

PAPER 2

PRACTICE OF ADVERTISING

LESSON 1 Newspaper, Magazine

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LESSON 3 Film and Miscellaneous Media

LESSON 4 Poster, Banner, Hoarding, Wall Writing, and Transit Media

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Course Code : 02	Author: Prof Pradeep Mathur
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NEWSPAPER, MAGAZINE	

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1.1 Objectives

The aim of this lesson is to project newspaper and magazine as advertising medium. In print medium they are most commonly. After going through this lesson you will be able to:

Describe and understand the print media scene in the country.

Identify the potent tools for advertising in print media.

Understand the role of these media in social developments.

Compare both of them and know which one to use and when.

Indicate the future prospects of the print media.

1.2 Introduction

Advertising media consists of any means by which sales can be conveyed to potential buyers. The choices of media is immense in the developed countries but somewhat limited in the developing countries. As an advertising medium, anything can and has been used like tickets, matchbox, street utter bins, taxicabs, parking meters, shopping advertising media should have the sense of selection.

Those who exploit anything to do with advertising media should have the sense of selection. Often it is seen that more money is spent to get less benefit, so skillful advertiser should always choose the right medium. That is why media buying is a skilled business the objective being to get the most effective advertising at the lowest cost.

In print media we have newspaper and magazine as potent weapons for advertising. Through these medium people can reach wide audiences anywhere in the world. The language can differ but the message will be the same. Apart from this there are cartoons and pictures that have universal appeal.

Definition:

This era is the declassification of the media. People are not attracted and pursued by the media-print or electronic. When it comes to our country then we should know that the buying capacity of individuals is quite low. There are other reasons too, which we would discuss later.

Before going ahead there is a need to know the meaning of advertising.

Advertising is a paid mass media attempt to persuade.

This definition shows three things. First, advertising, is paid communication by a company or organisation that wants its information to be disseminated.

Second, advertising is mass mediated. This means that it is delivered through a communication medium designed to reach more than one person but to the masses. The familiar means newspaper, magazines, television, radio and other media such as direct mail, billboard, banners and transit media and Internet. These are the modern media. Advertisers are not using only this but also the traditional

media like folk dance, songs, drama, puppetry, and many more. The target is to reach the maximum number of people.

Third, all advertising includes an attempt to persuade. Advertiser disseminates information only to persuade the audience or buyers.

We can also define advertising as the process by which a product or service is introduced with the purpose of persuading the people of a locality to utilize that product or service. One can define advertising as the process of introducing to the public an idea, product or Service through a paid announcement from a non individual and identifiable source to encourage the public to make use of what is introduced.

There are four major components in this definition.

1.Payment 2.Non individual 3.Identifiable sources. 4.Ideas.

Advertisements are paid announcements. The advertisers has to pay media in some cases, even the advertising agencies for special Services. In consists, publicity is free. It can be obtained through public relations. It is also free when the media take in interest ideas and services.

The public must be able to identify the advertisers. Otherwise, the advertisement may suffer from a lack of source credibility.

Advertising is persuasion of the lowing definition can be thought of. Target audience through controlled, identifiable and mass mediated message. If advertising has grown in themodern world into a powerful economic and socio cultural activity. It is only because of the big growth of the mass media.

At this point, we can say that for a communication to be classified as advertising, three essential criteria must be met.

1. The communicated must be paid for
2. The communications must be delivered to an audience via mass media.
3. The communication must attempt persuasion.

Background and History

As we know that Indian Society is not unilateral, rather it is multilateral. There are multilateral professions and activities. One thing is perceived here in a number of ways and a meaning is difficult at times. Thus we could not say that one object will present only one meaning. And it is also with advertising. It is business, an art, an institution, and a cultural phenomenon. As Jurgen Schremp, the CEO of auto major Daimler Chrysler, advertising is an essential making tool that helps create brand awareness and loyalty and stimulates.

At the same time we cannot dismiss oral advertising as old fashioned. Even in the most sophisticated cities of the world, goods are sold on payment and street corners, at least in a limited way using oral advertising. After all, is there not an urge in most of us to communicate to world that we exist? Is this not expressed or visible in the manner we dress, decorate our homes and ourselves? And do we not see others when we want to buy or sell something.

In the olden days, there was a quiet exhibition of non verbal symbols, which announced what a particular place was offered. For example, the picture of a cow painted on the wall of a shop indicated that milk was available there for sale. In

ancient Rome, Some pictures and symbols were painted or drawn on the front walls in the house, in inches, which were called albums.

Dr. Johnson mentioned,

The trade of advertising is now so near to Perfection that it is not easy to propose any improvement. But as every art ought to be exercised in true subordination to the good. I cannot but propose to these masters of the public ear whether they do not sometimes play too wantonly with our passions.

Normally, the individual advertisers directly pays the medium that publishes the insert. But a company channels the advertisement through an organisation, which specializes in the creation of advertising services for several clients. Such an organisation is called an information about the product or service is mailed to prospective customers. Except for postage, there is no payment to any medium in such situations. Therefore advertising television. Direct mail can be a medium. However, most modern advertising radio or through the print electronic media, which we will refer to as the big media. There are, on the other hand, small media such as direct mail, posters wayside hoardings, placards small buildings. In fact, in recent years, the last mentioned medium has become a major advertising spot for the new beverages that are being introduced in a big way in rural and urban areas.

1.4 Newspapers

Printed Word in Media:

The Chinese first made paper in the second century A.D. They also discovered that art of printing. In 1868, A.D. Wang Chick published a book printed from

blocks. The first known use of moveable types was by another Chinese, Pi Chang, in 1045 A.D. The newspaper took a proper shape in Europe in 18th Century. In Europe, a German, John Gutenberg, built one of the earliest movable cost metal type printing machines in Mainz in the middle of the 15th century. William Carmon of Kent set up the first printing press in England in 1476, but it was nearly two centuries before the country had a genuine newspaper.

James Augustus Hick Published the First English newspaper Gazette in India in Calcutta. His Bengal Gazette alias Calcutta General Advertiser came out on January 29, 1780. This started the story of Indian Press and then papers like India Gazettee came. In early years of 19th Century Calcutta saw James Silk Buckingham and he could be rightly described as the inspiration behind the growth of Indian Journalisms. Madras and Bombay saw the emergence of papers like Madras Courier and Bombay Herald. The first language book was the grammer of the Bengali language. Although the first Bengali language newspaper appeared in 1816 for a short while, the regular Indian owned language newspaper was started in 1822. Raja Ram Mohan Roy started Sambad Kamudi, Miratul-Akbar in Persian and Brahminical Magazine to counteract the missionarie's propaganda. He was also associated with journals like the Reformer. The Inquirer and Gyan Auneshun. For his efforts towards the society and the Indian press, he is rightly known as the father of Indian Language journalisms.

Print Media-Growth and Variety

The growth of education, industrialization and commerce after indepdence and the all round development thereafter, has contributed to the immense growth of

print media in recent years. From the decade of seventies, the country has seen a boom of magazines and from the eighties we have witnessed a spurt in the better produced dailies and tabloids. Today, the print media comprises newspapers, magazines, trade journals, textbook, posters, leaflets, direct mail literature and printed material and graphic of various types shown on the wide and small scenes. In addition, a variety of mass circulation commercial items now roll out of printing presses. These include newspapers, calendars, packaging, labels, postcards, street, banners, postal stamps, currency notes, chequebooks, stationary pads and also work of great art.

The news in the newspapers is from all aspects of life. The editors of the newspapers are too much conscious about the selection of subject. They are not only disseminate political or crime news but also cultural, psychological, sports, religion and so on. Newspaper also covers stories from all selection of society- male and female, children, young, old, highly, literature, literate, semi literate and so on.

Newspaper

It is publication devoted chiefly to collecting and presenting news and commencing on the current developments. It is generally printed on coarse paper called newsprint. It appears in two sizes-broadsheet and tabloid. A standard size newspaper has pages that measure about 38 by 58 inches or about 15 by 23 inches. The pages of a tabloid are about half of that sizes.

The three main kinds of newspapers are:

1. Daily newspapers

2. Periodical or magazines of various periodicity, and
3. Special Interest Newspaper

IN DEPTH COVERAGE AND PERFORMANCE

Newspaper presents before the readers the details of the event. In the language of news reporting, it presents before us the serious matter first, then its use in the middle and light in the end, which is not final in any other media-mostly electronic. This is true even though the life of a city newspaper may be only a few hours, but many publications survive for some time, and items can be put out and kept.

Advantages of a newspaper:

Certain advantages of the newspaper as an advertising medium are:

1. The newspaper is one of the cheapest means of reaching a large number of unknown or unidentified prospective readers which can become buyers, whether in town, region, country or even overseas.
2. Advertisements can be inserted quickly. It could be done overnight by using telephone, fax and internet.
3. Response can be achieved by means of coupons or by interacting through telephone and fax numbers, email and website addresses.
4. Newspaper advertising can be targeted at certain segment of people by using the newspaper read by them.
5. Newspaper has got more space for advertisements while in other medium like radio and television, it is not so.
6. Newspaper advertisements can be re-read and retained.

7. Some publishers encourage enquiries by use of reader service coupons or cards, which make it unnecessary to clip advertisements and write to advertises individually.
8. Advertisements for particulars products or services are often grouped together so that it is economical for each advertiser to buy only a small space.
9. Mobility:Newspaper can be carried about and read almost anywhere.
10. Improved printing: The majority of newspaper are printed offset-litho, Picture quality, even in black and white, is now days very good.

DISADVANTAGES OF THE NEWSPAPERS

As we know that print materials are concerned with literacy. Whereas newspaper is concerned, it has limitations in those countries where literacy rate is poor. In India, average literacy rate is not more than 55 percent. Thus, the material and demerits of media have become the part and parcel of it.

1. Short Life: Newspaper life is short and cannot service more than a day. As usually seen in this materialistic world, the readers don't find a lot of time to read the newspapers. They soon get exhausted and bored. The life of tabloids is even shorter than dailies.
2. Poorly Printed: New technology in the field of printing has brought revolutions. Web offset and flexgraphy printing have brought better printing standards in world media. The poor quality of newsprint, and the speed with which multi million circulation newspapers such as The Hindu,

The Times of India, The Hindustan Times, The Indian Express and so on, have to be printed is a case in point.

3. **Passive Medium:** It is often seen that the interest of readers to read the press advertisement is very low, while film, radio and T.V. have captive audience. There is need of some change in the field of presentation of advertisement of newspaper to catch and hold the attention of readers.
4. **Static Medium:** In the newspaper advertisements, there is a lack of realism of sound, movement and colour as we see in T.V. and cinema, and the sound of radio advertisements.
5. **Badly Presented:** Readers have to make efforts to reach at the proper advertisements because in newspaper there are so many advertisements. With most other media each advertisement is presented individually and can be absorbed once at a time.

THE FUTURE OF NEWSPAPER

The fact is that newspaper circulation has been in a long, sustained downward trend, and that readership is following the same pattern. To survive as a viable advertising medium, newspaper will have to evolve with the demands of both audiences and advertisers who provide them the majority of their revenue. One research study indicates that to overcome in the future as a viable advertising medium, newspaper will have to do the following.

1. Continue to provide in depth coverage of issue that focus on the local community.
2. Increase coverage of national and international news.

3. Provide follow up reports of news stories.
4. Maintain and expand this role as the best local source for consumers to find specific information on advertised product features, availability and prices.
5. Provide the option of shopping through on line newspaper computer service.

1.5 MAGAZINES AS AN ADVERTISING MEDIUM

The term magazine indicates a stitched paperback of writing by prominent and traditionally a medium of light entertainment. It includes articles of stories and is published at regular intervals. Most magazines include illustrations as well as advertisements, which are the chief resources of revenue. Magazines more than any other media option provide advertisers with a choice of highly selective alternatives that offers a wide variety of formats and contexts.

