macho male vest. Most of his fans would follow him and purchase this brand product. (Figure 11.9 Celebrity Appeal in Amul Macho Ad)



(Figure 11.9 Celebrity Appeal in Amul Macho Ad)

10. Reminder Appeal: Advertising using reminder appeal has the objective of building brand awareness. For Example- IPO, income tax, pulse polio awareness.

11. Scarcity Appeal: Scarcity appeals tap into people's fear of missing out, so they're a great way to convince people to take advantage of a sale or a limited edition product. However, make sure that actually applies to what you're selling. Customers notice on limited time offer products or sale and if it goes on longer than advertised, they may lose trust in your company's promotions. Make sure a "sale" is truly a "sale".

12. Sex Appeal: Sex appeal captures attention, but seldom promotes product consumption. Effective sex appeal ads convey a specific message to the target demographic group. Fragrance products use sex appeal to convey romance to women by indicating the use of the product will help her find the man of her dreams. Generally done by showing the woman spraying the fragrance and then capturing the attention of an attractive male who passes her on the street. (Figure 11.9 Sex Appeal in Slice Ad)



(Figure 11.9 Sex Appeal in Slice Ad)

13. Brand Appeal: This appeal is directed towards people who are brand conscious and wish to choose particular products to make a brand statement.



14. Adventure Appeal: Appealing to a person's sense of adventure and excitement. The goal of the adventure appeal is to make people feel like excitement, action, entertainment, and sense of adventure will be enhanced if they purchase or use a product or service. (Figure 11.10 Adventure Appeal in Mountain Dew Ad)



(Figure 11.10 Adventure Appeal in Mountain Dew Ad)

15. Snob Appeal: Appealing to people by making them feel like they will experience luxury, elegance, or superior quality. The goal of the snob appeal is to make people feel like their purchases or actions will put them in a position to experience the highest of qualities and luxuries. (Figure 11.11 Snob Appeal in BMW Ad)

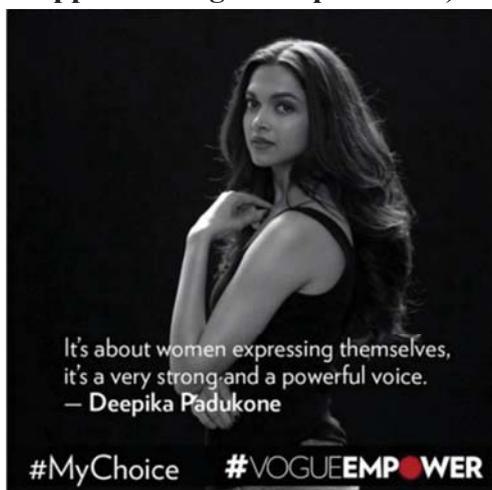


(Figure 11.11 Snob Appeal in BMW Ad)

16. Social Appeal: Appealing to a person's sense of belonging or feeling of inclusion. The goal of the social appeal is to make a purchase and take action based on whether it will make them feel accepted, recognized, respected, affiliated or even projected with, or even rejected,



respected affiliated with of even rejected the certain group organization or people. It's all about status and fitting in. (Figure 11.12 Social Appeal in Vogue Empower Ad)



(Figure 11.12 Social Appeal in Vogue Empower Ad)

17. Moral Appeal: Moral appeals attempt to draw the audience attention to what is “right”. Moral appeals are generally used to urge people to support social causes such as environmental concerns, population explosion, donating money to help victims of some natural calamity, or equal status for women etc.

6.3 DEVELOPMENT OF RADIO JINGLES AND TV COMMERCIALS

Radio is an audio medium. It is very personal and highly involved in nature. Radio is also a highly selective medium. Radio programs are so prepared that these can pinpoint an age group, an income group, an educational level, etc. The number of stations and services also helps this. This way radio can be selective in terms of geographic reach (local, regional, national or international). Writing for radio advertisements should take into consideration the special and unique ‘auditive impact’ of the medium. Here the messages are only heard. So the advertising scripts should be written for the ear only. The options available to a radio ad scriptwriter are the voice, sound effects, and music. There is no scope for illustration or depiction. So a lot of descriptions and dialogues are used for radio ads. This calls for the use of dramatic language.

Radio listening is a unique experience. It is a background thing. It is a shared experience and mostly it has a soothing influence. And listeners are not much attentive while listening to the radio and particularly when the ads are on. So it is important to captivate the listeners’ attention before delivering the selling message. This is more important for radio ads than on other media. So the need is to be intrusive. To intrude into the listeners’ world, sound effects and musical flourishes.

Other devices used to capture and hold the attention of the audience are:



- **Product in sound :- Jingles**
- **Dialogues :- Straight announcements**
- **Sound effects :- Symbolic character voice**
- **Well-known voices :- Variety of musical styles**
- **Humour :- Speed-ups and slow-downs of voices**
- **Popular tunes :- Believability & Credibility**
- **Real life interviews :- Authoritative presentations**

LANGUAGE IN RADIO ADS

The language of radio ads should be natural and should use only words from the spoken vocabulary. Contractions like here's, wasn't, don't, etc. should not be used as far as possible. One very important feature of the radio is immediate. So radio ads should use the present tense. The rigidities and formalities of written language should not be followed while writing for radio ads. Radio does not offer any refer back facility. And the constraint of time does not allow for repeating the message many times. So the words and language used should be very simple.

Clarity should be given top priority. Complex sentences, awkward alignment of clauses, unexplained technical terms should be avoided as these confuse the listener. Also, ambiguity and vagueness should be avoided. Another aspect of radio ad writing is the use of picture words. These words convey concrete images.

SCRIPT WRITING FOR RADIO JINGLES

Here are some tips for writing script for Radio Jingles.

1. Outline your message. You have a very short time to sell your product. Write a strong opening hook. Be careful when starting with a rhetorical question such as "Are you tired of high gas prices?" because an out-of-the-blue question whacks listeners off guard . . . and doesn't draw them in. Instead, use a leading rhetorical question such as, "Those gas prices are way too high, aren't they?" Include contact information at least twice.
2. Write your script in the proper format. The name of the client should be written at the top of the script, along with the name of the commercial spot and the running time (the data block). Format your script into two columns. The narrow left column will be the source column (speaking characters primarily), and the wide right will be dialogue, action and sound effects.
3. Understand radio ad conventions. SFX stands for sound effects. Write this in the left column in all capitals and underline it any time you have a sound you want in your ad. Write the sound in



the right column of your script. Use ANNCR any time the announcer is narrating. Use a double dash or ellipses any time you want a slight pause. Capitalize speaking characters in the left column, and write their dialogue in the right column.

4. Focus your radio script to include a strong hook that attracts your audience's attention, engage the listeners with an entertaining presentation and leave them excited enough to go out and buy what you're selling.
5. Time your script when you've finished writing it. If the script is supposed to be 30 seconds, be sure it's exactly 30 seconds or less.

SCRIPT WRITING FOR T.V COMMERCIALS

Television captures our imagination like no other medium. It shows, tells and it supplements the audio and visual elements by way of movements. It is the most visible of all media. Often it is considered to be a status medium. However, the most important attribute of television is that it comes closest to putting the viewer at the place or scene of events being shown on the TV sets.

Television is first and foremost a visual medium. This fact must be taken into consideration from the idea generation stage. This medium also requires a skillful blending between the visual and the verbal (words). Noted communication theorist Marshal McLuhan once said, “no other medium involves the audience so completely as television”. And this involvement makes television the most powerful selling in the market place.

Television advertisements (also called TV commercials) have certain unique requirements. A TV ad puts in a span of 30 add seconds a little story that creates a mood, offers a slice of life, conveys a selling message, and invites action. While a lot of people are involved in the making of television ads, the copywriter is central to this team.

A television ad is written in the script form. Writing of scripts requires both verbal and visual thinking, while the copywriter has to pen down only words, but he has to also think about the visuals to be able to time and match the action. This is called a creative connection. And coming up with such creative connections is what makes advertising copywriting all the more interesting and exciting. Here are some Suggestions for planning your commercial.

- Identify the issue, idea, or product that will be the focus of your commercial.
- Determine who the intended audience will be. In other words, who might be concerned about the issue you present, or the product you wish to sell?
- Watch a variety of TV commercials and note the most effective strategies used.
- Brainstorm a list of ideas and approaches you might use, and select the one that you think might be the most effective.
- Develop the strategy that you will use to get the viewers' attention and to convince them of the importance of your point of view or of your product. Preparing the Script and Storyboard.



