

Advertisement

Definition:-

An advertisement is an announcement to the public of a product, service or idea through a medium to which the public has access. The medium may be print (such as newspapers, posters, banners, and hoardings), electronic (radio, television, video, cable, phone, internet) or any other. An advertisement is usually paid for by an advertiser at rates fixed or negotiated with the media.

Advertising is the best way to communicate to the customers. Advertising helps inform the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited.

Characteristics and Nature of Advertisement

On the basis of definition of advertisement, the main characteristics or nature of advertisement are as under:-

- **A Mass Communication:** The relation of advertisement is with such a communication which is made not with a person but a number of people. It reaches at several hundred people in the same time.
- **Speedy Communication:** Speedy communication is of rapid speed and it accesses to thousand people at a time.
- **Commercial Communication:** Commercial activities through advertisement are made with an objective to increase the profit of an institution by enhancement of the sale of the product or service.
- **Provide Valuable Information:** Advertisement provides valuable information to the consumers. This information is in the form of information regarding the new product, information regarding the characteristics of product and manner of use.
- **Persuasive:** An advertisement inspires the consumers for purchase of a product. It lures the consumers for the purchase of a product by rising passion in their heart.
- **Involves Company Expenditure:** The dissemination of information regarding service on the product without such expenses cannot be advertisement. Money is incurred on advertisement and such expenses are incurred by the person who is giving advertisement.

CONCEPT OF ADVERTISEMENT:-

The word advertising is a Latin word which means “to turn attention of people to a specific thing.” It is a paid publicity. According to Oxford Dictionary the word ‘to advertise’ means ‘to make generally or publicly known’, describe publicly with a view to increasing sales.

Advertising is thus, a mass communication tool, which is essentially in paid form by a firm or an individual and the ultimate purpose of which is to give information, develop attitudes & induce action, which are useful to the advertiser.

Advertising presents and upholds the ideas, commodities and services of a recognized advertiser, which provides as a communication link between the producer and the potential buyers. It gives the information to the would-be buyers who are interested in seeking the information about a product and the manufacturer. Advertising may be taken as the most efficient means of reaching people with product information. Advertising presents a mass persuasion apart from disseminating information to the prospective buyers about the product and the producer. While creating awareness and popularity, it seeks to persuade. It is a more effective and extensive and less expensive way of creating contacts.

TYPES OF ADVERTISEMENTS:-

In addition to the variety of advertising, we also see different types of advertisements. In case of news papers and magazines there are three types of advertisements. There are:

- i) Classified advertisements,
- ii) Display-classified advertisements, and
- iii) Display advertisements.

Classified Ads:-

These are the most simplest of advertisements. These ads give only the information in a simple, direct manner. Such ads are very small in size, use simple type faces and no visuals and colour. The most important thing is that these ads are packed together under specific headings. Advertisements of similar types are grouped together under specific groups or classes. This is the reason why these are called classified ads. The most common groups or classes of classified advertising are matrimonials, to-let, accommodation wanted, lost and found, exchange offers, etc.

Advertisers use classified ads when they want to convey only information. Matrimonials, accommodation wanted ads, etc. fall under this category. Such advertisements are usually filled with information. The writing style is also plain and informative. Almost all classified ads are fitted into a single column

In case of classified ads, it is the readers who look for the ads. So there is no need to be visible or persuasive. However, newspapers and magazines organize classified ads in such a way that readers don't have much problem finding them. For example, matrimonial ads are arranged alphabetically.

Most newspapers have classified pages. In fact, many are now publishing supplements for classified ads – specially for matrimonials.

Newspapers and magazines have fixed rates for classified ads – mostly on the basis of the number of words. Classified ads are the oldest form of print advertising. Also the maximum numbers of ads published in newspapers are classified ads.

Classified-Display Ads:-

Most of the classified ads are clustered tightly on newspapers and magazine pages. And it is not always easy to find particular ads from this clutter. So advertisers try to add some elements of display into such ads. These additional features include a variety of type faces or type sizes, visuals and the use of white space. Such advertisements are

known as display-classified ads. Although display-classified ads have elements of display, they still are grouped together under specific classes or categories.