TYPES OF MAGAZINES

The magazine medium is highly fragmented with more than thousand magazine titles published annually in India and literally hundreds of titles introduced every year. A useful classification scheme for magazine is to categories them by major target audiences.

There are three categories of magazines:

1. Consumer publication
2. Business publication
3. Farm publication

COST AND BUYING PROCEDURES FOR MAGAZINE ADVERTISING

Audience Selectivity: Magazine has the ability to direct consumers. That is why its consumers are highly selective. This selective can be based on demographics, life style or special interests.

Audience Interests: The content of magazine has the capacity to attract the audience comparatively more than other print media. Television programming does attract audience but magazines have the advantages of voluntary exposure to the advertising.

Creative Opportunities: In magazine advertisements, the possibility of creation is more. It offers a wide range of creative opportunities. The variations in the size of an advertisements, colour, use of white spaces, a magazines offers a flexible and favourable creative enviroment.

Long Life: It is often seen that magazine comes with special issues, which is kept and re-read by readers. These special editions also increase the sales drastically. This in other way means that, unlike newspaper, a magazine can be examined and data referred for over a week or a month. Some magazine are saved for long period for future reference.

DISADVANTAGES OF MAGAZINE ADVERTISEMENTS

1. Limited Reach and Frequency:

The Readers of magazines are selected and chosen few. So, its circulation is limited and magazines are published weekly, fortnight or monthly. This affects the contiunity and flow news. The biggest problem comes up with follow up stories.

2. Clutter

The average magazine is about half editorial entertainment content and half advertisement material, but some highly specialized contain as much as 80 percent advertising. And this advertising, given the narrowly defined audiences, tends to be for trends in direct competition with each other.

3. Long Lead Times:

Advertisers are required to submit their ads as much as 10 days in advance before the date of publication. If the submission date is missed, there can be as much as a full month's delay in placing the next ad.

THE FUTURE OF MAGAZINES:

Magazines have had a roller coaster history over the past decade. Currently revenues and ad pages are up, and advertisers are finding the advantages of magazine well suited to these current needs. Two factors are likely to be major influences on magazines as advertising medium is the future. The first one is magazine, like other media, has to determine how to adapt to new media scene. The second factor affecting the future of magazines is a robust environment for merger and acquisitions. Recent years have seen dozens of mergers and acquisition deals each year in the magazine industry. Buyers are looking for two benefits in acquiring publications. They want better economics as compared to traditional print publication and new media outlets.

1.6 Summary

As we know that there are three important magazines types- consumer, business and farm publications. They can be effective in attracting distinctive groups of readers with common interest. Thus magazine can be a superb tool for reaching specific market segments. It has socio economic selectivity, good production, and long life prestige. Of course, the selective advantages turn into a disadvantages for advertisers trying to achieve high reach levels. Cost of magazine and ad space can vary dramatically because of the wide array of circulation levels achieved by different type magazines. Newspapers give day to day coverage and followup stories can be linked easily. They cater to every segment of the society and there are news which interest young and old. Again like magazines papers can have a certain focus and many of them are in areas like development communication and employment like employment news. Tabloids are also there many of which are evening editions and they survive on spicy and catchy news. People returning from their offices and working places buy them and read on their way back. They generally have coloured and attractive and sensational headlines to increase the sales.

1.7 Key words

Disseminated: spread widely

Sustained: support

Prominent: projecting from a surface, well known

1.8 Self assessment exercise

Q1 Discuss the utility of newspaper as a medium of advertisement.

Q2 Compare the magazine and newspaper advertisements.

Q3 What is the future of magazines in India?

1.9 Suggested readings:

Belch George E. and Michael E Belch, “Advertising and Sales Promotion (5th ed.),

Tata McGraw Hill, New Delhi, 2001

Marketing management by PHILIP KOTLER

Lesson-2

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Course code: 02

Radio, Doordarshan

Structure

- 2.1 Objective
- 2.2 Introduction
- 2.3 Doordarshan
- 2.4 Summary
- 2.5 Key words
- 2.6 Question for practice
- 2.7 Suggested readings

2.1 Objective

After going through this lesson you will be able to:

- Appreciate radio as an audio medium and TV as an audio visual medium
- Describe the main points of communication in a Radio and Television
- Understand the audience behaviour in both the medium.
- The advantages and weakness of both these medium.
- Understand the basics of advertising in both these medium.

2.2 Introduction

Amateur broadcasting started in India in November 1923 with the setting up of a Radio club in Calcutta (Kolkata) In June 1924 similar clubs in Bombay and Madras began transmitting programmes for some two and a half hours a day.

Due to financial difficulties the Madras club closed down in October 1927.

On 23rd July 1927, the viceroy of India Lord Irvin inaugurated the Bombay Broadcasting Branch of Indian Broadcasting Company. Department of Industry and Labour of Government of India took the broadcasting programme in her control on 1st April 1930 due to the failure of Bombay center because it was going in deficit. Then the Govt. of India gave it new name-Indian State Broadcasting Service.

The radio came into full existence in India from 8 June 1936. It was established as All India Radio (AIR). It is known as “Akashwani” for Indian languages. All India Radio (AIR) broadcasts various programmes for Indian people. There are four main programmes of All India Radio.

1. Special (National) Programme.
2. Vividh Bharti And Advertising Service.
3. News Service Centre and
4. Foreign Service.

Following the country’s partition, six radio stations came to India located in Bombay, Calcutta, Delhi, Tiruchi, Lucknow and Madras. But another five stations also became the part of it when the princely states of Hyderabad. Aurangabad

Baroda, Mysore and Trivandrum were declared part of the Indian Government. During the first Five years Plan (1951-1956) much development of broadcasting took place. Regional news bulletins in Hindi and Marathi were started in 1953 from Lucknow and Nagpur respectively. By the end of the first plan the number of radio stations had increased to 20.

In 1957, Vividh Bharti, an All India Radio variety programme service, started at Bombay. It provided light entertainment with a generous dose of film music. Over the years, it has become a very popular service. In 1969, a new channel "Yuva Vani" was started at Delhi the sponsored programmes on the commercial service were introduced in 1970s. In 1971, the highest AIR Station was set up at Leh. In the same year, the first satellite link was established.

By 1980, radio covered about 90% of the population and over 78% of the area in the country. In 1991, there were 102 full fledged radio stations, which were also production centers. The number of broadcasting centers, which included relay centre, was 205. The population covered was 97.5%. Area covered was 91%. The number of transmitters was over 300. This number included short wave and VHF (Very High Frequency) or FM (Frequency Modulation) transmitters. National AIR Channel via satellite was started in May 1988.

The external services division broadcasts programmes in 24 languages (17 foreign and 7 Indian) for a total of 75 hours daily. A special weekly programme is prepared and is broadcast through foreign radio stations in the U.K. the US and Canada. Several stations broadcast educational programmes for schools.

Radio now covers almost the entire populations of India. It has great ability to inform educate, and entertain the people. It can be made effective as an agent for development especially in the rural areas. Rural areas don't have as many facilities for information, educations and communications as the urban area have.

Radio, being a medium of the spoken word, uses conversational simple and direct language. This can be easily understood even by illiterate. The listener has to create visual images and successfully get involved in the process.

But to be fully effective, radio must come out with new format of programmes and new styles of presentations. Radio stations should also go local. There should be at least one radio station in each district. The station should take care of the needs of local communities. Small stations can involve the local communities in the production process. This ensures that the local people develop a sense of belonging to the radio and its broadcasts.

Characteristics OF RADIO ADVERTISING:

Cost Effective

Radio is often the most cost effective available to an advertiser. The productions cost for preparing radio ads are quite low, an ad often costs nothing to prepare if the spot is read live during a local broadcast.

Reach and Frequency

Radio has wide reach and does not have any geographical barriers. It reaches listeners in their homes, cars, offices and courtyard, and even while they exercise. The low cost of radio time gives advertisers the opportunity to frequently repeat messages affordably.

Human Voices and Music:

The use of sound, whether vocal or musical, makes it a live medium compared with passive and static media such as the newspaper, outdoor, print, direct mail and point of sales displays. Sound effects can also be used to enhance the creativity and imagination power of the listener.

Does not require Sole Attention:

Unlike reading a newspaper or watching television, radio does not demand the listener's sole attention. Listener can do other things at the same time, from working to driving a car, and radio can be listened to in numerous locations or situations.

Never Failing Companion:

Radio is often listened to as man's best companion. These are the general characteristics of radio which are mentioned above but there are some specific too which are following:

CHARACTERISTICS OF INDIAN RADIO

1. It can go local. Although there are large advertisers who place radio commercials on a large number of stations, networking as they do on television, and there are now FM, Vividh Bharti stations, it is also an excellent medium for local advertisers.
2. It can be addressed to different Audiences: People of different backgrounds listen to radio at different times of the day, and commercials

can be broadcasts accordingly. There are those who like to listen to radio at morning time for a time check, others who listen to traffic news in their car or bus radios when driving to and from work, housewives who listen while doing their housework, and young people who listen to film songs at night when their parents are watching television. The medium thus becomes attractive to advertisers who wish to reach certain audiences, and such audiences are more distinct than occurs with television. There is also split frequency radio with the same local stations broadcasting to different classes of listener. It has the benefit of being private at the same time targeting the right audience.

3. Mobility: It can be carried almost anywhere in the house, out of doors in the car, even in your swimming pool.

RESISTANCE TO RADIO ADVERTISING

There has been a certain amount of reluctance by some Indian advertisers to use radio largely because it cannot be seen and physically evaluated other media. This could be a foolhardy prejudice because the versatility of radio is remarkable. It is perhaps easier to measure than other media.

Points for Radio Advertising

The object of every advertiser is to have widest reach so that he can attract maximum number of customers. Radio helps it at a low cost but there are certain guidelines to achieve this.

1. Write for ear.
2. Excite the listener's imagination.

3. Concentrate on one main persuasive thrust.
4. Single out your prespective (means you know that who buy your products and why)
5. Keep your target consumer in mind when you write your commercial.
6. Set the mood for your products.
7. Get attention fast by using music and sound effects.
8. Register the products name.
9. Don't overwrite.
10. Make your appeal clear.

Future of Radio Advertising

The future of radio as an advertising medium is increasing. The introduction of FM channels and private players coming in the foray has given strength to this medium. Now with the advent of community radio and FM in other smaller cities it is becoming easier for business groups. They can easily target these small channels and go ahead with the publicity. The production costs are also less in small cities. The people seeking to promote their product can either go for spots, jingles or one liners. The idea is catch the attention of the audience so that their product or services gets registered in the mind of the listener.

These advertising can be done in local dialects to get maximum response. Generally the life of a spot is 2 months so certainly the future is strong. The difficulty lies in trying new innovating formats.

2.3 DOORDARSHAN

BACKGROUND

Television came to India on September 15, 1959, UNESCO offered a grant of twenty thousand dollars to buy community sets. The U.S.A. also offered some equipment. Phillips India offered a transmitter at a low price. A TV Station at Delhi was setup on an experimental basis. The transmission could cover an area of 40 kames and on around Delhi. Programmes were beamed twice a week. Each programme was of 20 minutes duration. The first rural programme. “Krishi Darshan” was started from Delhi on the Republic Day, Jaunary 26, 1967. The real expansion of TV in India came about in the seventies when, Bombay, Srinagar, Amritsar, Calcutta, Madras and Lucknow TV Centres were set up.

In 1975, satellite instructional television experiment (SITE) was conducted. It made a deep impact on the country and the world. 2400 villages in six states-Andhra Pradesh Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan received the SITE prgorammes. Commercial service on TV was started on January 1, 1976. Advertisers had to be allowed in because TV is a Supreme Salesman. But a code for advertisers was framed.

Every advertisement had to be in accordance with the code. It could not hurt the normal, aesthetic and religious sentiments of the people. The programme cannot be absene and should not promote violence or social conflict.