- The script should be simple, focused, and use effective language.
- Consider using a catchy slogan that could be repeated in your commercial.
- Identify how many scenes you will have and the kind of camera shots for each. Develop this into a storyboard for better organization and filming.
- Write the script for each scene with reference to points you identified in the outline.
- Decide if the dialogue will take place “inside” the action, or if you will use a “voice-over” to provide background information. Keep dialogue simple and short.
- Prepare images, backgrounds, and props that you plan to use
- Keep in mind that most commercials run for only 30 seconds.
- If you shoot the commercial, arrange access to necessary equipment.
- Reviewing carefully: review the outcomes and expectations of the assignment to make sure they have been met.
- Review the slogans, dialogue, images, and other strategies you have used to make sure they are effective and persuasive.
- Have a friend assess your plan and storyboard and provide any suggestions.
- Make final preparations for shooting. Shooting the Commercial (optional).

6.4 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this lesson.

CHOOSE THE RIGHT OPTION.

1. The central theme of an advertisement that motivates the consumer to make a purchase decision is?
 - a) Advertising appeal
 - b) Advertisement script
 - c) Slogan
 - d) Headline
2. Which among the following is not an essential of advertising appeal?
 - a) It must be conceptually sound
 - b) It must be interesting
 - c) It must be economical



- d) It must be complete
3. The type of appeal which is related to a person's psychological and social needs for purchasing products and services?
- a) Rational appeal
 - b) Emotional appeal
 - c) Moral appeal
 - d) Humour appeal
4. Aishwarya Rai Bachan endorsing L'Oreal is an example of?
- a) Rational appeal
 - b) Beauty appeal
 - c) Sex appeal
 - d) Emotional appeal
5. _____ suggest to the consumer that he or she can avoid some negative experience through the purchase and use of a product or through a change in behavior.
- a) Responsibility appeal
 - b) Fear appeals
 - c) Sex appeals
 - d) Family appeals
6. Three common advertising appeals include
- a) Objectivity, timeliness and frequency
 - b) Fear, sex, and humour
 - c) Guilt, ego and enrichment
 - d) Possessiveness, pride and social status

6.5 SUMMARY



- Creativity in most of the creative fields like music, writing, poetry, dance, painting, sculpting etc. is concerned with the artist's self-expression. Creativity in the field of advertising is different. It is not self-expression. It is an expression in a planned and calculated way. It has a specific motive of persuading or motivating. And it is always goal-oriented i.e., it tries to achieve some goal or the other.
- Two things come to the fore when one thinks about creativity in advertising. The first is advertising's role as a link between the product and the audience. And second is the relevance of the advertising message. For these basis, people define creativity in advertising as creating "unique and relevant connections".
- An advertisement deals with only one person at a time- whether a reader, listener or viewer. If the person (prospective customer) thinks the ad is speaking to him or about him only then he pays attention. Or better still, the ad has to speak to an individual about his problems, his wants, his needs, his interests and his goals. In simple words, it has to appeal to him.
- An advertising appeal is nothing but a promise of a benefit the advertised product will provide to the buyer by speaking to an individual's needs, interests, or wants.

6.6 KEYWORDS

Appeal: An advertising approach that connects with some need, wants, or emotion that makes the product message attractive, attention-getting, or interesting.

Fear Appeals: Fear appeal is an emotional response to some actual or perceived threat or danger. Advertisers use fear appeals in some situations to evoke the desired emotional response and motivate the audience to take steps to remove the threat.

Humour Appeals: Humour generates feelings of amusement and pleasure and, for this reason, it has the potential for the feelings to become associated with the brand and affect consumer attitudes toward the brand and probably its image.

Classified Ad: A brief listing appearing in a periodical of items for sale and /or services offered, usually arranged by category.

Commercial: An audio or video advertising announcement, usually presented on television, radio or in a movie theater.

Display Ad: An illustrated advertisement in a newspaper or magazine.

Jingle: A catchy musical refrain delivering an advertising message, frequently used on radio or television.



Testimonial: A statement, often given by a celebrity, affirming the value of a product, event or service. The authority, glamour, character or special knowledge of a celebrity can reflect on the advertised product.

6.7 SELF- ASSESSMENT TEST

1. What are advertising appeals? What are the goals of advertising appeals?
2. What are musical appeals? Think of an example of an advertisement that you saw on TV or heard on the radio where a musical appeal was used. Do you think this appeal was successful? Why or why not?
3. What are humour appeals? Discuss an example of advertisements that you saw on TV that used a humour appeal.
4. What are sexual appeals? List and discuss two types of products that could benefit from sexual appeals.
5. What are emotional appeals? Describe an advertisement that you saw or heard that used this type of appeal.
6. What are the various appeals used in advertising?
7. Choose three ads you don't like. Rewrite the headlines.
8. Create three humorous ads for any brand of your choice.
9. Collect three ads that use a testimonial, comparison, fear and sex. Do you think these ads would be effective? Give your reasons.
10. Collect two ads that use sex appeal. Is the use appropriate?
11. Throw light on Radio advertisement giving suitable examples.
12. Throw light on TV advertisements giving suitable examples.
13. How Radio advertisement is different from Television advertisement? Discuss.

6.8 ANSWERS TO CHECK YOUR PROGRESS

1. a) Advertising appeal
2. c) It must be economical
3. b) Emotional appeal
4. b) Beauty appeal
5. b) Fear appeals
6. b) Fear, sex, and humour

6.9 REFERENCES/ SUGGESTED READINGS

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SUBJECT: ADVERTISING: CREATIVITY & CONSUMER BEHAVIOUR	
COURSE CODE: MSM-523-C	AUTHOR: MS. SHIFALI AHUJA
LESSON NO.: 07	VETTER: DR. MIHIR RANJAN PATRA
CONSUMER BEHAVIOUR	

STRUCTURE

- 7.0 Learning Objectives
- 7.1 Introduction
- 7.2 Consumer Behaviour
 - 7.2.1 Consumer Vs Customer
 - 7.2.2 Consumer Behaviour- Definition
 - 7.2.3 Factors Influencing Consumer Behaviour
 - 7.2.4 Consumer Behaviour Models
 - 7.2.5 Consumer Behaviour in Advertising
- 7.3 Check your Progress
- 7.4 Summary
- 7.5 Keywords
- 7.6 Self-Assessment Test
- 7.7 Answers to Check Your Progress
- 7.8 References/Suggested Readings

7.0 LEARNING OBJECTIVES

After reading this lesson you will be able to-

- Discuss the concept of consumer behaviour.
- Understand the factors affecting consumer behaviour.
- Discuss the different models of consumer behaviour.
- Learn the relation between lifestyle and advertising.
- Recognize the STP model of communication.



7.1 INTRODUCTION

The prime objective of any industry is to survive and continue to drive through the market trends. Whether big giants or small local shop, they intend to focus most of their resources on creating their approach to meet the consumer demand. In fact, many infant companies try to lure their customers with better products/services in a hope that they will come to them; this model of business is called the “build a better mousetrap” syndrome (McKee 2009). Nevertheless, without marketing plans, advertising and other promotional strategies, company’s products are unlikely to appeal to consumers in this cut throat competition. The statistics in 2019 present that two percent of revenue of leading corporations in the USA is often spent on advertising as they understood the importance of advertising and marketing in the businesses’ development. For example, e-marketer reports reveal that in 2019 Google and Facebook still hold the largest share of total U.S. digital ad spending, with 37.2% and 19.6% respectively. Due to the advent of technology and availability of online platforms organizations are now keener to know their consumers preferences, tastes, acquisitions, and consumption pattern etc. They are spending huge amount on consumer behaviour research to keep their brand alive in the minds of their consumer. The study of consumer behaviour provides them with reasons why consumers differ from one another in buying or using products and services. Every marketer needs to know who his customers are and also know the essentials about the consumer behaviour and buying decision process.

Consumer behaviour is dynamic, multidisciplinary and multidimensional in nature and examines when, why, how, and where people do or do not buy. Consumer behaviour emerged as a subject in 1965 and since then it has become a fascinating subject in the discipline of marketing. Marketing has liberated the elements from five disciplines psychology, sociology, social anthropology, socio-psychology and economics to enlighten the consumer actions and perceptions. Consumer Behaviour provides an insight of why some brands, their marketing techniques, advertising efforts and sales promotions, have succeeded while others have failed. This made it a subject of interest to study not only in the field of marketing but also in advertising management. Some examples of the benefits of the study of consumer behaviour derived by the different categories of people: (a) a marketing manager of any company should know about consumer behaviour as it will help him to design better marketing plans to get those plans accepted within the company. (b) In tourism industry the advertising department would like to know the traveller’s comfort





zone, and (c) researchers want to analyse the decision process of a particular consumer and factors influencing customer satisfaction.

7.2 CONSUMER BEHAVIOUR

Consumer behaviour can be explained how individual customers, groups or any organization select, buy, use and dispose ideas, goods and services to satisfy and fulfil their demands, needs and wants. It refers to certain actions of the consumers in the marketplace and the motives behind those actions.