Display classified ads are bigger in size than classified ads. These ads use persuasive language and use visuals to attract the attention of the reader. Also these ads are costlier than classified ads. The rates are fixed on the basis of the size or the space occupied rather than the number of words used.

Examples of such ads include the tenders and notices, and recruitment ads, etc.

Display Ads

As the name suggests these kind of ads use various elements of display including colour, visuals, etc. These are usually bigger in size. A wide variety of type faces and sizes are used in display ads. Also white space is judiciously used to make these ads more attractive.

Display ads being highly attractive, draw the readers' attention. The language used is often highly persuasive. These ads are much more costlier than classified and display-classified ads. For both display classified and display ads, rates are fixed according to the amount of space used.

In case of television and radio, there are two types of advertisements. These are called the 'sponsoring ads' and the 'spots'. Sponsoring ads are ads of companies or organizations that sponsor particular programmes on radio and TV. Spot ads are the ones that come before, during and after the programmes and don't sponsor anything.

Sponsors pay for sponsoring the programmes. In return, the TV channel or radio channel provides the sponsor some free commercial time (FCT). Sponsors use this FCT to broadcast their advertisements. Sponsors do not pay for the 'time' they use to show their ads.

On the other hand 'spot' ads on radio and TV pay for the time they use. Rates are fixed for various timings and on the basis of the popularity of the programmes (more popular the programmes, more is the viewership, more is the rate). For example, Doordarshan charges Rs. 1,250,000/- for ten seconds of advertising time during prime time.

Advertising can generally be classified according to the following criteria:

- Target audience.
- Geographic area
- Medium
- Purpose.

BY TARGET AUDIENCE

Advertising is targeted at a particular portion of the population. This is known as the "target audience". Rarely any advertising is aimed at all kinds of people. Many times we see advertisements which we don't like. It could be because of the advertisement is not aimed at us.

There are two main types of target audiences- consumers and business. Accordingly, there are two types of advertising.

a. Consumer Advertising

Most of the advertisements that we see in the major media like TV, radio, newspapers, magazines, etc. are consumer advertisements. These are aimed at the consumers who buy the products for themselves or someone else for personal use. These advertisements are sponsored by manufactures, marketers, dealers or retailers. Consumer advertising also includes services and ideas that are meant for general consumption.

b. Business Advertising

While majority of products are meant for the general population, quite a few products are not meant for professional use. These include machines, machine parts and a variety of services. Advertisements of these kinds of products do not generally appear in the mass media.

These ads are usually published in specialized business publications or professional journals. Often these products are advertised directly through mail in the form of letters. Some times these products are advertised during exhibitions or trade shows. The general public is often not aware of this type of advertising Business advertising is again of three types *industrial*, *trade* and *professional*.

Industrial advertising: This type of advertising is meant for people who buy or influence the purchase of industrial goods and services. These goods and services are used in the manufacture of other products.

These products include raw materials, machinery, equipment, semi manufactured goods, machine parts, etc. Industrial products also include those things that are used to conduct business i.e. office machines, desks, computers, file cabinets, etc.

Industrial services include insurance, book keeping or accounting, maintenance, etc. These kinds of products and services are advertised mostly in business or specialized publications and sometimes in general mass publications also.

Trade advertising: The second type of business advertising is trade advertising. Trade means the chain of organizations that manufactures and marketers use to reach the final consumers. These include the wholesalers, dealers and retailers, etc. Trade advertising is done to achieve greater distribution by expanding the existing chain of outlets and encouraging existing outlets to stock more of the products.

Professional advertising: This is the third type of business advertising. It is aimed at professionals like doctors, engineers, architects, teachers, lawyers, etc. These advertisements appear in highly specialized professional journals.

Professional advertising has three objectives:

- i) To convince professionals to buy particular brands of equipment or service for use in their work,
- ii) To persuade professionals to use the product personally, and
- iii) To encourage professionals to recommend or prescribe a specific product or service to their clients or patients.

BY GEOGRAPHICAL AREA

On the basis of geographical area or reach, advertising can be classified in to three groups.

- Local or Regional,
- National, and
- International.