On April 6, Doordarshan was seperated from All India Radio . Now DD got a directorate of its own, with its own Director General as the Chief. But both AIR and DD continued to be under the ministry of Information and Broadcasting. The National Programme for India begun on TV on 15th August, 1982 and the same date. DD took to colour

transmission. Then occurred two significant events in the development of India TV. In November 1982, Asian Games were efficiently covered through colour transmission. DD was appreciated not only in India but in abroad also. In March 1983, DD covered the Non aligned Meet (NAM) held in Delhi. The first sponsored serial "Hum Log" went on air in July 1984. Higher Education TV produced by the University Grants Commission (UGC) was started.

Doordarshan offers a wide variety of programmes. These programmes are generally divided into general audience and special audience broadcasts. In the first category are programmes of general interest like news current affairs, films, light music, film songs, teleplays, serials and soap operas. In the second category are broadcasts for particular section of the populations. For example, youth programme, women's programme, children's film and some documentaries.

Television advertising is the most powerful advertising. It being an audio visual medium. The content presented by TV is easily understood because of the visuals. It has advantages and disadvantages as well.

TV AS AN ADVERTISING MEDIUM

TV presents two extraordinary opportunity for advertisers. First diversity of communication possibilities for outstanding creative expression of a brands value. Dramatic colour, swapping action and spectacular sound effects can put a product and its brand in an exciting and unique light. Second, once this expressive presentation of a brand is prepared, it can be disseminated to millions of consumers.

Due to visual appeal people see it and they perceive the messages. Even if you see an advertisement with the volume muted then also the message is understood. People can watch channels of different languages and can get informed. As an advertising medium it is popular only in the big cities and metropolitans, in the villages and rural India it is still not prevalent. The production costs are pretty, so it is not possible for small entrepreneurs Radio. In the background areas traditional methods of advertising areas till popular like street plays, recorded announcements and word of mouth communication.

Guidelines for creating a TV Commercial:

There are certain basic rules. The aim is to create a TV commercial with a powerful selling idea developed with imaginations and presented with unity, coherence, and structure. There are general guidelines to reach this goal.

1. Do the basic research (get the facts right-all the facts-about the product or service to be advertised)
2. Don't neglected either the competition or the consumer.
3. Make sure you know what you are up against and whom you are trying to reach.
4. Get attention fast and keep it.
5. Match medium and message.
6. Keep your commercial simple.
7. Be prepared to revise, write clearly and conventionally.
8. Identify your product and repeat yourself.
9. Concentrate on writing, not drawing.
10. The storyboard should be fresh and stimulate the imagination of the viewer.

ADVANTAGES OF TELEVISION:

There is a unique capability of TV as an advertising medium. There must be some good reasons why companies such as Dabur, Tata, Bajaj, Maruti Suzuki, Hindustan Liver Ltd, Hero Honda, Coke, Pepsi, Reliance, Raymond and so many others invest millions of rupees annually in TV advertising in India. The specific advantages of this medium are as follows:

1. **Realism:** Because of the combination of colour, sound and action, TV offers advantages of showing and demonstrating the product. If it is a packaged food, pack recognition is established so that the buyer knows what he or she is looking up for in the shop.
2. **Receptive Audiences:** Commercials are well received and generally viewed leisurely at home. The model or presenter is often a well known personality from the field, which the product pertains to.
3. **Repetition:** The advertisement can be repeated so that a sufficient number of viewers have seen it. This will ensure impact and audiences will remember it easily.
4. **Appeal to Retailers:** Television advertising can reach retailers as well as consumers both because retailers watch TV just like anyone else.
5. **Linked with other Media:** The TV commercial may be fleeting but if fuller information is required, this can be done by advertising daily in newspaper, radio, weekly magazine too. The television companies also offer telephone enquiry services, and computerized ordering facilities, the number being given in the

commercial. Many advertising are now adding a website as a response element in their commercials.

Weaknesses of commercial television:

Instead of realistic and powerful, there are some limitations:

1. It tends to reach mass audiences, where one can be much more selective with the print media. Thus print media has voluntary exposure.
2. If a lot of details if required then newspaper or magazine wins again.
3. Watching television requires complete attention. The viewer can rarely to anything else at that time. Often it is seen that at the time of advertisements people switch channels or mute the sound. But again the visuals are seen thus message is perceived and understood.
4. Because of high production cost lot of advertisers, whom have low budgets and appeal to smaller market for print media, traditional media or for radio.
5. In a developing country like India more of airtime should be given to social message. The private channels are focusing on mamking money, rather than countributing for the society also.

There are pros and cons regarding each medium and the media planer has to choose the medium, which is likely to be both effective and economical in achieving the objective of the compaign.

Future of Television Advertising:

Technological development in the areas of communication sciences are rapidly changing the scene. With the advent of HDTV (High Definition TV,) DTH and Internet TV things are different. People can watch TV channels on their computers and see the programme they wish to see. Advertisers are one moving on this new medium. Future is certainly improving. In India new channels both news and programme are coming up fast. Zoom, Janmat, Jagran, Total Tv are there to name a few. Foreign channels are coming fast in India, there is a threat to cultural but again you stop information from spreading.

Channels for particular age groups are coming and even we can have customized TV programmes. Pogo and Cartoon Network are for kids. We have religious channels like Aastha, Sanskar, Jagran and others. So there is a big variety and people are free to view what they like. The phenomenon is 24*7 so in other words advertisers have all the time to telecast their commercials.

2.4 Summary:

Radio is a very personal medium for most listeners. It is psychologically close to its audience. It is fragmented and complex, but this accessible to small advertisers and it can be used on a very local basis.

The importance of Doordarshan cannot be ignored at present time. Its existence has brought revaluation in the mind of audience and it has compelled the audience to think as it presents. As it reaches extremely large audience, the advertisers get benefit of that and they easily disseminate their products to the consumers or you may say the speedily the consumers due to the instant dissemination of DD Comparatively to other media are recognize the product its cost is very low. In spite of these merits, there are some

limitations, which might be called demerits of Doordarshan. It has high cost and highly perishable message. Audience may enjoy commercial but ignore message whereas the number of audience is concerned is not guaranteed and its prime time is limited. In spite of these limitations the DD is playing a key role in the field of mass media advertising. There is lot of other private channel but they are mostly focused on News and entertainment Channel like Discovery and National are bas based on science programmes and are very informative.

2.5 Key words

Amateur: a person who does something as passtime rather than as a profession

Deficit: an amount by which total false short of what is required

Generous: giving freely

Ensure: happen afterwards or as a result

2.6 Self assessment exercises

Q1 What do you understand by radio advertising? What are its characteristics?

Q2 Discuss television as a medium of advertising.

2.8 Suggested readings

Belch George E. and Michael E Belch, “Advertising and Sales Promotion (5th ed.),

Tata McGraw Hill, New Delhi, 2001

Marketing management by PHILIP KOTLER

Course Code: 02

Author: Prof. Pradeep Mathur

Lesson No.: 03

Film and other Miscellaneous Media

STRUCTURE:-

- 3.1 Objective
- 3.2 Introduction
- 3.3 Advantages of Film
- 3.4 Characteristics of film audiences
- 3.5 Miscellaneous Media
- 3.6 Summary
- 3.7 Key words
- 3.8 Self Assessment Question
- 3.9 Suggested readings

3.1 OBJECTIVE:

After going through this lesson you will be able to:

- Understand film as a medium for communication
- Understand the characteristics of audiences
- Understand other miscellaneous media
- Understand these media as advertising medium.

3.2 INTRODUCTION:-

Indian film, like most other films, has evolved over time, responding to various social cultural and political contexts and challenges. In order to understand the distinctiveness of Indian film, its distinguishing traits and privileged concepts we have to examine the forces that shaped Indian films, and the changes in the theme and style over the nine decades of its existences.

Apart from the film there are other media for publicity and advertising. People can tattoo their bodies and can paint the logos of companies and can even paint the bodies. Wearing clothes with printed logos and company names along with the punch lines is an old practice. So people are experimenting with new methods of advertising, which catches the attention of the masses. Around 7-8 boys and girls would wear clothes of the same color and design and move around. This is a very common form of advertising seen in fair and business meets.

HISTORICAL BACKGROUND OF INDIAN FILM

In 1897, the cinema reached India. The arrival of cinema in India was at first hailed as a new wonder of the industrial revolution. Operations of the Lumiere Brothers displayed their wares on screen at Watson's Hotel in Bombay on July 6, 1896. From then till 1900, short films were mostly imported.

India's first feature film, Raja Harish Chandra, was by Dattatreya Govind Rao Phalke, the father of Indian cinema. Near about 100 films were made based on mythology. In 1937, Phalke made his second film Gangavatram, which was mythological of the bringing

down of the river by cutting a path through the tangled hair of Lord Shiva. Phalke was the fountainhead, the early inspirer of the urge towards self sufficiency in the cinema, something that managed to hold Hollywood expansionism at bay for a hundred years.

In 1933, Alam Ara is made. Till then India had several studios, which had sprung up in Calcutta (Kolkata), Bombay, Kolhapur, Lahore, Madras and so on. Alam Ara had a plethora of songs and promptly set a model that the bulk of Indian cinema has followed ever since.

The proliferation of the Indian film even before the advent of the talkies had caused enough unease to the British rulers. What the British were anxious to restrain was political self expression. Despite this, the number of films concerned with social and political freedoms continued to grow through the 1920s and 30s celebrating the modern women in *Dunia Na Mane* and *Brahmachari* (1937). Both films focused on women's liberation.

In 1940, the realistic films were produced. Khwaja Ahmed Abbas made *Dharati Ke Lal* 1946, Chetan Anand's "*Neecha Nagar*" and Uday Shanker's "*Kalpana*" whose theme was real.

In 1950's the golden age of cinema came. This period has produced eminent film directors and actors like Raj Kapoor, Bimal Roy, Guru Dutta and Mehboob. In 1951 Raj Kapoor's "*Awara*" burst upon audiences in Indian as well as Eastern Europe, West Asia and Africa. Raj Kapoor in his charming operatic style, full of warmth, glorified the common man in films, like *Awara*. His film, which came in 1955, was *Sri 420*. It was too big hits at homes and abroad. It was *Aag* (1948), which was directed by Raj Kapoor, first time. Two other films "*Jagte Raho-1956*" and "*Boot Polish-1953*", were milestone.

Some other films, which are known today, are “Mother India-1958” directed by Mahboob, Aurat, Guru Datta’s Pyasa-1957” Chaudavi Ka Chand-1960”, Kaagaz Ke Phool (1959) and Sahib Bibi Aur Gulam (1960) Bimal Roy’s Do Bigha Zamin-1953, Satyajit Ray’s Pather Panchali (1955), Apaar Sansar and so many other were the renowned film of this age.

A variety of romance stars provided the lead in popular films Pradeep Kumar, Rajendra Kumar, Sunil Dutt, Manoj Kumar, Shammi Kapoor, Guru Datta, Shashi Kapoor all of whom were popular but none of who had the unique charisma that Amitabh Bachan was to bring to the 1970 decade. In this decade, a mafia set of values came to replace the patriotic faith of the years before and immediately after Independent. Bachan showed with his first box office hit Zanjeer (1977)” that the represented a cynical age prepared for extremes of violence at achieve its aim. His other films were Deewar, Amar Akbar Anthony and Sholay (1975). Mukaddar Ka Sikandar (1978) inscribed his name in the hearts of the audiences in gold letters.

In the 1970s motherhood came to be regarded as the sole destiny of owmen, the only free women were cabaret artists and traditional courtesans. It was only 80s that the climate changed into one of a superficial acceptance of modernity and sexuality in women. In 1980s and 90s Bachans reverge drama was increasingly replaced by this love play of handsome men and beautiful women enacted with the witty elegance of Shah Rukh Khan and Amir Khan, Madhuri Dixit and towards the end of century by Hritik Roshan. Still now Indian film did not inventions in its theme and style. The art films, which were in minorities, position but had, lot gems of knowledge and instruction to clean the dirt of society. Shyam Bengal’s Ankur, Manthan, Bhumika, Mani Kaul’s Uski Rati, Kumar

Shahani's Mayadarpan, Basu Chatterjee's Sara Akash are some art Movies which reveal the realistic picture of Indian society.