As stated by Engel, Blackwell and Mansard, “consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption.”

And according to Loudon and Bitta, “consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services.”

7.2.1 CONSUMER OR CUSTOMER

Buzz words like “Consumer is the king”, “Consumer is always right” or “Consumer is the boss”, are generally used in marketing as well as in advertising industry, however, we should start with ‘who actually is a consumer?’

American Heritage Dictionary of the English Language has defined consumer as “One that consumes, especially one that acquires goods or services for direct use or ownership rather than for resale or use in production and manufacturing.”

Collins English Dictionary – Complete and Unabridged has defined consumer as - “a person who acquires goods and services for his or her own personal needs”.

The importance of the consumer as per the marketing concept can be seen clearly in the following words of Peter F. Drucker, “The purpose of any business is to create a customer. It is a customer who determines what a business is. It is the customer and he alone, who, through being willing to pay for a good or service, converts economic resources into wealth, things into goods. What a business thinks it produces is not of first importance – especially not to the future of the business and to its success. What the customer thinks he is buying- what he considers value, is decisive, it determines what a business is, what it produces and whether it will prosper”.

The term Consumer is always confused with Customer. A customer may or may not be a consumer, but the consumer cannot be a customer. A customer is one who purchases the goods or services but on the other hand a consumer is the person who uses it. Say, for example, Rumani Arora buys a Samsung television and the entire family watches it. Hence, Rumani is the ultimate customer as she purchased the television and her family members like father, mother, brother, are consumers, who use the television



for their entertainment. Here, customer can be a consumer but consumer cannot be a customer as consumer had not paid, they just consume or use the goods.

7.2.2 DEFINITIONS OF CONSUMER BEHAVIOUR

Consumer buyer behaviour is considered to be an inseparable part of marketing and Kotler and Keller (2011) state that “consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

The field of consumer behaviour covers a lot of ground. According to Solomon (1996), “consumer behaviour is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and desires”.

The official definition of consumer behaviour given by Belch (1978) is "the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires." A buying sentiment in one's mind when they go out to purchase any product to meet their satisfaction index and expectation from a product or service is consumer behaviour.

Marketers and advertising experts use different research practices from focus group and surveys to brainstorming to understand consumer liking towards their brand. These extensive researches will lead to influence how a product is best positioned or how we can encourage increased consumption.

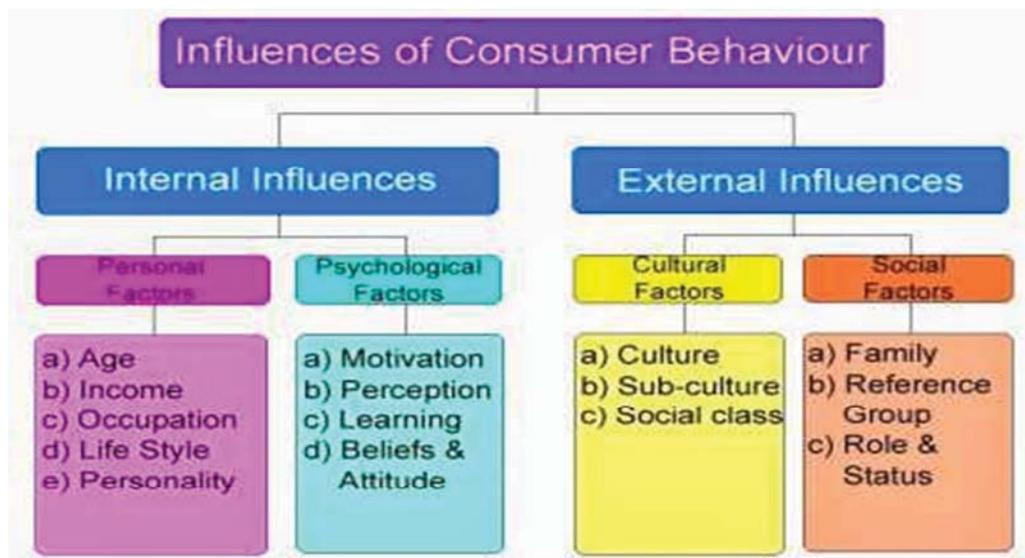
7.2.3 FACTORS AFFECTING CONSUMER BEHAVIOR

Customer experience continues to reshape the marketer's mindset. According to sales force research in 2017 across globe in countries like USA, Germany, Japan, Australia concluded that “52% of consumers are likely to switch brands if a company doesn't make an effort to personalize communications to them, 65% of business buyers say the same about vendor relationships.” There are various factors that influence the buying decision of buyer, these are divided into internal and external stimuli that affect the purchase. Factors affecting the behaviour of consumer are:

- a) **Demographic Factors:** Demographic is the statistical study of human population and it includes pivotal variables like age, gender, income, occupation, household size and stage in the family cycle. Decisions and buying behaviors are obviously also influenced by the traits of each consumer. Younger consumers, who are seen to rely more on simple heuristics in their buying behaviour (Richardson et al., 1996) exhibit different characteristics from the older consumers who are guided by their more prominent shopping experience, utilise more complex decision processes (Sherman et al., 2001). It will be quite apt to expect that the greater experience will be reflected in their smarter choice making process and they will be less attracted to deals and are less impulsive compared to the young consumers. Prieto and Caemmerer (2013) found that



“higher educational levels are positively correlated with the choice for new cars from the intermediate and luxury segment compared to small used cars and also related to a tendency to favour new cars from higher segments. As cited by Ha and Lee (2011) various demographic variables such as education, household income, and age influence consumer self-confidence in information search and decision making” (De Jong et al., 2004; Grembowski et al., 1993).



Source: Google images : https://influences_of_consumer_behaviour1.jpg

- b) **Psychographics Factors:** Motivation, Learning, Perception, Attitude & beliefs, all form the basis of psychographic behaviour of consumer. Buying behaviour is influenced by the level of motivation. Basic needs and security needs are of utmost importance in providing motivation to one's life, when these needs are fulfilled by a particular brand, the consumer get motivated to buy that product or services. Advertisements, promotions, customer reviews, social media feedback etc. develop an impression in the consumer's mind. This meaningful image will create consumer perception towards that product, which influences the consumer behaviour as such. Learning can either be conditional or cognitive. Learning is through action. When we act, we learn. Conditional learning implies to error and trial method wherein the consumer is exposed to a situation repeatedly, thereby making a consumer to develop a response towards it. For example, “if you spot a television advertisement for a luxury automobile with a recognizable logo, you start to connect or associate that automobile and logo with expense or money. Skills and knowledge when applied by the consumer to solve its problems is considered as cognitive learning. Consumer attitude basically comprises of beliefs, feelings and behavioural intentions towards some brands. Consumers have a tendency to develop certain beliefs about a product's attributes to form a brand image of a particular brand. For e.g.: if a brand is endorsed by Mr Amitabh Bachchan, the consumers consider it as credible.
- c) **Societal Factors:** As social beings, humans are always surrounded by many people who influence their buying decisions. Humans try to imitate others to get socially accepted by the



society. Therefore, factors like family, reference group, roles & status have affected the purchasing decision of the buyer. Family's purchasing decision influence the buying decision. For e.g.: If a mother uses Safola oil for cooking, then her daughter will also use the same product after her marriage as she grew up watching her mother's purchasing behaviour. On the other hand, roles & status will also lead to influence the buying pattern. A CEO of a company have different pattern of procuring things than an executive of the same company. Generally, all the people in the reference group have common buying behaviours due to their like-minded association with each other.

- d) **Cultural Factors:** When a person comes from a particular community, his/her behaviour is highly influenced by the culture relating to that particular community. Cultural Factors include the basic values, needs, wants, preferences, perceptions, and behaviours that are observed and learned by a consumer from their near family members and other important people around them. There exist many subcultures within a cultural group. Such as the sale of 'Sarees' and 'Lungis' is more in South than the North India. Therefore, the advertisers need to study all the different cultures and frame advertising strategies accordingly. The Cultural factors can be further subdivided into subculture wherein the groups share the same set of beliefs and values. Subcultures may consist of people from different religion, caste, geographies and nationalities. These subcultures by itself form a customer segment. Marketers must identify the need of people living in B category cities and those living in metropolitan cities before the launch of marketing strategies. The social class is not just determined by the income, but also other factors such as the occupation, family background, education and residence location. Social class is important to predict the consumer behaviour.
- e) **Economic Factor:** Economic situation of a country or a market greatly defines the consumers' buying habits and decisions. With the prosperity of a nation comes a strong economy, which leads to greater money supply in the market, hence, increasing the purchasing power of the consumers. Some important factors that determine the economic behaviour are:
- i. **Personal income-** With higher disposable income, purchasing power of a consumer increases as it leads to higher expenditure on various items other than the basic needs of a person. But when this disposable income decreases, the spending on multiple items also reduce.
 - ii. **Family income-** When there are more people earning in the family, there is more income available for shopping of basic and luxurious goods.
 - iii. **Consumer credit-** Spending increases when the consumers are offered easy credit to purchase goods. Sellers are making it easy for the consumers to avail credit in the form of credit cards, easy instalments, bank loans, hire purchase, and many such other credit options.
 - iv. **Liquid assets-** The assets which can easily be converted into cash are said to be liquid assets, for example, cash in hand, bank savings and securities. When a consumer has higher liquid assets, it gives him confidence to buy luxury products.