Local advertising: Small organizations limit their business to the local, regional or the state levels. The area covered by such organizations is usually a city, district or a state. These advertisers use local media and local language. Such advertisements usually have a local flavour.

Retail stores also undertake local advertising. Some times organizations start their business at local levels & once success has been achieved, they spread to wider areas. One good example of this is the Nirma Washing Powder. It started selling in the state of Gujarat in the initial days. Later on it spread to all parts of India. So their advertising which was confined to Gujarat in the beginning later spread to all over the country.

National advertising:- This type of advertising is undertaken by organizations doing business all over a country. When the target audience is spread all over a country, the advertising uses national media. In India, national advertising uses both Hindi and English languages. They use Doordarshan and other TV channels, all the major Hindi and English newspapers and magazines.

Business houses like Hindustan Lever, Godrej, Escorts, Tata, etc. spend crores of rupees every year on national advertising. Companies doing national advertising also do regional advertising to strengthen their position in specific regions. In many cases, big companies also conduct test launches in smaller regions for new or modified products before moving on to the national scene.

International advertising:- In the recent years, the world has experienced dramatic changes including collaborations in the political and business spheres. This has led to the emergence of strong multinational companies. With the lifting of trade barriers and the opening of previously closed markets, MNCs now are spreading their businesses to many countries.

Cola giants Coke and Pepsi, fast food giants like McDonald's, KFC and Pizza Hut, companies like Uni Lever, IBM, Sony, etc. have got strong presence in hundreds of countries. These companies use international media like the Time or News Week magazines, Readers Digest and all the major international. TV channels like CNN, Star etc.

To facilitate efficient handling of such global advertising, major international advertising agencies have been consolidating their positions by taking over or establishing partnerships with major national agencies. As a result almost all major Indian advertising agencies now have tie-ups with international agencies; Global advertising often uses uniform copy or uniform appeal for their companies.

BY MEDIUM

Advertising tries to reach the target audience by using a variety of media. Accordingly, advertising can be classified on the basis of the media used to present the message. These are:

Print Advertising: (Using Newspapers and Magazines)

Broadcast Advertising: (Using Radio & Television)

Video Advertising

Cinema Advertising

Outdoor Advertising: (Posters, Wall writing, Hoardings, Boards, various types of sign boards, Banners, balloons, Sky writing, etc.)

Transit Advertising: (Using a variety of vehicles)

Postal advertising or Direct Mail Advertising: Used by Readers Digest and many direct-marketing companies)

Point of Purchase (POP) Advertising : Usually printed publicity material like leaflets, brochures, danglers, pamphlets, posters or other special displays distributed or displayed at the places where products are sold.

Internet Advertising

Special Media Advertising: Advertisers sometimes use the backside of match boxes, the postal and other official stationary etc. to give brief messages. These advertising messages are mostly social.

BY PURPOSE

A wide variety of business and other organizations undertake advertising to achieve a wide variety of objectives. Advertising can be classified according to the purpose, i.e., on the basis of the sponsor's objectives. Some advertisements promote goods, services or ideas. Some ads are meant to generate profit while some are not profit oriented.

Some advertisements try to create primary demand for a product category, while others promote individual brands. Some ads try to sell and others try to create awareness and still others try to create good will.

This way advertising can be classified as follows:

- (a) Goods vs. Non – goods advertising,
- (b) Commercial vs. Non-commercial advertising,
- (c) Action vs. Awareness advertising, and
- (d) Primary demand vs. Selective demand advertising.

PRINCIPLE OF ADVERTISMENT

1. **Know our future consumers:** - It is the first and the important principle of advertisement that the advertisement should be given by taking in the mind, the output of prospective customers.
2. **To Create Interest:** - Advertisement should be framed by keeping in mind the interest and choice of prospective customers.
3. **Effective and attractive advertisement:** - An advertisement should be in the nature that it can attract the common publics immediate impress them to a greater degree.
4. **Advertisement should be simple:** - An advertisement should be design and from so skillfully that it could be understood easily by the common public.
5. **Prove your produce value:** - The advertiser should be effort to explain the utility of the product.
6. **Use of pictures:-** effective pictures should be drawn in an advertisement so that it can newly attract the consumers
7. **Feeling of the purchase:** - An advertisement should be impressive as the public may feel pride to purchase the advertisement product.
8. **Other Principles:-**
 - (a) The product should be advertisement continuously.
 - (b) A stress should be given on the quality of product.
 - (c) And use of different colour in advertisement should be made attractive.