3.3 ADVANTAGES OF THE FILM

The combination of sound, colour and action made the film realistic and that is why it is distinguish from other media.

1. **Captive Audience:** Film has this extraordinary quality to attract the audience. There is truly a captive audience since the film purpose built and there are none of the distractions surrounding the home viewing the television.
2. **Longer Video:** The film commercial can be longer than the television commercial, and so is less abrupt and kaleidoscopic.
3. **Larger Screen:** Being shown on a larger and wider screen than that of small television set, the picture of the film is more dramatic, and seems more realistic and impassive which might be heard when the film is discussed after a many weeks by its audience.
4. **Zoning:** Television has some limitations and one of them is the area. It has to disseminate its own ads in selected regions but this is not to the film. Its commercials can be shown in selected towns. Like broadcast media. It is transient medium and it relies on remembering the message, and this may depend on how often the commercial is seen. As the research shows that 50% audiences did not recall the ad after coming out.
5. **Entertainment Atmosphere:** Film advertising is seen in a pleasant, receptive entertainment atmosphere, whether this e in a public film, in the shipboard film as

found on cruise ships, on aeroplanes with in flight movie, in forces films, or on mobile circuits.

6. No Interruption on Programmes: There are no commercial breaks, the commercial being shown as a complete segment before or after films, and since they are shown the same number of times as the films, they are seen by each audience while other electronic media, this facility is not provided even in television.

3.4 CHARACTERISTICS OF FILM AUDIENCE:

There are two principle characteristics which limit advertising compared with any other medium. It audience is young, mostly between 12 to 40 years of age, the largest group being the unemployment and few job opportunities of the recession years. These age groups represent the lowest spenders. The highest spenders have become the over 50s and those form the smallest group of cinemagoers. The second poor characteristics that more half the audience is in the lower serial grades and illiterates.

3.5 MISCELLANEOUS MEDIA:

TYPES OF MEDIA AND THEIR APPLICATIONS

There are so many other media, which are not necessarily inferior or minor media, for some advertisers they may be more effective than above the line media. It is up to the advertiser to decide whether medium is value for money and fits the campaign, and not simply be persuaded by a salesperson.

Sales Literature

Many goods and services are more easily sold if the customer can be given explanatory literature. It may be offered in an advertisement, accompany a mailing sheet, be supplied with the product, or be available at the point of sale. There are many forms of sales print, including the following:

Leaflet, Folders, Brouchers and Booklets, Broadsheet, Catalogues, Timetables, Picture, Postcards, Hotel Stationary, Stuffers, Diaries, Telephone number reminders, swing tags, Guarantee cards, price list and order forms, and competition entry forms.

Point of Sale (pos) display material

Display space is scarce in shops, and some goods or services are seasonal so that the possible period of display is also limited. The supplier has to budget carefully and avoid waste. It is best if material is supplied against requests or displays are arranged by the sales representatives.

Again, many examples can be given, some being more suitable for certain advertisers than others.

Mobile, posters, pamphlets, dummy packs, dumpers and dump bins, wire stands, show cards, dispenser boxes, clocks, trade figures, models working models, illuminate displays, display stands, dispenser cards/pack, display, outers, crowners, stickers and transfers, cash mats, samples, ashtrays, tickets, self edging, in store advertising and menu cards.

Aerial Advertising:

While this may be regarded as outdoor advertising, it is not usually as above the line. It is medium, which exploits elements of drama and surprise, involving curiosity. The forms and aerial advertising available in different countries depend on the laws which apply, especially to low flying over urban areas, on the ingenuity of promoters, and

sometimes on what is peculiar to, or possible in certain countries. The following are examples of this medium.

Sky writing, sky shouting, sky banners, lighted aircraft, airships, balloons.

Calendars:

Here we have a very old medium, one that is popular all over the world, Calendar have a mixture of public relations goodwill and advertising reminder and so may be used for either or both purpose.

Some advertisers may reproduce individual calendars, while other take advantage of stock calendars on which they can have their name and business details printed.

Calendars take the following forms:

Pictorial, block, digital, scroll, quarterely

Body media:

The recent example of a boy from Pune who has put his forehead for advertising. He will be doing it for the highest bidder. Companies can put their logos or small message, they can paint them or stick. The message will be displayed.

This is perhaps an astonishing medium. People mostly to young, this medium tries to attract to buy. Specialists firms provide a comprehensive range of promotional leisure clothing such as:

T-Shirts, Sweatshirts, caps, hats, head brands, pullovers, jogging, suits, body warmers, umbrella, rain suits, tries, rally jackets sport shirts, lightweight jackets, towels etc.

Some others are:

Book matches: It provides a service to the customer, as well as as advertising the proprietor such as hotelier or restaurateur. It is highly collectable. The size of it is different.

Video media:

This has become versatile medium, emerging as an alternative made of domestic television, and appearing in various ways at the point of sale to demonstrate.

Book Advertising:

In novels, the advertisements were common in years ago, the first time in the world penguins were introduced in 1830, advertisements were included in the paper backs. Another form of book advertising is the insertion of a loose card, used by some insurance companies.

3.6 Summary:-

Film is a very strong medium of mass communication in a country like India. India is a developing country and teaching and informing the masses through this medium can eliminate lot of social evils.

Since the beginning filmmakers have taken controversial and daring themes. Themes on superstition, child marriage, sati and adult education among others have been used. Social advertising can be done through films. The masses particularly the rural will learn a lot and will change the mindsets of the people. Government is certainly using this as a platform to achieve the goals.

Other modes of advertising book advertising, video medio and body media are old and effective. Gypsies and other tribal people used by body media to depict their strength and biases.

3.7 Key words

impassive: not feeling or showing emotion

aerial: of or like air, existing or moving in the air

pictorial: of, in ,or like a picture

3.8 Self assessment exercise

Q1 Discuss the utility of films as a medium of advertising.

Q2 What are the various miscellaneous media used for advertising?

3.9 SUGGESTED READINGS

Belch George E. and Michael E Belch, “Advertising and Sales Promotion (5th ed.),

Tata McGraw Hill, New Delhi, 2001

Marketing Management by Philip Kotler.

Course Code: 02 Author: Prof Pradeep Mathur
Lesson-4
Posters Banners, Hoardings, Wall Writing, Transit-Media

Structure

4.1 Objectives

4.2 Introduction

4.3 Importance of outdoor advertising

4.4 Posters

4.5 Banner

4.6 Transit Media

4.7 Hoarding

4.8 Attention Grabbers

4.9 Summary

4.10 Keywords

4.11 Self assessment exercise

4.12 Suggested Readings

4.1 Objective

In this lesson we will discuss about posters, banners, hoardings, wall writing and traditional media of advertising in detail

4.2 Introduction

Outdoor advertising is the oldest established form of advertising. In the world context, the evidence of its use has been found on Greek and Roman remains. In India, Aryan's were using this medium but their contents were not as the advertisers have. This is not surprising because even those days public announcements had to be made and a well was as good a place as any of which to carve a message.

4.3 IMPORTANCE OF OUTDOORS ADVERTISING

This medium has different qualities from other media. Time's impact is also upon it The innovation of science and technology has affected it too much. So it has also changed with time. Outdoor advertisements used to remain in position for weeks, months or even years. Actually it is for some certain periods.

4.4 Posters:

Posters can convey information and contribute to the aesthetics of an election. It is not surprising that they are amongst the regularly collected electoral items.

The poster has always been an art form as well as a communicator, but the two not advance of any other criterion, and placement of posters has to be considered in effective tool in the hands of the educator.

Where form outweighs functions, the message can be lost and posters can be a waste of paper, a public eyesore, and an individual frustration. In short, a proper balance needs to be achieved between art and substance for a voter educator poster to achieve its function.

CHARACTERISTICS OF POSTER ADVERTISING

The Characteristics of this medium may be summarized as follows:

Size and Dominance: The size of poster dominate the view.

Colour: Most poster are in full colour, with realistic scene and pictures of products.

Brief Copy: It may be seen from a distance, the copy is usually confined to a slogan and a name printed in large letters.

Zoning: In selected areas or regions or towns, its campaign can be organized.

Posters reach all sectors of populations, and its audience is unfragmented unlike that of other media, but is especially effective in reaching young and up market adults.

Purpose:

- **Creating an Election Environment:** If the purpose of the poster or banner is to decorate the environment and convey a particular feeling in regard to the election, then it is appropriate to make aesthetic consideration dominant. Posters and banners are used to decorate meeting places, streets, voting sites, and other electoral offices. Such displays, if they become ubiquitous, or if one of the posters becomes a collector's items and is therefore displayed widely by individuals, can create an imposing and climate building backdrop to an election.
- Many cities have established a tradition of using banners to fly on lampposts on special occasions or to hang on the outsides of buildings. Banners convey more of a message than flags but have a similar impact, they are colorful, motivational, and energy creating.
- **Identify:** A second purpose might be to develop an identify for the election authority or for the organization conducting the educational programme. While such an identity may be achieved merely from the organization's association with

its products, a newly formed organization may have to establish itself, and a poster or banner displayed at appropriate places may be the best way to do this. Such posters are designed around the logo, image or slogan of the organization, or seek to associate the organisation with a particular historical moment or popular figure.

- **Culture:** A third purpose may be to establish a culture in favour of elections and democracy through its association with popular culture, celebrations, or historical moments. Such designs again may be primarily aesthetic in approach, but as they are beginning to convey a message they will have to come to terms with certain limitations imposed by the positioning of this display.
- In similar vein, an election can have certain key slogans or concepts it wants to convey “Your Vote Counts”. “Vote for Peace and Prosperity”. “Heal your land,” and so on.
- **Dates, Times, Places, and Processes:** When the purpose of the poster includes the communications of information that must be read and absorbed, designers should concentrate on that information as the central image.

Such posters can advertise the date of an election, the places where voting or registration takes place, educational events, the recruitment of election staff, key voter education messages beyond the simple election slogan, and so on. Many election authorities have prepared posters explaining steps in the voting process. Because all parts of an election authority are likely to want to communicate such information, there is some need to coordinate such activity and ensure that those requesting the posters and those designing them attempt to convey more than one bit of information in each production.

- Audience: Posters can have common general purposes but be aimed at different audiences. Obviously, a poster aimed at young people is going to differ from one intended for placement in any army base or government offices. Some have been specially designed for women.

Placement:

The positioning of a poster must be determined before its production. When the purpose is clear, designers of posters should consider the intentional placement of a poster as well as the possible unintended placement. Even when precise instructions are given to those who will place posters, it is likely that they will also be used in other contexts. The placement instructions may well have to list the contexts within which the poster should not be used. With respect to banners, special permission may need to be obtained to hang them from light posts, buildings, or other poles or structures.

Bulletin Boards: If a poster is intended for a bulletin board in an indoor situation such as a post office, where people will be able to look at it with some leisure and where they may even be able to step up close for a further look, it is possible to contemplate a design with a substantial word content, and to consider the design along the lines of a page of a book blown up to about A-1 to A2 size. A similar approach can be taken at other similar venues. Such posters should be designed to convey one message at a distance and then entice the reader to come closer for more information.

- Outdoor: If, on the one hand, the poster is to be displayed on a road side of passing motorists to read, the same poster cannot be used. But, often they are, Drivers and passengers in cars cope with about seven large words in light print on a dark background on an A1 and A2 poster. An indication of what can be used can be

obtained from a study of a size and design of those road and freeway signs that now have international currency.