- v. **Savings-** If a consumer decides to save more, then his expenditure on buying reduces. Whereas, if the customer is not interested in saving more, then most of his income will go towards buying products.

7.2.5 OVERVIEW OF CONSUMER BEHAVIOR IN ADVERTISING

Consumer behaviour, the effort to study and understand the buying tendencies of consumers, is affected by various factors, lifestyle being one of the most important social factors. Living in a society, people talk and discuss various issues to reach better solutions and ideas. These solutions are influenced by the idea of people being social animals.

Advertising is influenced by the factor of lifestyle of the consumer. Social factors promote consumer's buying decisions. Such factors include:

- Status in the society
- Relatives
- Role in the society
- Immediate family members

WHAT IS LIFESTYLE?

A way of living of individuals, families, and societies, which they manifest in coping with their physical, psychological, social, and economic environments on a day-to-day basis. Lifestyle is expressed in both work and leisure behaviour patterns and in activities, attitudes, interests, opinions, values, and allocation of income. It also reflects people's self-image or self-concept; the way they see themselves and believe the others see them. Lifestyle is a composite of motivations, needs, and wants and is influenced by factors such as culture, family, reference groups, and social class.

LIFESTYLE IN ADVERTISING

For many years now, advertising has made a mark on consumers' perception on reality. They have changed the definition of 'perfect' and made people hover around it. Companies have shifted from selling a product to selling a desired lifestyle for their product.

Companies influence consumer lifestyles by creating a whole new world of unrealistic needs with the brands they promote. For certain companies, the top priority has shifted from sending a message about their product, to creating an image associated to the brand.

Most of the time Advertisement has been most successful in creating a premium channel in generating the Brand value for the product.

Life style products are effective because they work on an extensive understanding of what their target audiences crave, as well as the people, things, places which inspire them.

LIFESTYLE SEGMENTATION

Customer lifestyle segmentation is a part of marketing management technique in which small sub-groups are created from the data according to their choices, needs, likes and dislikes.

This data can actually help the company in Placing across different similar products to the customers in an effort to increase the customers and market value.

When a company or a brand team approaches a customer, who is already using a similar product, individual is more likely to buy a product if it is placed properly. This can only happen if the company knows what the customer was using previously.



Customer data can help the marketing team to understand the customer properly in terms of his needs, choices as well as his taste for new products. Some customers are reluctant to change their product preference category, while few are more eager to buy a new product if introduced within a similar price range. The ones who are more flexible in buying new products are prospective buyers of the product or services, which the company is planning to make a pitch for, to the new customers.

BRAND ASSOCIATION

When you target individuals based on the lifestyle they live or the lifestyle they aspire to live, you are creating a more personalized information channel. Now, this may sound fancy, but this is how most consumers think. Most consumers would ask the question why I should buy, over what is this product. Thus, the initial perception of a product should be such that the consumer is convinced that this product would do it for them, whatever it is that they need it to do.

For example, brand association is what:

- Mac did when it created a perception of Virus-free computers where on the other hand Windows was struggling with viruses.
- Amul did with Milk products, telling the consumers how pure their Dairy products are than any other brand.
- Patanjali items in various fields are more successful because it is the company of Ram Dev Guru who is famous for their Yoga and other knowledge of medicinal value.

ONLINE vs IN-STORE SHOPPING

Even in this time, people do not fully believe in online shopping when it comes to certain products for example dairy, groceries, a/c, refrigerators, clothes. This is because people don't believe everything they seen on screen, they want to be physically present while checking out the product but some companies have made their reputation with certain products which attracts them to order online which is more convenient and now slowly world is going for online shopping as to its benefits.

For example-

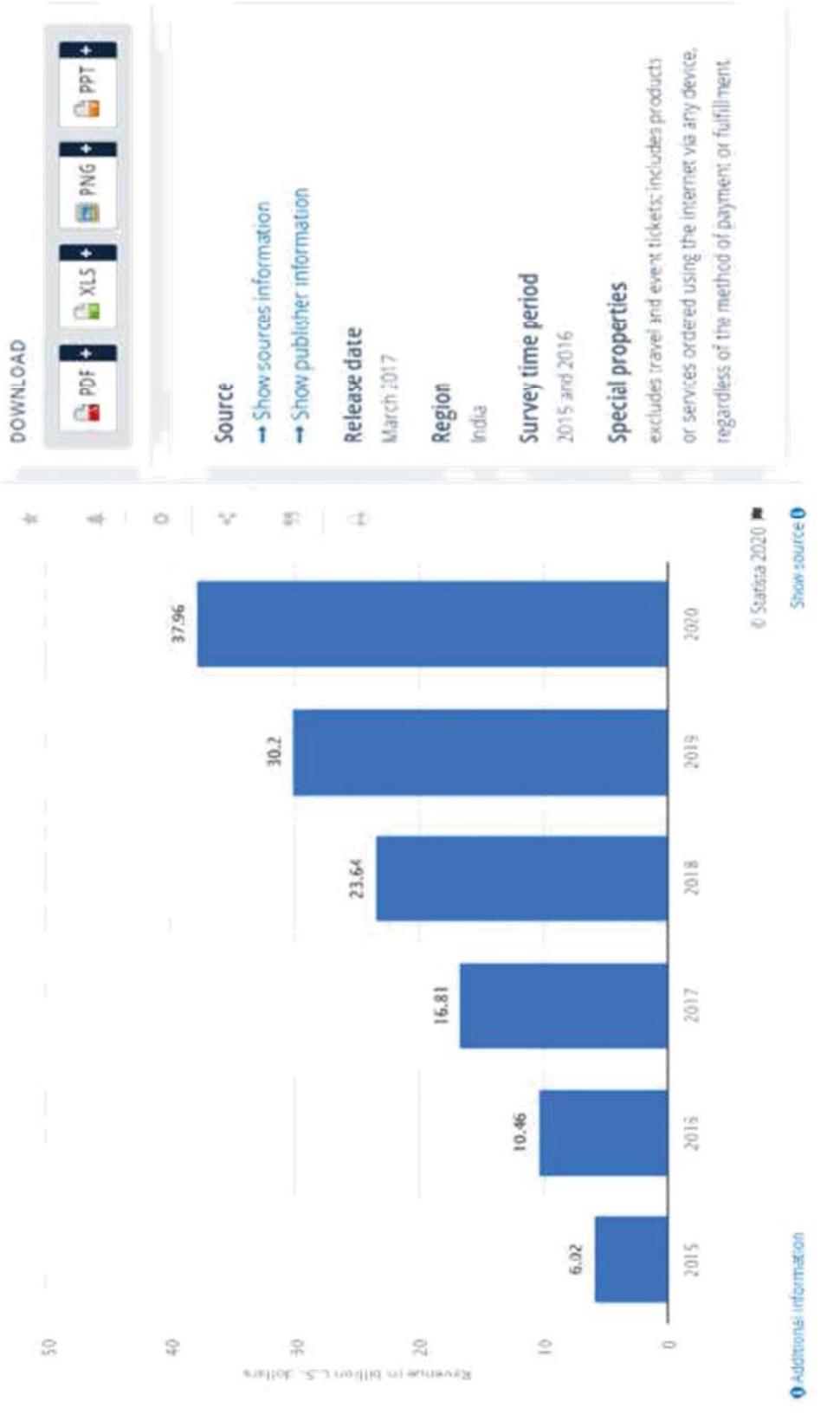
- Though people do not prefer to buy dairy and groceries online, new companies like Super Daily, takes orders for consumers online and delivers them to the consumer's doorstep the next morning.
- People have shifted towards online shopping of fresh fruits and vegetables through websites like BigBasket, MyKirana, Grofers, etc.

BRAND COMMUNITY

More the people supporting the product more the growth of credibility of the company. The brand credibility grows and this is where social media comes into play, where people help you grow. This is also a very cost-effective method for the product advertisement and when the community grows larger, there are many loyal supporters to the product, which can be very effective.