OBJECTIVES OF ADVERTISEMENT

Objective can be divided in two parts:-

Main Objectives:-

- Dissemination of proper information to the public about new products.
- To generate demand for the products and services.
- To maintain the demand for goods and services.
- To make the people understand consumption of products.
- To improve business relations.
- To increase popularity of manufacturer.

Subsidiary Objectives:-

- Removal of superstition.
- To assist in employment and for selection of life partner
- To promulgate the institutions and the person
- The message for the success of economic plan.
- A source of important information's to the public
- To reduce production as also distribution cost.

Main Objectives of advertisement are as under:-

1. **To Introduce New Product:** It is the objective of advertisement to provide with the information of new product so that the prospective buyer may get introduced with that brand thereby do purchase.
2. **To do Entire Selling Job:** It is the objective of advertisement to execute all acts relating to sale. For example, all functions under mail order business are performed through advertisement.
3. **To Force Middlemen to Handle the Product:** The objective of advertisement is to compel the middlemen for professing the products of that manufacturer for the sale. It is only possible when the customers do their enquiry to the middlemen regarding the product duly advertised through Medias and towards which they are attracted.
4. **To Build Brand Preference:** Advertisement can be made with an objective to build preference for the brand so that the consumer may regularly purchase the goods of that brand.
5. **To remind the consumers:** The consumers are perpetually brought-in to think about a particular product duly advertised. The regular advertisement acts very properly for this.
6. **To Inform about Changes:** Advertisement can also be made in order to provide information on the policies adopted by the institution and changes made in the products. These objectives may be related to inform about new model, to tell the changes inserting in the price etc.
7. **To Increase Goodwill:** As a result of continuous advertisement, confidence of people is arises for the concerned institution. Such practice increases the popularity of this institution.
8. **To Reduce the Cost of Productions and Selling Cost:** The demand for product is increased and it acts as an incentive to manufacture the goods on large scale. As a result of this, cost per unit of product is reduces. The middlemen too become ready to sell the product on lower rate of commission because of sale in bulk quantum.

PROMOTION

Promotion keeps the product in the minds of the customer and helps stimulate demand for the product. Promotion involves ongoing advertising and publicity. The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.

For Example, If you put the sign on the back of an elephant and walk it into town, that's promotion.

Sales Promotions are inducements or gimmicks whose purpose is to encourage the purchase of a product/service immediately. Unlike advertising, where the objective is usually to influence long-term buying behavior, sales promotions are concerned with the short-term. A problem with promotions is that they sometimes cause consumers to focus more on the promotion than the product. In fact, sometimes consumers are not at all loyal to the product but are attracted to the coupon, gift, or rebate.

Some examples of sales promotions aimed at consumers (consumer promotions):
(a) coupons (b) free samples (c) refunds and rebates

Publicity:-

Organizations usually have little control over the message in the media, at least, not as they do in advertising. Regarding publicity, reporters and writers decide what will be said. For Example, If the elephant walks through the mayor's flower bed, that's publicity.

Publicity (a tool used in public relations) is nonpersonal communication, that is typically in the form of a news story, that is transmitted through the mass media. The purpose of publicity is to draw favorable attention to a company and/or its products without having to pay the media for it.

Propaganda:-

The aims of propaganda are to bring a message across to a large group of people with the intention to change or manipulate their views. These influences could be biased or quite untruthful depending on what the propagandist is promoting. The idea of propaganda is sometimes used to encourage or motivate persons where other uses are to present an impression that the propagandist what to create to that particular audience. Some forms of propaganda gives versions of the truth, which could be argued to be the same to advertisements, where other forms are almost untruthful and misleading. The benefits of propaganda can control and influence people's attitudes in which therefore can often achieve the response the propagandist wanted from them. The effect of this can be very powerful and strongly mesmerizing in terms of people's beliefs to what the propaganda is promoting (even if this is not true). There are elements of the truth within the advertisement although such features that are found unknown or inaccurate become a distinctive use of propaganda.