- Meeting Places: In classroom or meeting situations, where people will be able to study a poster but only at a distance, limited information can be given and this may have to be supplemented with talk and interpretation or discussion. Such posters seldom contain words, especially if they are being used in situations of low literacy. In such situations, words become puzzles that do not convey meaning but do distract from other communication and cause insecurity amongst learners. It is in this situation that the flip chart becomes a particularly useful tool.
- Passing Crowds: People may not be able to stop and read or browse, nor may they be sitting down in a classroom. They may be, as were the drivers, just passing by. Perhaps they are on a subway escalator, at a bus stop, or are in a crowd of people. Placement within these contexts requires the same consideration as for those moving faster, the conveying only of sufficient information and the possible repetition or sequencing of posters.

Production:

Effective poster and banner design is based on purpose and placement, and not necessarily on colorfulness or glossy finish. While color can play an important role in attracting the attention of voters and in creating a mood, some successful designs have made use of very limited colours and less costly paper and printing. These types of posters may not become collectors items, but that presumably is not the primary purpose. Recent innovations in large scale printing have made it possible to use plastics and other synthetic materials to good effect.

Reproduction of the image, when a large number of copies are required, is likely to be through printing. And the size of the poster is thus limited by the size of the printing press. Whatever size one chooses, there will be ramifications for packaging, storage delivery, and distribution as well as the available spaces where posters can be hung and the amount of instructions, effort and suppliers required to hang the posters properly. A cheaper method and capable of more copies without degradation is by silk screening. Simple posters with limited wording (not necessarily losing impact) can be made by using paint stenciling or other simple techniques.

Poster Sizes:

1. Double Crown: 762mmx508mm (30 inchx20inch). It is used on billboards and on public information panels located on pavements and in shopping precincts.
2. Quad Crown 762 mm x 1.016 mm (30 inch x 40 inch): This size often used to advertise entertainments.
3. 4-Sheets 1016mmx1524mm (40 inch x 60 inch): This is known as the pedestrian housewife poster because of its use in shopping precincts.
4. 16-sheets, 3048 mmx 2032 mm (10ftx6ft & 8 inch): The standard upright poster seen on the hoardings.
5. 32-sheet: 3048 mm x 4064 mm (10ftx13ft 4 inch)
6. 48-sheet: 3048mmx6096mm(10ftx20ft)
7. 64-Sheet: 3048mmx8128mm (10ftx26ft 8 inch)

Although poster measurements are defined by number of sheets, this does not mean that large poster is made up of 1634 or 64 separate sheets of papers. Large posters consists of a few separate pieces of papers.

4.5 Banners:

Banners play a similar role as poster, although they are normally produced on fabric.

Banners can be used for larger signs and in more outdoor situations. Their design also requires an understanding of purpose and placement, and then an appreciation of the production requirements that will translate suitably on the medium available.

A banner is a strip of advertising material on page, often appearing at the head of the foot of the page. Now a days media-print and Electronic, has adopted new trend to banner presentation. The whole exclusiveness is now presented through this is audience/readers. The page can be a home page of a website when we discuss to electronic media, an advertiser own or someone else's, or some other pages which receives a great deal of visitor traffic. The size of banner is decided according to the situation and context. An over large banner might as well as be a half page, or most of it. However, with other media, appearing within editorial is to the advertisers advantage. Banners are usually 17 cm wide by 2.5 cm deep, within variations in heights and depth for the requirements of graphics and typography.

The banner provides more information to the consumers/visitors/readers. They can be persuaded to purchase the product or service. A press advertisement can offer information to be sent for by filling in a coupon or making a telephone call. The website, as we know that its size has no limit, can hold all the information the visitor is likely to need for making purchasing decisions. As it is seen that in all banners advertisement there is one thing which is common and that is request. Some banners are interactive,

encouraging the visitors to carry out an action within a banner. An interactive banner prompts the visitors to ask question or series of questions.

Some banners are designed as self contained. They show what is often offer and also take the order.

With banners, as with all advertising material, there are a number of practical guidelines to be recommended.

- 3 Positioning: It is vital to test each host website for the best pages and the best positions on those pages.
- 4 Visitor Monitoring: Monitor carefully and constantly. Experience indicates that visitors are most likely to take action on the first or second visit to the banner website, straight through to an ordering system.
- 5 Getting Action: This should be organized to link with the advertisers own website, or straight through to an ordering system.
- 6 Incentive: Encourage the visitor to click on a banner by giving a compelling reason for doing so. This can be anything from a worthwhile discount or a closing data to a prize or free gift. If this is not incorporated, the visitor may leave the banner, and even the site, without taking any action.

4.6 Transit Media

Transit media is also known as out of home media. It is commonly used to refer to the combination of transit and billboard (hoardings). The venues of this media are on the backs of buildings, at construction sites and in sport stadiums. With the help of this media

ads may appear as signage on terminal and stations platforms. Some other transit advertisement might be seen on bus, cars and trucks.

Whereas transit advertisement is concerned it can be valuable when an advertiser wishes to target adults who live and work in major cities. Metropolitan cities. The medium reaches people as they travel to and from work, and because it taps into daily routines repeated week after, week, transit, advertisement offers an excellent means for receptive message exposure.

Airport Displays:

Airport advertising reaches a significant number of white collar business travellers. Available in a variety of formats, airport displays are located throughout terminals in: arrival and departure, ticketing, baggage claim, gate hold, concourse, and entrance or exit areas. Most interior airport displays are backlit. In some airports exterior displays are available and may include traditional billboards, spectacular displays or overhead signs.

Free Standing Interior Displays

Kiosks and Showcases.

Exhibition and Promotion Areas

Courtesy Phone Centers

Plasma Screens and Monitors

Baggage Carts

Interior Displays Affixed to Terminal Surfaces.

Dioramas

Spectacular Displays

Wall Wraps

Posters

Baggage Carousels

Exterior Displays

Airport Bus Shelters

Exterior Landmark Spectacular Displays

Bus Displays:

Buses are moving billboards, penetrating busy neighbourhoods and reaching large urban audience. They offer supreme targetting opportunities, and come in a variety of media forms suitable for different marketing strategies. Advertising is displayed either on the outside surface of the bus, or above the seating inside.

Exterior bus displays enable mass audience exposures as buses travel through markets along franchise routes. Frequency develops as buses follow the same routes repeatedly.

Bus displays are typically used to reach both pedestrain and vehicular traffic in metropolitan areas during daylight and, in some cases, nighttime hours. Interior bus displays are positioned in frames above pessanger seats are used to reach bus riders.

Super king and standard king posters

Queen posters

Headlight and Taillight posters

High Impact Taillight Posters

Travelling Displays

Fully Wrapped Exteriors

Interior bus cards

Mobile Displays:

Mobile Displays are flat panel campaign trucks ideal for carrying advertisement along dedicated routes selected by clients prior to the start of a campaign. Mobile display companies employ dedicated drivers and do not typically carry third party cargo or freight. Mobile displays are an ideal advertising option for:

One day to one week campaigns

Convention coverage

Sporting events coverage

Store grand openings or other similar promotional events.

Subway and Consumer Rail System:

Like airports, subways and commuter rail system offer a variety of advertising choices, in this case used to reach daily business commuters in major markets with high frequency.

Printed Posters

Backlit Dioramas

Station Clocks and Spectacular Displays

Interior Train cards

Trackside Displays

Trackside displays generates daytime pedestrain and vehicular impressions along city and suburban streets over the road.

Delivery and cargo box trucks sides, tails and headers (Adhesive and non adhesive application)

Utilizing third party delivery trucks (box trucks) and over the road line haul fleet trucks (18 wheelers). Trackside advertising offers pre selected coverage areas in major markets and along suburban or market to market highway routes. Trackside advertising

companies can deliver advertising messages in the heart of downtown, the fastest reaching suburbs or make market to market connections for a wide range of outdoors advertisers.

Alternative Outdoor Media:

Alternative outdoor media is a growing field of outdoor products that are used to specifically target consumers when they are engaged in very defined activities. Alternative formats include stadium advertising, resort and golf course displays, restroom panels and vending cart umbrellas, to name just a few. Wider reach and frequency for a program will remain targeted to a specified geographical region.

Tail Cards: Primarily located on the rear of transit vehicles, tail cards provide maximum exposure for your message at a low cost. Any way you look at them, tail cards are compelling and adaptable. By adding decals you can ensure that your message stays current by changing a portion of poster for special promotions. We have social messages as tail cards in DTC buses and other state transport in India.

King Posters: Located on the sides of transit vehicles, King posters are highly visible to motorists and pedestrians. They are produced in two halves providing creative flexibility. Posters are inserted into aluminium frames permanently attached to the exterior sides of buses. A king poster campaign might use one half of the design area to create continuous awareness, while the second half of the paper can be reserved for special promotions or a teaser campaign.

Interior Cards: Transit Interior cards deliver an impressive demographic profile. Because transit riders are frequent riders, your message will be seen again and again. Interior

transit advertising is effective on its own and works well as support to other advertising-increasing both reach and frequency.

4.7 Hoarding:

Hoarding, posters and outdoor signs are perhaps the oldest advertising form. In the early period, people were informed with the help of that medium. The policies of rulers were also disseminated with the help of them. Any type of disaster of the king's state when came, he appealed to his objective through them. Thus this medium kept much potentiality and importance still today.

By the 1920s outdoor advertising also enjoyed widespread commercial applications, and until the invention of television was the medium of choice when an advertiser wanted to communicate with visual imagery.

This medium provides an excellent means to achieve, wide exposure of a message in specific local market. Whereas its size is concerned, of course, a powerful attraction of this medium and when combined with special lighting and moving features, hoarding (billboard) can be captivating.

Hoardings are especially effective when they reach viewers with a message that speaks to a need or desire that is immediately relevant.

Hoardings has some cons too, not only pros. Its long and complex messages simply make no sense on hoarding. Some experts suggest that billboard copy should be limited to no more than six words. Also, the impact of billboards can vary dramatically depending on their locations, and assessing locations is tedious and time consuming. To assess desirable. This activity can be major investment of time and money. Moreover it is seen

that billboards are more expensive in comparison to several other media alternatives. Considering that billboards are constrained to short message, are often in the background, and are certainly not the primary focus of anyone's attention, their costs may be prohibitive for many advertisers.

4.8 Attention Grabbers:

Outdoor advertising encompasses a large variety of tools, vehicles as they called in advertising parlance. Although billboards are the first ones that come to mind, there is a lot more to this medium of communication than these large format visual arresters. A brief outline of some of the commonly used vehicles in outdoor advertising.

Door Displays

Indoor display systems has, under is umbrella, a large number of products like scrollers transits, danglers, displays, racks and other point of purchase product. These serve to inform, remind and sell the product to the consyumer on the shop floors and outlets.

At a relatively low cost, a billboard can make tremendous impact on passers by. There are reportedly 2600 hoardings in Chennai alone. Today, almost every metro's skyline is populated with hoardings of different types with lighting (front lit back lit), without lighting, painted vinyl skin, spilits and electronic billboards Vinyl Skin hoardings in particular, grab your attention immediately. But these come at a price. If a painted hoarding costs Rs. 6 to Rs. Per sq.ft. vinyl would cost Rs. 45 to Rs. 90 per sq.ft. (in Chennai)

Wall Writings:

History 5000 years ago modern type of writing was developed but wall writing remained the most normal and usual of mass communications other means were not available and the invention of paper still many years in the future. This remained so till ca. 100 years ago (around 1900) and from that date on large paper advertisement (billboards) and newspapers became more normal and affordable to many persons. Till then walls also have been then normal surfaces to put on everyday advertisements. On many old buildings you still may see some of the ancient texts and images. Since outer walls could be commercial used and with the rise of advertisement especially after 1945 more owners of buildings tried to make sure their walls remained clean for their sole use.