Value of retail m-commerce sales across India in 2015 and 2016, with a forecast until 2020 (in billion U.S. dollars)



**STP MODEL OF COMMUNICATION****STP Marketing Model**

The STP Model consists of three steps that help you analyse your offering and the way you communicate, its benefits and value to specific groups.

STP stands for:

Step 1: Segment your market.

Step 2: Target your best customers.

Step 3: Position your offering.

This model is useful because it helps you identify your most valuable types of customer, and then develop products and marketing messages that ideally suit them. This allows you to engage with each group better, personalize your messages, and sell much more of your product.

Applying the STP Model to any of your organization, product or brand cannot be all things to all people. This is why you need to use market segmentation to divide your customers into groups of people with common characteristics and needs. This allows you to tailor your approach to meet each



group's needs cost-effectively, and this gives you a huge advantage over competitors who use a "one size fits all" approach.

There are many different ways to segment your target markets. For example, you can use the following approaches:

- **Demographic** – By personal attributes such as age, marital status, gender, ethnicity, sexuality, education, or occupation.
- **Geographic** – By country, region, state, city, or neighbourhood.
- **Psychographic** – By personality, risk aversion, values, or lifestyle.
- **Behavioural** – By how people use the product, how loyal they are, or the benefits that they are looking for

SUCCESSFUL LIFESTYLE BRAND

To create a successful lifestyle brand, you must know your brand values and target market to the core, with that knowledge, use it to your marketing efforts both in look and feel, and remain consistent across the board.

Brands will fail if there is a disconnect with the audience you must make sure to make the life style brand. To make brands successful you need the prior knowledge to what the audience wants, need or having with this keep in mind about your product and make sure that it aligns with all those three need having want.

7.3 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this lesson.

A. FILL IN THE BLANKS.

1. _____ refers to how an individual perceives a particular message.
2. Jackson realizes that his family needs a bigger car now and looks for options available in the market. He is an _____ .
3. You like Kareena Kapoor so you buy products endorsed by her. This type of arousal is called _____ arousal.



4. You bought a t-shirt from sale which is non-returnable. In such a case, you are likely to experience _____ dissonance.
5. In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and _____ .
6. The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.
7. A _____ is a person's pattern of living as expressed in his or her activities, interests, and opinions.
8. _____ is(are) a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

7.4 SUMMARY

- Organizations ensure that the consumers of their product are provided with services that satisfy their psychological, physical and emotional needs. Consumer emotions and their satisfaction increases their loyalty for the brand. Today, consumers have innumerable choices, therefore, competition is fierce. Consumers are more motivated to buy a product when they see an advertisement of it somewhere and develop a level of trustworthiness for a brand. They were even noted to collect information of products from advertisement, get to know about the usage and benefits of product and then make a purchase decision based on that. Therefore, advertisement is an excellent marketing tool for generating more sales.
- In such situations, understanding of consumer behaviour is vital for their success. Companies that create better connection with the consumers have more cash flow, greater profits and even improved market share. Hence, understanding consumer behaviour and the factors affecting them, gives advertiser a place in market.

7.5 KEYWORDS:

Brand- Managers trying to create and sustain meaning to products, services and organisations. What the brand means are determined by the consumer.

Consumer behaviour- Psychological and sociological influences on consumers that lead to their behaviour. Why and How they buy.

Cultural anthropology: Study of humans in a society.

Demographic- Dividing the population in different aspect such as age, gender, occupation etc.



Market segmentation- The consumers the company or product intend to serve.

Psychographic- The differences in consumers personalities and tastes that cannot be measured objectively.

Social marketing- To develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good.

Lifestyle marketing perspective- A perspective that recognises that people are increasingly conscious that we sort ourselves and each other into groups on the basis of the things we/they like to do and how we/they spend our/their disposable income.

7.6 SELF-ASSESSMENT TEST

1. Why is the term 'customer' so popular with marketers and advertisers? Give two examples of its inappropriate use.
2. "It has become important for advertisers to understand psyche of the consumer." Comment.
3. "Human needs are never ending". Discuss
4. Explain market segmentation procedure.
5. Explain the role of lifestyle of consumer in advertising.
6. Define AIDA model with special reference to consumer behaviour.

7.7 ANSWERS TO CHECK YOUR PROGRESS

1. Consumer Interpretation.
2. Initiator
3. Emotional
4. Cognitive Dissonance
5. Consumption Decisions
6. Opinion Leader
7. Lifestyle
8. Personality

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SUBJECT: ADVERTISING: CREATIVITY & CONSUMER BEHAVIOUR	
COURSE CODE: MSM-523-C	AUTHOR: DR AMARDEEP
LESSON NO.: 08	VETTER: DR MIHIR RANJAN PATRA
ADVERTISING AGENCY	

STRUCTURE

- 8.0 Learning Objectives
- 8.1 Introduction
- 8.2 Advertising Agency
 - 8.2.1 Advertising Agency Structure and Functions
 - 8.2.2 Role of Advertising Agencies
 - 8.2.3 Interface of various department of Ad Agency
- 8.3 Check Your progress
- 8.4 Summary
- 8.5 Keywords
- 8.6 Self-Assessment test
- 8.7 Answers to Check Your Progress
- 8.8 References/Suggested Readings

8.0 LEARNING OBJECTIVES

After reading this unit, you will be able to:

- Know Advertising Agency.
- Explain Advertising Agency Structure and Functions.
- Understand Role of Advertising Agencies.
- Know interface of various department of Ad Agency.

8.1 INTRODUCTION

Advertising is multidimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social institution, an art form, an instrument of business management, a field of employment, and a profession.

Advertising is a big business. It is bigger in the developed rich countries of the west. In India, the advertising industry has seen an unprecedented growth. The Indian advertising industry has grown



at a rate of 9.4% over 2018 to reach ₹ 68,475 crore by the end of 2019. The industry will grow by 10.9% to reach ₹ 75,952 crore by the end of 2020. It is expected to grow at 11.83% CAGR to reach a market size of ₹ 1,33,921 crore by 2025.

Today we are exposed to a larger number of commercial messages than at any time in the past. Social media platforms, websites are full of advertisements. Not only has the quantity increased, even the quality as well as method of advertisements has improved considerably over the past few decades.

When a marketer or a firm has developed a product to satisfy market demand after thoroughly analyzing the market, there is a need for establishing contact with the target market to eventually sell the product. Moreover, this has to be a mass contact which means that the marketer is interested in reaching a large number of people so that his/her product may receive optimum exposure. Naturally, the best way to reach this mass market is through mass communication and advertising is one of the means of such mass communication along with such other means as publicity, sales promotion and public relations.

Advertising is not a panacea that can restore a poor product or rejuvenate a declining market. It only helps in selling through the art and business of persuasive communication.

Advertising aims at drawing attention to a product. It seeks to create an awareness about the existence of the advertised product. It passes on information about the product in such a way that interest is created in the mind of the prospective consumer about the product. Then there is a growing desire to possess the product. There are convincing arguments in favor of the product. All this leads us to a buying inclination.

In the last two decades, the advertising has become so complex that neither the corporate houses nor the common businessman has been able to handle the entire advertising business on their own. The changing media scenario, demographic changes, and changing business models, all have contributed for creative advertising needs. Here comes the advertising agency to cater the needs of the business.

8.2 ADVERTISING AGENCY

The American Association of Advertising Agencies (AAAA) defines advertising agency as:

"An independent business organization, composed of creative and business people, who develop, prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services."

The history of American advertising records Volney B. Palmer as the first person to have worked as a space salesman. He set up his agency office in Philadelphia in 1840. He solicited advertising business for the newspaper publishers for a commission. In 1865, George P. Rowell started a different system of selling space. He contracted with 100 newspapers to buy space on monthly basis. He



purchased space in loads at concessional rates and sold rates in small units to the individual advertisers. In the last decade of the 19th century there was so much competition among the various advertising agencies to sell space, which resulted in cutting of rates by the various agencies. At the same time some of the publishers started their own sales departments to sell space directly to the advertisers. This resulted in loss to the agencies and some of the agencies had to close down their offices. Others in order to face difficult times, hired copywriters and artists to handle the art work and copy for the clients and since the advertisers were offered free creative services, they once again relied on the advertising agencies. N. W. Ayer was the first person to offer such services.

After World War 1, a lot changed in the functioning of advertising agencies. In 1917, the AAAA was born. This organization worked for the improvement in advertising standards and advertising practices. Soon the advertising agencies started to provide full service to their clients which included apart from writing copy and art work, planning for the client's advertising, recommending changes in product pricing, product distribution, conducting market research and so on. A significant development of the 1980's is the development of mega agency. Agencies worldwide merge with each other to serve their clients in a much better way.