Target audience:-

In advertising, a target audience, is a specific group of people within the target market at which a product or the marketing message of a product is aimed at. For example, if a company sells new diet programs for men with heart disease problems (target market) the communication may be aimed at the spouse (target audience) who takes care of the nutrition plan of her husband and child.

Psychology:-

It is an academic and applied discipline that involves the scientific study of mental functions and behaviors. Psychology has the immediate goal of understanding individuals and groups by both establishing general principles and researching specific cases, and by many accounts it ultimately aims to benefit society. In this field, a professional practitioner or researcher is called a psychologist, and can be classified as a social, behavioral, or cognitive scientist. Psychologists attempt to understand the role of

mental functions in individual and social behavior, while also exploring the physiological and neurobiological processes that underlie certain cognitive functions and behaviors.

Product:-

Product (business) In general, the product is defined as a "thing produced by labor or effort" or the "result of an act or a process". Since 1575, the word "product" has referred to anything produced. Since 1695, the word has referred to "thing or things produced".

In marketing, a product is anything that can be offered to a market that might satisfy a want or need. In retailing, products are called merchandise. In manufacturing, products are purchased as raw materials and sold as finished goods.

Design:-

Design is the creation of a plan or convention for the construction of an object or a system (as in architectural blueprints, engineering drawing, business process, circuit diagrams and sewing patterns). Another definition for design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective.

Packaging:-

Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the *process* of design, evaluation, and production of packages. Packaging can be described as a *coordinated system* of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

Message:-

A message in its most general meaning is an object of communication. It is a vessel which provides information. Yet, it can also be this information. Therefore, its meaning is dependent upon the context in which it is used; the term may apply to both the information and its form. The message is often considered as the most vital part in the communication process. The "message is the thought, idea, image, or other information that the advertiser wishes to convey to the targeted audience".

Language:-

Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important.

Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. Certain words can incite an emotional response in us — a fact that's not lost on advertisers and copywriters. The language that's used in advertising is deliberate in its attempt to create a positive impression of the product or service.

Creativity:-

Creativity refers to the invention or origination of any new thing (a product, solution, artwork, literary work, joke, etc.) that has value. "New" may refer to the individual creator or the society or domain within which novelty occurs. "Valuable", similarly, may be defined in a variety of ways.

Creativity is an essential resource to survive in the market and for this reason we always look for it. Companies entrust their image to advertising agencies to realize ever more creative, innovative and amazing advertising. To advertise does not mean to create an instruction manual to use a product, but to communicate innovative and clever ideas to increase your income.

Visualization:-

Visualization is any technique for creating images, diagrams, or animations to communicate a message. The invention of computer graphics may be the most important development in visualization. The development of animation also helped advance visualization.

With the explosion of increasingly powerful computers and improved photo-realism, the use of design visualization has saturated our culture, and it has become invaluable in advertising. Essentially, design visualization has been a part of advertising for as long as there has been marketing.

Campaign:-

Campaign advertising is the use of an advertising campaign through newspapers, radio commercials, television commercials, etc.) to influence the decisions made for and by groups. An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns appear in different media across a specific time frame.

The critical part of making an advertising campaign is determining a *champion theme* as it sets the tone for the individual advertisements and other forms of marketing communications that will be used. The campaign theme is the central message that will be communicated in the promotional activities.

Layout:-

An advertisement layout can be defined as the systematic design of size, color scheme, graphics, object and text placement to send intended message to the target audience.

Scripts:-

Effective advertising is the backbone of every company. Without it, their products will have trouble surviving in a market where flashy advertising and media saturation is king. Several avenues exist for companies to advertise their products, but TV, radio and Internet ads are most effective. Each of these mediums requires a script. Many writers make a living writing nothing but advertising scripts, and by following a few basic steps, you could be one of these writers.

Writing:-

A good advertisement should have :-

- a well-targeted headline
- clear design
- Well-written text - known as 'copy'.