1965:

Around this year wall writing entering a new developmental level due to use of markers and then of spray that now also have been filled with paint after it had been invented already in 1936. Young people in urban areas due to lack of playgrounds and experimental places for symbolic aggressive activities (hostile environment) on a competitive, on violent level we see a colourful explosion of urban walls that become covered with an abundance of more and more complicated styles of writing, images and character causing lots of public irritations. Because nones (yet) understanding what is taking place. Since then writing has become a fully developed new work field with all aspects of a profession, specific terminology.

Today also wall writings are very much prevalent. In villages and rural sector this is one of the cheapest and best way to advertise. One can easily spot these advertisement while travelling.

4.9 SUMMARY

During election campaigns we get to see lot of posters and banners of various political parties during the festival season also the advertisers use big hoardings and banners to catch the attention of masses. Transit media is also picking up fast in India. During election only parties move and campaign in buses and big carry vans. The cost of these media varies from size to print and color quality. We have cabs also do the publicity for the companies and schools. Wall writings and wall pictures were a form to inform the public. The idea was to get a public opinion so that consensus could be arrived at a certain point.

Now days we have Wall Newspaper (WNP) which have a certain focus and Approach. It has two pages and it is pasted on the wall, People read it and come to know the happenings and events of the organization.

4.10 Key words

Grab: take greedily

Aesthetic: relating to the beauty or its appreciation

Absorb: take in

4.11 Self assessment exercise

Q1 What do you understand by poster advertising? Discuss its characteristics.

Q2 Discuss transit media and wall writing as a media of advertising.

4.12 Suggested readings

Belch George E. and Michael E Belch, “Advertising and Sales Promotion (5th ed.),

Tata McGraw Hill, New Delhi, 2001

Marketing management by PHILIP KOTLER

Course Code : 02

Author : Prof. Pradeep Mathur

Lesson :05

CHARACTERISTICS OF MEDIA

STRUCTURE:-

- 5.1 Objectives
- 5.2 Introduction
- 5.3 Characteristics of print media
- 5.4 Electronic Media
- 5.5 Emerging Media
- 5.6 Sponsored Programme
- 5.7 Road Show
- 5.8 Advantages and Disadvantages of various Media
- 5.9 Summary
- 5.10 Keywords
- 5.11 Question for Practice
- 5.12 Suggested reading

5.1 Objectives:

After going through this lesson you will be able to:

Understand the characteristics of media

Know about new trends in media

Understand road shows and sponsored programmes

Compare the various medium and know which one to use and when

5.2 Introduction

Media of communication are the means or vehicles capable of assuming forms that have characteristics of messages or that transmit message. As we know that this era is the era of technology, which has brought different cultured people at one place with the help of mass media. No doubt this has reduced the time and collapse the space. The information of U.S.A. within a second reaches in India, which was not earlier. Included among the mass media are television, radio, motion, pictures, newspapers, magazine among the back and billboards. Klapper considers and he writes the term can notes all mass media of communication in which a mechanism of impersonal reproduction intervenes between speaker and audience. This criterion radiating screen would classify books and other media of impersonal communication classified as mass media. Thus, these two definitions have cleared as the media. It might be used in singular and plural too. Here we took it in the sense of plurality where it will be known as mass media.

Whereas the characteristics of media are concerned, we will discuss here the characteristics of print media in which newspapers, magazines and electronic media in which television, radio, film and Internet will be discussed.

Print Media

One of the chief characteristics of Print media is that they offer extensive a news coverage and in depth treatment of themes. They provide a broader treatment of the

subjects through different kinds of writing than any other media in India. There are plenty of backgrounders, field based interviews, spot enquiries and feedback interviews, and incisive comments. Besides special articles, syndicated reports, and features, there are special sections for sports and business.

Then there are review column for book, films, media and art. For those seeking light reading material, humour, fun, comics and satire and newspaper is just the right thing. It caters to each and every segment of the society irrespective of the age and class difference. But the main weakness of the print media is that only the literates can read them and their number is still small in our country. Secondly, 93 percent of the newspaper are concentrated in urban areas. Thirdly, the increasing size in the price of newspaper and magazine prevents a large number of our people from purchasing them. However, thanks to the practice of people sharing newspaper and magazine copies. The total number of readers far exceeds the number of copies sold. In India, however, the print media still enjoys greater credibility and social respectability than other media.

The actual number of readers of the magazines and periodicals is more for they change hands at the magazines parlours as also, among the subscribers. In our country, interestingly, even the old issues of newspapers and magazines are saleable at a discount price. A newspaper becomes a platform for discussion. In rural and urban areas a typical story or an even can create enough awareness and debate to enlighten the social interests of the society. It can certainly be a strong tool to fight for gender issues and women uplift. It is affordable and the information in it is very valuable. It certainly acts as tool to promote government policies and plans for the betterment of the masses.

The print media enjoys a great deal of credibility and certainly modulates public opinion and changes mindsets. One thing we should not forget the everything has its own limit. Merit or demerit lies in the eyes of other according to the context and situation. The merit of print becomes demerit when it is compared with electronic media. As we know that the electronic media, and mostly the radio and television disseminate their information concerning of socio economic, political, cultural, psychological, geographical and so on to them who are a literate, who do not the print medium meaning are too communicated by these media and is India it is really a important thing because here maximum population is illiterate and those who are passed from schools and colleges of rural areas, are helpless to understand the real meaning of information due to the lack of the phrase which are used in the print medium.

5.3 Electronic Media:

Doordarshan and All India Radio are government controlled. Private channels are too commercially oriented and still not part of mass psyche. Cyber media is in its infancy. The newspaper, on the other hand, are in private sector and enjoy comparatively greater freedom. That is why people place more reliability on the newspaper version. Even the government sources woo the journalists for wider coverage of their activities. The print media have added advantages, ease and convenience in using them. People can read newspapers and magazine wherever and whenever it is convenient to them at home, in transit, in office or back at home in the evening. That is not possible in case of the electronic media, for they are time scheduled. If one fails to see a programme on TV at a given time, one misses it forever unless the programme is recorded. On the other hand

old issues of print media can be easily preserved in the libraries. Current issues of prominent or well produced magazine are displayed even in the drawing rooms of the urban elites.

5.5 Emerging Media:

Information and communication technologies (ICTs) allow interconnectivity i.e. communication and networking, both externally and internally.

The communication revolution is creating a new economic and democratic landscape. Mobile telephone networks already carry more data in the form of text message and images than conversations. Mobile phones are being used as a fast and cheap way to advertise. The companies generally the service providers send message about their new product and services.

This is a smart way to advertise, it can go personal and they can send the message after careful designing. They know the tastes of the customer and can send details about products, which they know he will like to purchase.

Personal Digital Assistant (PDAs) and Palm Pilots can operate as mobile telephones, digital cameras and music players. Soon they will also be able to download and show short video clips. They can also be used to advertise. The moment you are on the web, one gets lots of clips of advertisements. There is spy software, which take your details from machine. From next time the user gets message or alerts of advertisements which are of his interest.

5.6 Sponsored Programme:

A company pays money for the airtime or the telecast time to a channel for a particular programme, and then this programme is a sponsored programme. Often the company also pays for the production cost of the programme.

The programmer, which are liked by the masses generally, attract lot of sponsors. Ramayana and other religious serials attract lot of sponsors. At much as 15-25 companies can sponsor the programme. These programme with very high TRP ratings are generally telecast on Sunday. These companies know that maximum people will be watching the programme.

People from all backgrounds and religious watch these programmes, which are clean and healthy. The entire family can sit and get entertained.

Frequent number of breaks and advertisements break the mood and rhythm of the audience. He gets bored and can switch the channel. During cricket match also the same thing can be experienced. Lot of advertisement on energy drinks, sports wear, energy foods are aired. There is a race among the channels to take the fight of telecasting in a particular area.

The main advantage is that the companies register their brand name and product by repetition. In every break an advertisement of the company will come and gradually people remember it just by listening the music notes. Children often sing those jingles and enjoy the script. One famous commercial is the “the Pappu Pass Ho Gaya” thing, which is making waves. Road show is method to influence the masses and at the same time to show one’s strength. It is a definite way to publicize and make your presence felt. Political parties do big road shows during campaign process. They tour the entire area in

buses and cars with banners and posters pasted on them. During the movement they address the masses and greet them. Corporate also do road shows to promote their new product or service. Generally a big truck or SUV is designed for this purpose. This is a form of transit media. Employees of the company move with the campaign and inform the masses about the product.

5.7 Road show

Road show is a very planned event. Big road shows has got complete movement chart. Road shows in the entire state means going to each and every district and publicizing your product. The cost incurred is very high and the same is the for manpower. At times the gathering becomes unmanageable and police help is also needed.

5.8 Advantages and disadvantages of various media:

Television commercials enable advertise to dominate television screen. They allow the avertiser to use all TV's capabilities movement, animation, colour, and sound and response contact information. The most popular format is 30 second, 45 second, and 60 second slots.

Although television cannot target individual consumers, it can address the interests wants, needs, and emotions of well defined consumer groups. It does this up to and slightly beyond the geographical limits of transmission areas of individual stations, which is crude form of tragetting.

Newspaper Advantages:

- Newspaper are still the number one media for local advertisers in terms of where advertising dollars are spent.
- Daily newspaper reach a diverse (or broad) audience.
- The audience is locally or regionally concentrated.
- Consumers often look for ads in newspapers, so their mood may already be more receptive to your message.
- Newspapers deliver timely messages because they have an established, regular, publishing schedule such as daily, weekly or monthly. This allows you to tailor your message to current events, such as weekend entertainment or April tax time.
- The immediate of a daily newspaper news will cause readers to pick it up within a predicatable time frame (i.e. Tuesday's paper is usually read on Tuesday) so advertisers know when readers receive their message.
- Copy space is unlimited in newspapers. You can write long explanatory copy or a few bulleted lines. Of course, longer, bigger ads cost more.
- Technology is improving newspaper capabilities to create clear photos, better colors and to use new techniques such as scented inks. (See "Reproduction of Photos" below, though)
- Readers are actively involved in reading the paper. The fact that they must hold it and turn the pages produces a higher level of attention.

Newspaper Disadvantages.

- Limits specific audience targetting. You may only want to reach bike owners, but you will pay to reach the newspapers entire audience. However some papers offer zone advertising, which allows you to run and that is seen only in part of the coverage area. For example, you could place and for your pizza delivery service in the Northwest News insert section delivered only with the newspapers in the northwest part of the city or newspapers coverage region.
- Reproduction of photos has long been considered a disadvantage to using newspapers as an advertising medium, although technology has allowed great improvements. The problem is created because newspapers must use inexpensive paper to keep their costs down. After all, no one wants to pay 52.95 for a daily newspapers. However inexpensive paper does not hold ink as well as higher grades of paper and that affects the clarity of picture.
- Many advertisers considers newspapers the best medium for local reach. This can create heavy competition inside the paper for local business. You may hear this referred to as clutter.
- Newspaper are not popular with all age groups. Their strength seems to lie with the aging Baby Boomers. Many newspapers are starting pages and sections designed for young adults, teens and kids, but the effectiveness of those efforts in terms of advertising draw is still not proven.
- Newspaper are static and two dimensional. Electronic newspapers may change this in the future.

Magazine Advantages:

- Great color and photo reproduction are possible in magazine that are printed on slick or high grade paper.
- Selecting a targeted audience can be easy. Guess who reads Golf Pro, Old House Restoration, Teen Romance US News and World Report and Bikers World? Furthermore, some magazines have images of their own. They might be considered an authority in their subject area or prestigious, hip, reliable, etc. and this image can rub off on advertisers messages.
- Magazine have a long life span. People often save magazines to read at a more leisurely time. When a magazine is read over the weekend or on vacation, the ad is still there and the reader may be in a receptive, rather than rushed, mood.

Magazine Disadvantages:

- Because most magazine are printed on slick paper that makes for excellent reproduction, the costs are higher to the consumer and to the advertisers.
- The timing of reader exposure to your ad is less predictable. Most magazine carry more features than hand or breaking news, so reading can be delayed, and some ads could go out of date before they are seen.
- Deadlines for placing advertising are tare one month or more before publication. This means an advertisers must begin work on an ad long before the target audience will see it. This often precludes small advertisers who leave advertising planning to the last minute from using this medium.