At present a major advertising agency DDB Mudra Group writes in its introduction that the DDB Mudra Group is one of the leading marketing and creative services groups in India, says “Our belief that creativity is the most powerful force in business comes alive in our partnerships with over 200 clients. We offer unique combinations of capabilities, from brand strategy, campaign design, experience design, digital strategy, content solutions, media planning & buying, analytics & reporting to shopper marketing, through our agency brands –DDB Mudra, 22feet Tribal Worldwide, OMD Mudramax, Interbrand, Track, TracyLocke and DDB Health & Lifestyle. Our approach combines creativity, persuasive storytelling and technology with a deep understanding of people, culture and businesses.”

It is quite clear from the above introduction that advertising agencies are providing every solution regarding advertising to businesses. Markets are heterogeneous, both across and within countries, and are comprised of different market segments. These require the use of targeted advertising campaigns. Besides this, advertising agencies have the possibility of breaking down national economic boundaries and establish a common mode of communication, trademarks, labels, slogans, symbols and corporate names.

The Other important advertising agency ‘Ogilvy’ describe itself as-

“In the beginning, there was one Ogilvy, the company founded by David Ogilvy in 1948. Today, there is again one Ogilvy, in 83 countries and 132 offices (as of 2020). We are one doorway to a creative network, re-founded to make brands matter in a complex, noisy, hyper-connected world”.



Another important advertising agency of the world 'Grey Global' expounds on their client diversity.

The agency can be an integrated large agency or a medium-size service agency, or a technical specialist agency.

These introductions of different advertising agencies clearly show that now advertising agencies are providing all relevant services to different clients at different locations in the world.

WHY DO ADVERTISERS PREFER ADVERTISING AGENCIES?

There is a trend in which external full-service agencies are increasing and providing services. These types of agencies are beneficial for the clients as well as for the advertising industry.

Advertisers prefer ad agencies rather than having an independent advertising department because of the following reasons:

- a. Skilled Personnel
- b. Better Ideas
- c. Independent analysis of problem
- d. Cost Effective
- e. Easy to Divorce
- f. Enthusiasm of ad agency
- g. Additional service
- h. Media contact

These agencies are operating worldwide and they are hiring the creative staff and other staffs according to National needs. Besides this, because of globalization, every brand is present in every country and this is making these advertising agencies more relevant and economical for the advertising business.

The purpose of this lesson is to understand the structure, function and role that the external full-service advertising agency plays in a global market. The advertising agency is defined as "a service organization that specializes in planning and executing advertising programs for its clients" (Belch and Michael, 1995). Advertising agencies may be purely local, or part of an extensive global company (holding company) such as Omnicom Group, WPP Group and Interpublic Group of Companies. The consolidation of agencies allows companies to meet the demand in global markets and facilitate the decision of whether to standardize advertising globally, or adapt it to culture or nationality (Wells et al., 2000).

8.2.1 ADVERTISING AGENCY STRUCTURE AND FUNCTIONS



The term advertising agency (or sometimes creative agency) is generally applied to a company whose main role is to conceive and implement large-scale marketing concepts for its clients. Traditionally, advertising agencies come up with the core idea for a marketing campaign and then create a series of advertisements which address that idea across different media. They tend to specialize in what is called above-the-line marketing: ads which address a mass market through the four major traditional media of television, print, radio and outdoor posters. The tool most commonly associated with the traditional advertising agency is the 30-second television commercial. However, the explosion of digital marketing, formerly considered one of the below-the-line disciplines, has changed the nature of the traditional advertising agency. These companies are now expected by their clients to provide excellence in digital marketing as well as the more established mass market media.

The most important worldwide networks of advertising agency are BBDO, Ogilvy & Mather, McCann Erickson or Saatchi & Saatchi. Each of these operates a global network, comprising local branded offices in 100 or more different countries. The networks grew up primarily to serve multinational client companies such as Ford or Procter & Gamble, who wished to provide a consistent marketing message in all the countries in which they operate. All but one of the global networks are now owned by the "big five" holding companies. (The sole international exception is Havas). As a result, they are able to offer clients the widest possible range of marketing services by calling upon the assistance and cooperation of sister companies under the same overall umbrella.

The modern advertising agency provides various types of services to clients such as- brand strategy, campaign design, experience design, digital strategy, content solutions, media planning & buying, analytics & reporting. The objective of an advertising agency is to see that its client's advertisements lead to greater profits in the long run. Therefore, an advertising agency needs to perform several functions towards achieving this objective.

The size of an advertising agency, has a direct bearing over the variety of services that can be rendered to the clients. Generally, bigger agencies perform varied services than medium and small-size agencies. There are five types of advertising agencies:

1. Full-Service Agencies
2. Interactive Agencies
3. Creative Boutiques
4. Media Buying agencies
5. In-House agencies

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

STRUCTURE AND FUNCTIONS OF ADVERTISING AGENCY



Advertising agency structure is a reflection of what the agency aims to accomplish as a business. The inclusion of specific departments or organizational structures not only tells employees whom they should report to but also that they should align with their strategic goals. In addition it says a lot about how you collaborate with clients.

Typical structure of an advertising agency consists of:

1. Contact Department/ Account Department
2. Media Department/ Marketing Department
3. Creative Department
4. Research Department
5. Accounting and Finance Department
6. Public Relations (PR) Department
7. Office Management

1. Contact Department/ Account Department

The account services section is headed by the Vice President - Account Services. He is responsible for the overall agency-client relationship. To assist the Vice President, there are account supervisors. As the business grows, more and more clients sign up, account executives are appointed to look after the account of one or more clients. The account executives perform the following work:

- a) Advertising Plan: The account executives study the client's product and problems and formulate advertising plan and after the client's approval of the plan, look after the execution of the same. They must also see to it that the plan is executed effectively and efficiently. The account supervisor coordinates the work of account executives and reports to the Vice President of Account Services.
- b) Budget preparation: The account executives may assist the media planning department in preparation of advertising budget of the client.

The functions of the client department include:

- Carrying the important information to the clients
- Efforts for retaining and creating new clients
- Building the bridge between the advertising agency and the client
- Helps in boosting revenues
- Promotion of their agency to create new prospects
- Efficient working for the quick growth of its organization

2. Media Department/ Marketing Department

Media Department of advertising agency is responsible for the choice of media. This department selects the best suitable medium for the ad agency that will be suitable for its clients.



Before the selection process, media department's initial role is to find out about:

- The product's nature
- The market competition
- Advertising budget of the client
- Media trends, etc.

The functions of media department are:

- It selects and uses the best media possible to communicate the ad message to the ultimate consumers
- It can also fail, as a wrong selection will result in the failure of the advertised product.
- Preparation of media plans for its clients
- Media scheduling
- Supervising the execution
- It keeps constant contact with the media and the client

3. Creative Department

These services include copy writing, artwork and production of finished ads.

Copy: Most advertising people believe, that copy writing is the most important aspect of advertising. In most agencies, the copy department is one of the largest departments. It usually plans and prepares advertising copy for all media, although some agencies maintain separate sections or departments for preparing TV, radio, outdoor and press ads.

Primary functions of the copy department are:

- Preparing an attractive copy for its clients and customers.
- Participate in brain- storming sessions and come up with ideas.
- Using their extraordinary skills of putting flair and fluent language while preparing a copy.

This department includes copywriters, copy-supervisors, and others. The copy department works in close co-operation with the art department. Mostly, the copy department is the largest department of an advertising agency. It comprises of a hard-working team of qualified professionals and experienced staff.

Art: The art department arranges for finished artwork, although in many cases, most of it is prepared by outside independent units. The main art function is to layout or arrange various elements so that the ad attracts the attention of the right audience. The copywriters and art directors work in close co-ordination and are responsible to Vice President - Creative Services.



Production: After the copy has been written and the layout and illustration approved, the ad is turned over to the production department. This department maintains contacts with printers, photoengravers, typographers, etc. The production department orders engraving of the illustration, arranges to have the copy set in type, and assembles them in the final ad. Before the ad is submitted to the print media, the department may offer proofs for approval of the client. In case of TV and Radio Commercials, the agency may on its own write the script and produce the entire commercial. In recent times, most agencies take the help of outside independent units to produce such commercials.

Traffic: Traffic is a matter of scheduling. To keep the work flowing on schedule, there is the traffic officer. His major duty is to monitor the production of finished ad so that it gets completed as per schedule.

4. Research Department

Without knowing the 5 W's and 1 H of the market, you can never run a successful advertisement campaign. The research department in advertising collects information about the market, market competition, market trends, products and services, competitors, consumer behavior, media trends, new trends in advertising, so on.

The success of the advertising agency's advertisement campaign depends upon how well the research team has done its work. the right direction and the right approach are very important for a successful ad campaign.

Functions of the research department include:

- Carrying out research and deriving useful information.
- Critically analyze the information, which they have derived.
- Apply the results in different ways.
- Agency makes use of above information for executing an excellent ad campaign.

5. Accounting and Finance Department

As the name suggests, the accounting and finance department of an advertising agency looks into the financial and accounting matters of the organization.

The functions of this department are:

- To generate and keep a record of the invoices that the company incurs or gains.
- Sending out regular reminders to the clients for un-cleared payments.
- Clear accounts before or within the due dates.
- Issue payments to vendor parties within or on the due date.
- Keep a track of the monthly and yearly accounts.



- Deposit the government fees on time.
- Manage salary accounts of the employees.

6. Public Relations (PR) Department

The chief responsibility of a Public Relations (PR) department is to maintain a cordial relationship among three parties, namely, advertising agency, clients, and media. Every organization may not have a separate department for PR hence, it becomes important for the other members of the organization to build cordial relations with clients and customers.

The functions of the PR department are:

- Redressing the grievances of the consumers.
- Taking feedback from clients and customers and working on it immediately.
- Serve as a road between the advertising agency and the other parties.
- Maintain a repo, by maintaining the goodwill.

7. Office Management

The office management department can also be called the HR department of the advertising agency.

Their functions include:

- Recruiting the office staff.
- Carrying out training and development of the newly hired staff.
- Carry out promotions of the deserving candidates.
- Provide welfare facilities to staff.
- Filing and record keeping of all the essential documents.

8.2.2 ROLE OF ADVERTISING AGENCIES

The primary role of advertising agencies is planning and creating advertising campaigns for its clients and placing advertisements in various media. The process of planning consists of researching the market for a given product or service, assessing alternative methods of distribution and choosing the most effective way to reach the market. The agency then creates the advertising campaign and contracts for time and space with selected media. Some advertising agencies provide select advertising services like creative development or media placement. Others provide a full range of advertising, public relations, research, promotion, and related marketing support.

Some of the different kinds of services provided by advertising agencies include:

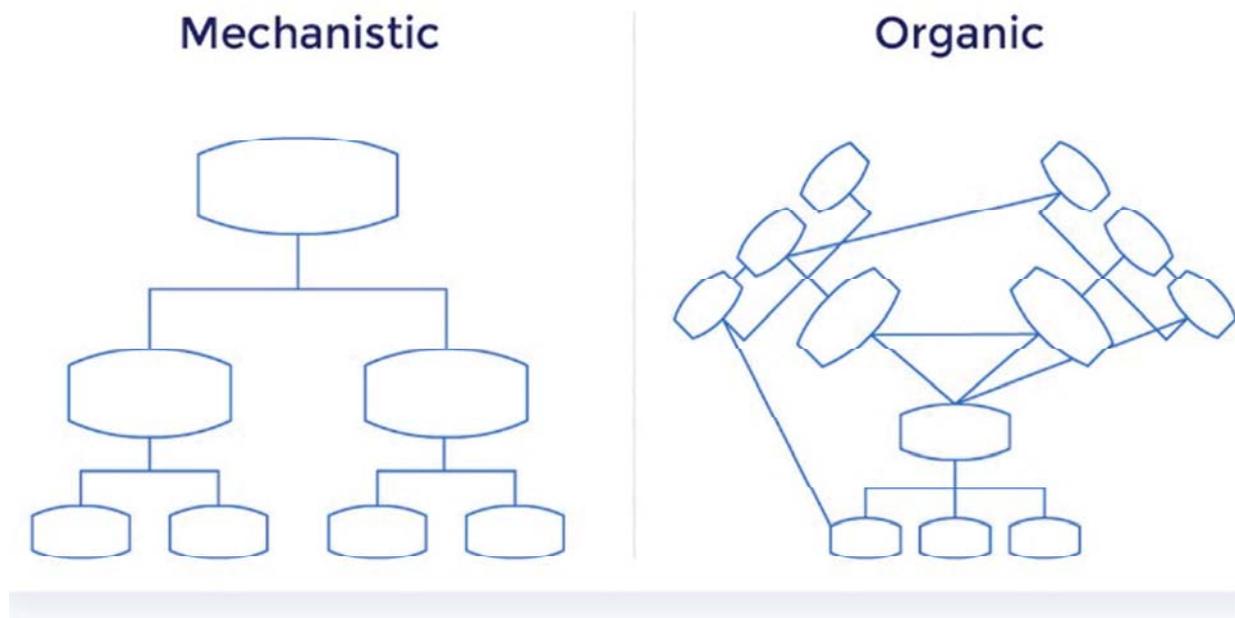
- Media planning, buying, placement, and negotiation for placement.



- Creative development of advertising and collateral materials.
- Production of creative materials.
- Marketing planning.
- Market research.
- The ultimate objectives of advertising agencies include helping advertisers attain sales objectives, market share and long-term profitability.

8.2.3 INTERFACE OF VARIOUS DEPARTMENT OF AD AGENCY

An agency structure groups staff members according to their general responsibilities, such as within the Marketing department or a division of Customer Service. It also shows how roles are structured so that everyone knows who their professional superior is. They come in two main varieties, mechanistic and organic:



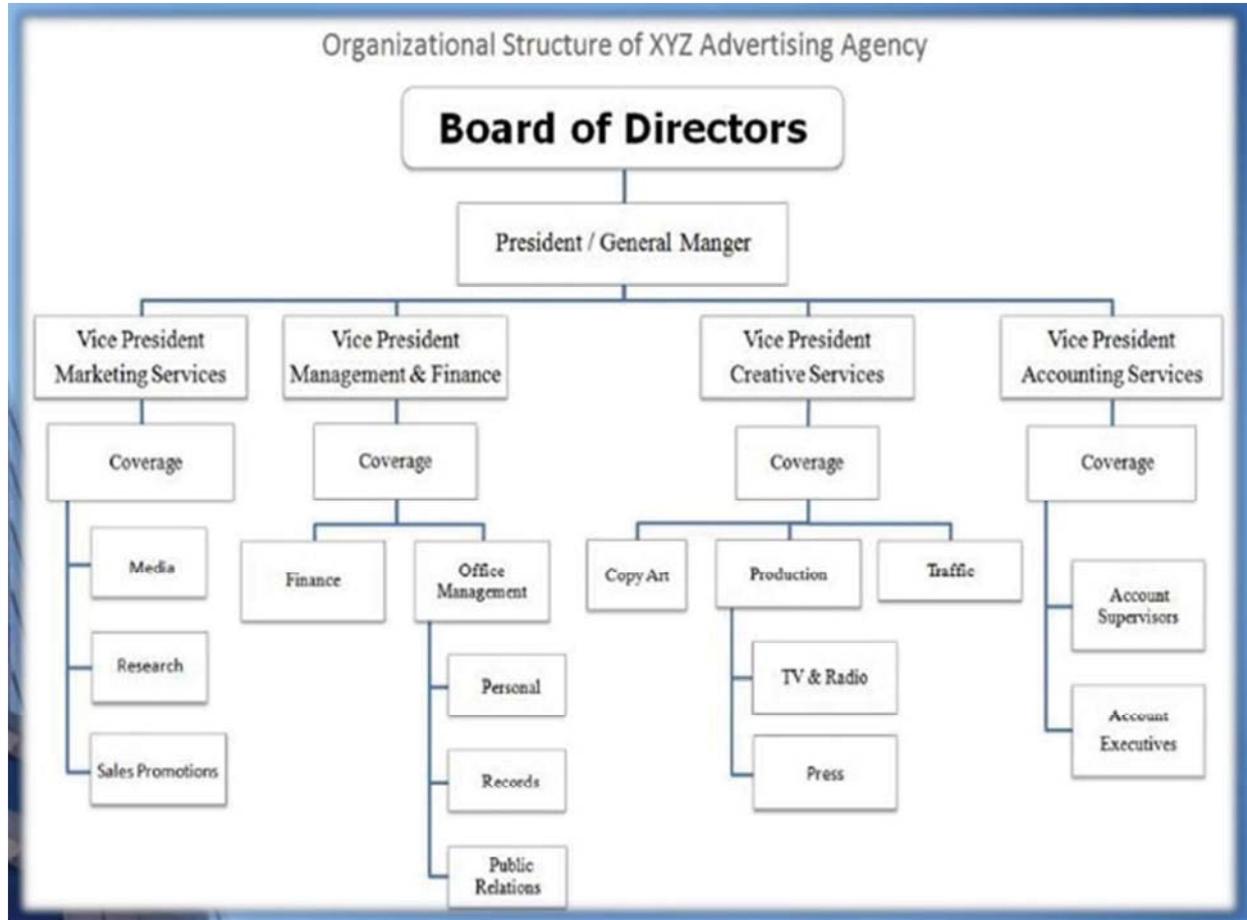
Mechanistic structures centralize power and create formal relationships between team members. Organic structures allow for cross-divisional collaboration and reduce the “gatekeeper” mentality that can slow down the process.