Internet Advertising

There are two primary ways to advertise on the Internet:

1. Register your Website with major search engines so Internet visitors can find you.
2. Place an “ad banner” for your site on another Web site that has a lot of traffic (viewers) Ad banners allow viewers to link to your site when they click on the banner.

Internet Advertising Advantages

- Relatively cost effective. The costs can also be independent of the size of the audience. For example, a Web presence will cost the same regardless of how many viewers your site has. (You will, however need to make sure your Internet Service Provider can handle the volume of viewers you anticipate having).
- Advertisers can target specific types of viewers by positioning an ad banner on related Web sites. For example, if you are targeting people seeking information on a specific topic, you can purchase ad space on Web pages that are related to this category in the major search engines (Yahoo, Info seek, Lycos, WONET-The women’s online Network. Etc.)So, an organic herb farmer selling through mail order might advertise through the organic foods or gourmet cooking category. The indexing structure of these sites allows you to target your audience by geographical location and related interest area.

- Messages can be timely because editing the content is often easy and instantaneous.
- Messages can be timely because editing the content of often easy and instantaneous.
- Ads on the Internet can be interactive. You can request viewer feedback, take orders or answer questions instantly.
- Ad banners can run with as much frequency as you choose. The Internet is constantly available.
- Internet advertisers can potentially reach a global audience. Aside from language barriers, anyone at any location in the world can access information about your products or services.

Internet Advertising Disadvantages

- Internet advertising should not be approached in a vacuum. Instead, it should be one component of a comprehensive Internet marketing.
- Although the popularity of the Internet is rising remarkably, it is difficult to gauge the impact of advertising on the Internet.

The range of costs to advertise on the Internet on the Internet can vary greatly. It is best to compare a number of highly frequented sites to determine the best way to spend your money.

Direct Mail Advantages:

- This is a relatively expensive medium. However, if you are able to focus on only high probability purchasers, cost effectiveness can be good.
- Direct mail messages can be personalized to add reader appeal.
- You can evaluate its effectiveness. If you compare the number of responses to the number of pieces mailed, you can calculate the response rate. If you include coded coupons or responses cards you can keep track of exactly who responded and from where.
- Mail readers are actively involved. People read their mail when they choose. So, for at least second or two, your message will have their undivided attention while they open and scan it.

Direct Mail Disadvantages

- Many people do not like unsolicited offers and many are skeptical of their validity.
- Increasingly, busy people do not even open what they view as “Junk Mail.”
- Using this method of advertising requires thorough maintenance of mail lists. Many advertisers do not like to bother with updating mail lists. With outdated lists, however, mail goes to undeliverable addresses and wastes your money. Another possible glitch. Mail may contain out of date messages, spell names wrong, or address a person who has died and these kinds of errors annoy, or worse yet offend, the recipient

- Some groups are concerned about the environmental impact of resources used for advertising mailings.
- This is a relatively expensive medium.

Radio Advantages:

- Radio messages are mobile. They can be heard at work, on the beach, in the shower, in the dentist's chair or even while shopping in your store.
- Radio is an intrusive medium. A listener does not have to be actively involved in getting your message to hear it.
- Radio allows for target selection based on:
 - Geography: Listeners will be in a concentrated area defined by the station's signal.
 - Time of day-the audience will change between morning drive, midday and overnight programming.
 - Format-different audiences can be reached by choosing different formats such as talk radio, alternative rock, blues rock, classical, easy listening etc.
- Depending on availability, it's often possible to get an ad on a station on short notice. This allows advertisers to react to sudden developments. Such as a retailer selling fans reacting to a heat wave or a competitor's special offer.
- Your message can run with as much frequency as you choose (or the station's format allows). For example, you could run an ad once a day for a year or twice an hour for a day.

- Radio is mostly local in its appeal. You can tie your message into local events, weather, or locations to heighten the relevance of your message to the listener.
- Your radio ad has a voice. It can be friendly, serious, sad, childish, macho, and humorous whatever suits your message. Above all the voice can be conversational, a quality that makes it very easy to listen to and understand.
- Radio time is relatively cost efficient to purchase.
- Radio ad production is fairly simple. Send a finished spot, a script or a fact sheet to the station and they will take it from there. Many will create the spot you want to run on their station for free.

Radio Disadvantages:

- Radio has no visuals. Don't use it to talk about a product that a listener may not already understand. Some ads use the theater of the mind very effectively to create picture in a listener's head (like when you hear a pop can open and someone drink). Be careful, though. This type of ad should be done well and may call for a professional writer an extra expenses that is well worth it in the long run.
- Some radio audiences may be frangemented. For example if there are four stations in the market that appeal to women 25-49 years old, than an advertisers may have to buy all four to effectively reach that group. This can be cost prohibitive.
- Air "clutter" is a problem. Your ad may be first, second, sixth or tenth in a commercial break. This can detract from the attention level.

- There is no hard copy. Your ad airs and then it's gone. If a listener missed an important piece of information, like a phone number, there is no way to know when it will be on again. (There are writing tips and placement plans you can use to minimize this problem).
- Station produced ads use station talent. Its free and that good, but you run the risk of the ad sounding very similar to other ads produced by the station and also to the DJ's regular on air conversation. This sameness can detract from the listener's attention level.

Cable TV Advantages:

- You can buy time on programs that have very specific audiences. For example, you might buy onto a show that is about caring for infants to reach young mothers, or you might buy onto a show about sewing, wallpapering, landscaping, auto repair, local musicians, book reviews etc. and reach a more clearly defined audience than if you bought time on a network show with bigger ratings and a higher price tag.
- The cost is lower than broadcast TV because you are reaching a smaller audience.
- Production costs may be more affordable.
- You may find more innovative production people here. Often cable production teams hire young writers, producers and technicians who want experiences and are eager to work with you. They are often right out of school and right on top of new trends and techniques.

- Because cable only reaches into linked homes, you know whom your message is reaching. These homes may be concentrated locally. Superstitious are different. They reach huge cable audiences and charge accordingly.

Cable TV Disadvantages:

Almost all the advantages of advertising on cable TV have a flip side disadvantages.

- Small reach
- May have less experienced production crews.
- Reaching specific customers, but not reaching potential customers.
- Cable TV as a whole is drawing huge numbers of viewers, but because of the increasing numbers of viewing choices, audiences can be very fragmented and viewers may stay with a program for a shorter period of time. (Fragmented” is explained above in “Radio Disadvantages).

Transit Advertising Advantages:

Transit Advertising includes ads seen on buses, subway cars and entries, trains and taxis.

- Exposure to one ad can be long if ad is inside a transit vehicle.
- Frequency, the number of times a viewer is exposed to an ad, may be high if the viewers users the same method of transportation. For example, a person may ride the same subway to and from work 10 times a week.
- Large and diverse audiences see ads on the exterior of buses and cabs. You can also say that some of the audience is captive. Too, if you consider the number

drivers stuck behind a bus or the number of walkers waiting for a stopped bus to move past.

- Ads can be geographically targetted because you know the people are all in a certain area at a certain time.
- Ads can be somewhat lifestyle targetted too. Some transportation through very distinctive neighborhoods.
- This method of advertising tends to be quite inexpensive in both absolute and relative terms.

Transit Advertising Disadvantages:

- Your ad design is usually limited to the size of frames or holders you ad will be placed in.
- People on mass tranist are often not in a receptive mood or they may be used to ads appearing in certain spaces that they don't even see them.
- Transit ads are hard to target. Your ad reaches a lot of people, but many are not even potential customers.
- You may not have mass transit in your advertising area. For example many cities and towns do not have subways or bus services.
- Subways, buses or other mass transit environments may not suit the product image.
- The surroundings may detract from your message. A mud splashed a graffiti sprayed subway car or a crumbling subway entrance wall may not be the showcase you had in mind.

Outdoor/Billboard Advertising Advantages.

- Big, splashy message attract attention. Using this medium your must be short and to the point.
- Your ad has impact. Technology is allowing for more and more innovations like talking, moving, smoking, changing and twinkling billboards. Hot air balloons, blow ups, flags, banners and other eye catching devices are an option, too. You can even hire, rolling billboards on the back of a truck that drives a route you choose to make sure your billboard is seen by the right audience nenerous times.
- Your ad reaches lots of people, many of whom see it repeatedly as they have regular routes.

Outdoor/Billboard Advertising Disadvantages

- Its hard to reach a specific audience. You might be able to target a neighboured, but cant be more specific than that.
- Your creativity is inhibited by space limitations.
- Its hand to measure its effectiveness.
- Your ad may become weathered or vandalized.
- Costs can be quite reasonable for a billboard that you want to leave up for a sustained amount of time. However, innovative adaptations can become quite expensive.

5.9 Summary:

Different means of advertising have their own advantages and disadvantages. With the changing technological scene people have started using mobiles. Palm, tops, Digital diaries for advertising. These are mobile media and through web enabled advertisers can send their message. It depends on the budget of the company and the segment of the people they want to reach.

5.10 Key words

Intervene: become involved in a situation to change its course

Inhibit: restrain from doing

5.11 Self Assessment Exercise

Q1 What is meant by emerging media in advertisement?

Q2 What are the advantages and disadvantages of internet advertisement?

5.12 Suggested readings:

Belch George E. and Michael E Belch, “Advertising and Sales Promotion (5th ed.),

Tata McGraw Hill, New Delhi, 2001

Marketing management by Philip Kotler

Course code: 02
Lesson No: 06

Author: Mr. Bhanu Singhal
Vetter : Dr. Bandana Pandey

INTERNET ADVERTISING

STRUCTURE

- 6.1 Objective
- 6.2 Introduction
- 6.3 Internet
- 6.4 Brief History
- 6.5 Internet Advertising
- 6.6 Why people adopt internet?
- 6.7 Communication objectives of Internet
- 6.8 Measuring effectiveness of Internet
- 6.9 Summary
- 6.10 Key words
- 6.11 Self Assessment Exercise
- 6.12 Suggested reading

6.1 OBJECTIVE:

We will discuss the internet and its present in marketing environment, while all of us are familiar with the internet, the degree to which we are familiar varies.

6.2 INTRODUCTION TO INTERNET: - Internet is extended as internet work or interconnected network. It is the revolution heralding the dawn of new era in human civilization – the information age. With above 30 million computers connected and number growing exponentially doubling in size approximately every 10 months, its potential for affecting every facet of communication, education, entertainment, business and administration government. Internet is a network made up of thousands of networks world wide. These networks consist of computers and other intelligent and active devices. In fact internet is an example of regulating archaisms and there is no one in charge of the internet. There are organizations, which are entrusted to develop technical standards for these network but no governing body is in control. All computers on internet communicate with one another using the TCP/IP protocol based on client \ service not a single network, but a collection of networks.

6.3 INTERNET

The internet consists of the following groups of networks:-

- **BACKBONES:** These are large networks exist primarily to interconnect other networks. Some examples are NSFNET in USA and EUNET in Europe for etc.
- **REGIONAL N\Ws:-** These connect, for example, universities and colleges. EARNET (education and research network) is an example of regional network.
- **COMMERCIAL N\W:-** They provide access to the backbones to subscribers and networks owned by commercial organizations for internal use and also have connections to the internet. Mainly internet service providers fall in this category.
- **LOCAL N\Ws:-** These are campus- wide university N\Ws let us discuss some important features of internet:-

- 1) **URL:** - If you have ever noticed an advertisement that says “check out our website”. You must have sought the way they describe to find it, giving you the address, or URL uniform resource locator almost begins with the http: (hypertext transfer protocol) a unique url for any hypertext item on the net. They are basically pointers to the documents on computer somewhere on the internet.
\\WWW. UPTECNET. COM\ NEWS. HTM # YAKSHA
HTTP:- Transfer protocol
WWW: - World Wide Web
UPTECNET: - Name of company hosting site

NEWS.HTM:- Path of site
YAKSHA: - file name

WWW: - The World Wide Web is also known as the web, WWW or W3. It is a global system of hypertext and multimedia services. It is a client- server model based on TCP\IP protocols and consists of browsers as clients and web servers as servers. They use http to make WWW hypertext and multimedia services available to clients over the internet. It combines sound, graphic image, video and text on a single page.