The traditional model has long been the go-to structure for large advertising agencies that offer a variety of services. It tackles the issue of managing numerous employees by centralizing authority, making it clear whom everyone reports to.

The organization structure differs from agency to agency depending upon their specialized departments. Further, the structure may also differ depending on the size of the advertising agency. The following



chart shows organizational structure of a typical advertising agency, which is diversified and handles most of the components of the advertising industry



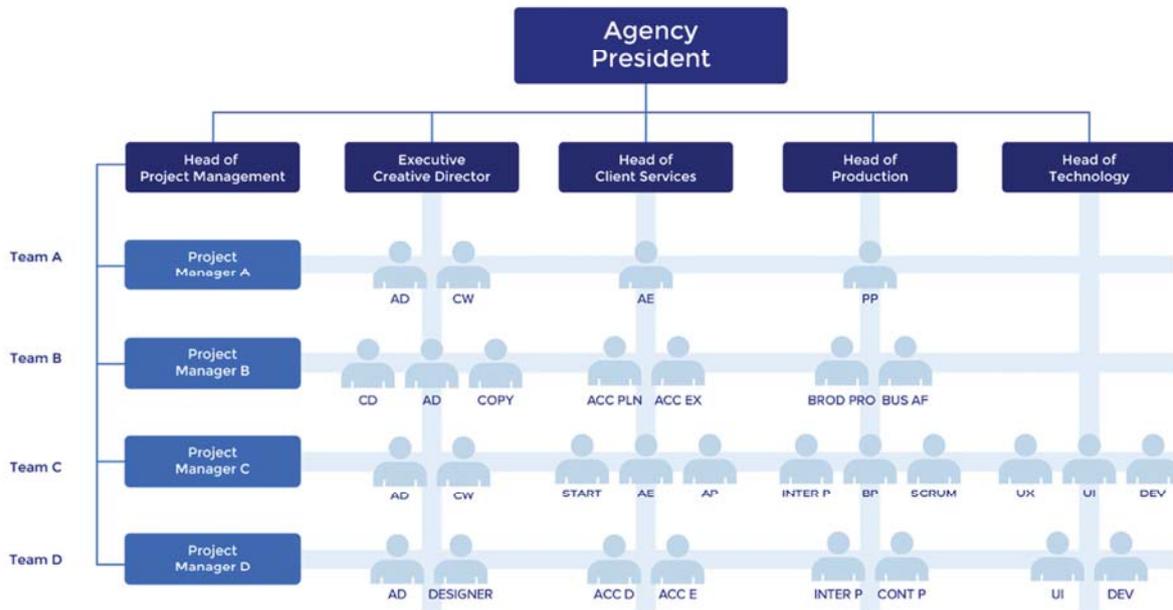
The organization is broken into different divisions — creative, production, client services, or finance. Each division is led by a department head, such as an Advertising Manager or Director of Advertising, and includes all the team members who specialize in that field.

The downsides to this structure are that it naturally silos people off and impedes cross-divisional collaboration. As a result, it's not a great fit for agencies who offer several different services to the same client and depend upon constant communication.

Overall, this model works best when clients typically come to an agency for a specialized service that can be contained within a single department, such as SEO or brand design.

The matrix model:

The matrix model keeps traditional divisions and division heads but is flexible enough to allow for the formation of cross-divisional teams:



With this model, full-service advertising agencies are able to meet all of their client’s needs without creating large barriers in communication between divisions. It tries to blend the best of both mechanistic and organic hierarchical structures.

On the other hand, this creates confusion between whom team members should report to at a given time: the project lead or the division lead.

The above difference is concerned with the working mechanism of the advertising agencies. One thing is quite clear that a typical advertising agency has the same department and it is a matter of efficiency and management that how they organize the working environment. But an advertising agency will make advertising and do related works for the clients.

The types of functional departments in an agency has changed, as interactive agencies have grown more full-service, and as full-service has grown integrated. There are also agencies that are specialists in certain areas or businesses. In the olden days, strategy was done by strategists, creators connected, then handed-off work to one of three production departments. Silos that may exist in your organization may be because broadcast production doesn't do digital work, or your social team doesn't get into content.

8.3 CHECK YOUR PROGRESS

Note: 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this lesson.

A. FILL IN THE BLANKS.



1. The _____ in advertising collects information about the market, market competition, market trends, products and services, competitors, consumer behavior, media trends, new trends in advertising, so on.
2. After _____ has been written and the layout and illustration approved, the ad is turned over to the production department.
3. The _____ keeps traditional divisions and division heads but is flexible enough to allow for the formation of cross-divisional teams.
4. The history of American advertising records _____ as its first person to have worked as a space salesman.

8.4 SUMMARY

- This Chapter looks into the role of advertising agencies and their changing structure over a period of time. Advertising agencies are deemed as the backbone of the Advertising Industry. The role of advertising agencies starts from the identification of the advertising needs of the product to the actual execution of the advertising project in various available media options relevant to the characteristics of the product. Every functional thing needs a proper structure for its smooth functioning. And no matter how unique the advertising world may be, it requires an organizational structure. Advertising agencies are structured to integrate the various services and tasks involved in creating and placing advertising. There may be differences in the organizational structure of an advertising agency based upon its size. On the one hand, large agencies often have higher staff strength and departments assigned to develop the strategy, conduct research, create ads, and select the media. Whereas on the other hand, smaller and regional advertising agencies that are independently owned and operated provide the same fundamental tasks of account services, creativity and media with a smaller team.

8.5 KEY WORDS

AAA: The Advertising Agencies Association of India (AAAI) is the official, national organisation of advertising agencies, formed to promote their interests so that they continue to make an essential and ever-increasing contribution to the nation, by working towards the following objectives:

- To benefit Indian consumers and to protect their interests by helping to ensure that advertising is honest and in good taste.
- To benefit Indian advertisers by promoting their sales, increasing their sales and increasing productivity & profitability, to stimulate business and industrial activity.
- To benefit media by establishing sound business practices between advertisers and advertising agencies and each of the various media owners.



- To benefit the nation by harnessing advertising for the good of the country, its institutions, its citizens to co-operate with the Government in promoting its social objectives and in the task of nation-building.
- To question advertising that is wasteful and extravagant to make it possible for the small entrepreneurs to grow through advertising and to compete with the biggest to encourage market and media research to serve society by meeting its social responsibilities.
- To encourage the interest of young individuals in the business of communication, to assist in education and training programmes and to provide information of benefit to members. Non-members are also provided this service for a fee.
- To establish a common platform in building and sustaining the prestige of the advertising profession and to serve as a spokesman against unwarranted attacks or restrictions on advertising.
- To establish a forum where representatives of advertisers, advertising agencies, media owners and Government can meet on mutual ground and examine problems of mutual concern.
- To offer effective co-operation and liaison with Government officials and bodies for the purpose of broadening their understanding of the role of advertisers, advertising and advertising agencies.
- To co-operate with Government bodies in discussion of matters such as taxes, radio and TV advertising, legislation, political campaign advertising, controls on pharmaceuticals, tobacco or liquor advertising and other subjects of similar complexity and sensitivity.

Account Department: The main job of the account services department is to keep work flowing into the agency, by establishing good relationships with clients and constantly overseeing the creative department's work. Account services meets with clients, takes requests for work, and writes briefs. They also act as the go-between, presenting work to, and bringing feedback from, the client.

Media Agency: Media agencies provide consumer insight, planning and buying skills while advertising agencies deliver brand knowledge and most creative materials such as TV ads.

Copy: An advertising copy is a term used to describe the main **text** used in the advertisement. The **text** could be a dialogue, a catchy punch line or a company's dictum.

Agency Structure: Typical **structure** of an **advertising agency** consists of

1. Contact Department/ Account Department
2. Media Department/ Marketing Department



3. Creative Department
4. Research Department
5. Accounting and Finance Department
6. Public Relations (PR) Department
7. Office Management.

8.6 SELF-ASSESSMENT TEST

1. What is Copy Writing?
2. What is the difference between Full-Service advertising agency and media service agency?
3. What is the difference between Creative department and Research Department?
4. What is the role of advertising agency?

8.7 ANSWERS TO CHECK YOUR PROGRESS

1. Research Department
2. The Copy
3. Matrix Model
4. Volney B. Palmer

8.8 REFERENCES/SUGGESTED READINGS

1. <https://www.ogilvy.com/team>
2. <https://www.grey.com/en/global>
3. <https://bbamantra.com/advertising-agency/>
4. <https://www.trinityp3.com/2015/04/role-of-advertising-agency/>