E-MAIL:- Allows users to send electronic mail anywhere in the world. It is identified by an e-mail address and is given a user ID, popularity known as e-mail id.

e.g. ABC: - user name, @ yahoo. Com: - Domain name

The protocol used in sending e- mail is SMTP (simple mail transfer protocol)

UESNET: - Discussion groups, news groups and electronic bulletin boards, similar to those offered by online services.

TELNET: - It is a facility by which a user can sit on a local computer and access remote computer through a valid user id and password used to retrieve information from remote database, weather reports, library catalogs, departmental stores catalogs, e-mail while touring.

WEBSITE: - Collection of web pages.

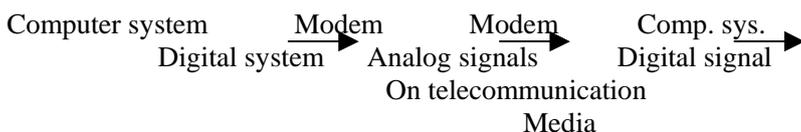
HOME PAGE: First page of any website.

FTP: - It is extended as file transfer protocol. This is both a program and the method used to transfer files between computers on the internet.

WEB BROWSERS: - To access the WWW we use what we call a web browser. Browsers are sometimes also called web clients, since they retrieve information from a server. When we start a web browser or follow a hyperlink, the browser sends a request to a site on the internet and returns a file which the browser then has to display.

X- Internet explorer, Netscape navigator, mozilla etc.

INTERNET HARDWARE AND SOFTWARE



6.4 A BRIEF HISTORY

All it is supposed to be started in 1973, when the U.S. defense advanced research projects agency (DARPA) initiated a research project to investigate techniques and technologies for interlinking packet networks of various kinds. The objective was to develop a common set of tools which would allow networked computers to communicate transparently across multiple, linked packets. This was the ARPANET project and the system of networks which emerged from the research is known as the "internet".

In 1986:- U.S. national science foundation (NSF) initiated the development of NSFNET which, today, provides a major backbone communication service for the internet.

During the course of its evolution, particularly after 1989, the internet system began to integrate support for other protocol suites into its basic networking fabric.

Both public domain and commercial implementations of roughly 100 protocols of the TCP\IP protocol suite became available in 1989.

During the early 1990's OSI (open system interconnection) protocol implementations also became available and , by the end of internet has grown to include some 5,000 networks in over three dozen countries, server over 700,000 host computers used by 4,000,000 people.

During the late 1980's, however, the population of internet users and network constituents expanded internationally and began commercial facilities. Indeed, the bulk of the system today made up of private facilities in educational and research institutions, and in government organizations across the globe.

So, we can say that internet originally developed DARPA research program, but in the last 5 or 6 years, this work has been under idler basis with support from government agencies a many countries, industry and the created in 1983 to guide the evolution of TCP\IP suite and to provide research advice to the internet community (working on two components – research and evolution)

For the smooth working of internet-

IETF: - (Internet engineering task force) meets three times a year in plenary and it's approximately 50 working gp convene at intervals times by e-mail, teleconferencing and face to face meetings.

IAB: - Meets quarterly face to face or by videoconference and at intervening times by telephone, e- mail and conferences (comp. m Now let's discuss some important dates of revolution in the field of internet:

- At present more than a crore websites has already published and the process is going on

Let's have a look.....

- 6 Aug. 1991:- Hypertext and internet comes together through the www project of team of bareness- lee.
- May 1993:- MIT launch first web newspaper- The talk
- June 1993:- HTML launched
- Feb 1994:- Yahoo comes on the floor.
- 13 Oct.1994:- Netscape Navigator launched.
- 25 OCT.1994:- First advertisement of gamma drink given by AT and T on internet.
- Feb 1995:- First web radio station radio HK launched.
- 1 July 1995:- First online book store – Arosan.Com.comes
- 24 Aug. 1995:- Microsoft launched the windows internet explorer.
- 4 Sept. 1995:- Online auction site e- bay get established.
- 15 Dec 1995:- First multi- lingual search – engine attavista launched.
- 17 Dec 1997:- web log (blogger) created by Jorn burger.
- Sept. 1998:- Google.
- 7-9 Feb 2000:- Yahoo, CNN and Amazon come in the hold of hackers.
- 15 Jan 2001:- Jimmy Wales established online encyclopedia- skipedia.
- Nov. 2004:- Mozilla firefox web browser launched.
- 1 Aug 2006:- 92,615,362 Websites launched (92 crore 61lakh 5 thousands 3 hundred 62) to attempts of advertisers to target with sub tie advertising messages. They asked govt- to regulate the internet.

Data collection w\o consumer's knowledge 4 permission, hackers, credit cards theft is no problems.

6.5 INTERNET ADVERTISING

Like broad cast on print, the internet is an advertising medium. Companies and organizations working to promote their products and consider this medium as they would television magazines, outdoor and so on. Advertising on the internet employs a variety of forms

- 1) BANNER: - The most common form of advertising on the web. Banner ads may be used for creation awareness or recognition direct- marketing objectives. These ads may take on variety of forms as well as number of names such as side pence's skys verticals.
- 2) SPONSORSHIPS: - It is another common form of advertising. There are two types of sponsorships regular sponsorship- occ company pegs to sponsor a section of a site. For e.g.:- inciter's tax sponsors a page on Netscape's financial section.

CENTENT SPONSORSHIPS: - It is more involved one, in which sponsor not only provides dollars in return for name associated with the content. In some cases, the site is responsible for providing content and having it approved by the sponsor. Its lack of effectiveness of banner ads, sponsorship has been in popularity.

3) **POP-VPS\ POP UNDERS:**-When we access the internet we often see a small window appear on Netscape advertising AOL messenger” such windows known as pop-ups, and they often appear when access a certain site. Pop-ups are usually larger than a full screen. Pop-under are ads that appear underneath the web page and become visible only when the user leaves the site.

INTERSTITIALS: - These are ads that appear on screen while we are waiting for a site’s content to download. Some advertisers believe these are irritating and more of a nuisance than a benefit, but if we talk about recalling of ads the server brings the result that recalling of ads was approximately 51%. Whereas of interstitials was much higher at 76%.

PUSH TECHNOLOGIES: - Also called as web casting technologies allow companies to “push” msg. users can use than waiting for them to find it. Users can use personalization – that is, they can personalize their sites to request the kinds of specific information they are interested in viewing. The service is paid for by advertisers who flash their messages on the screen.

LINKS: - Links serve the purpose of linking for example- a visitor to one site may click on a link that provides additional information or related materials at another site.

SALES PROMOTION ON INTERNET

Companies have found the internet to be very effective medium for disseminating sales promotion with websites. Levis has used a variety of motions including contests, internet films etc.

PERSONAL SELLING ON INTERNET

The high cost and poor reach disadvantages of personal selling are allowing companies to reduce new hire and even cut back on existing sales forces.

On the positive side, Websites have been used quite effectively to enhance and support the selling effort in following way.

- Web has become primary source of info. For potential customers.
- Provide volumes of info. About company’s products and services.
- Web can be used to stimulate trial. Some website offer electronic coupons, samples- etc to encourage trial
- Time and cost savings.
- Improve one to one relationships by providing info more timely and in efficient manner.

DIRECT MARKETING ON INTERNET

- **Direct mail:** - Direct mail on the internet (e-mail) is essentially an electronic version of regular mail. Consumers can opt to have different types of e- mail. Sometimes users may also receive less targeted and unwanted e-mails. The electronic equivalent of junk mails, the internet version is called spam.

- High volumes of SPAM have been sent and many consumers consider it a nuisance. U.S. govt. has passed laws regulating its use.
- But still effective.

- **INTERCOMMERCIALS:** - Commercials seem to like a program.

- **E-COMMERCE:** - Selling directly to the consumer via on internet – has become an industry of its own. More consumers buy online.

- **E.G.:**- Amazon.com, Bay. Com and e- toys. com. (sites only) Eddie backer, the hap, and Barnes and nozzle (both store and site).

6.6 WHY PEOPLE ADOPT INTERNET?

People adopt internet greatly that greatly out spaces that of any other medium.

- A long period of economic prosperity, internet innovation, heavy investments by the companies.
- Consumers are now “money rich and time poor”
- Changing lifestyle of the consumer.
- Demographic profile of internet users also changed.

In 1996 the web was clearly male- dominated medium, (82%(M)vs. 18%(F). Now internet users are much more consistent with of the overall population.

HOW ADVERTISING GETS STARTED ON NET?

- Primarily used by major corporations for information purposes.

e.g.:- companies like united airlines and Maytag had sites that were really not much more than online catalogs designed for information purposes only.

- Role has changed now, websites are becoming more creative, promoting, product information's and even products and services for

- With introduction of java in 1995, it becomes possible to create tangier graphics, audio and animation on line gulfed in market the internet in an entirely new way, moving beyond the purely informational role.

6.7 COMMUNICATIONS OBJECTIVES OF INTERNET

Internet is actually a hybrid of media.

1) CREATE AWARENESS: - For small companies with limited budgets, web offers the opportunity to create awareness well beyond what might be achieved through traditional media.

A local company in Los Angeles had done 80% of its business internationally as a result of posting its website- Andrew sir.

2) GENERATE INTEREST:- Visit to coca cola. Com or snappy. Com will demonstrate how companies attempt to use the web to generate interest in their sites as well as their products and services.

- Coke music
- Quiz
- Chat
- Coke football town
- Coke youth partnership.

The objectives of these sites are simple: Create interest that will bring visitors back to learn more about the products.

3) DISSEMINATE INFORMATION: - Disseminate info. Quickly and or lower cost.

4) CREATE AN IMAGE: - Many websites are designed to reflect the image a company wants to portray. E.g. - www. Fubu. Com Academics. Com, naukri.com.

CREATE AN ASTRONG BRAND

Acc. To David Aaker. Internet can be used creatively as a component of overall brand building process. But still not succeed.

6.8 MEASURING EFFECTIVENESS OF THE INTERNET

Companies measuring the effectiveness of the internet employ a variety of methods, most of which can be done electronically.

- 1) Online Measuring:-
- 2) Recall and Retention: - Daily interviews with web users to determine recall.
- 3) Surveys: - Survey conducted both online and through traditional methods.
- 4) Sales:- indicator of effectiveness is the no of sales generated
- 5) Tracking:-

ADVANTAGES OF INTERNET

- 1) TARGET MARKETING: - target very specific groups of individuals with a min. waste of coverage.
- 2) MESSAGE TAILORING: - As a result of precise targeting, messages can be designed to appeal to the specific needs and wants of the target audience.
- 3) INTERACTIVE CAPABILITIES:- Boaz internet is interactive it provides strong potential for increasing customer involvement, satisfaction and almost immediate feedback for business and .
- 4) INFO. ACCESS: - Internet users can find a plethora of info. About almost any topic of their choosing merely by conducting a search.
- 5) SALES POTENTIAL:- Incredible sales.(Arnazon. Com, eBay. Com etc)
- 6) CREATIVITY:- Creativity designed sites can enhance a company's image, lead to repeat visit, and positively position the company in the consumer's mind.

- 7) EXPOSURE:- For many smaller companies, with limited budgets, www enables them to gain exposure internationally.
- 8) Speed:- Quickest means of acquiring info.

DISADVANTAGES OF INTERNET

- 1) Measurement problems: - Lack of reliability of the research number generated great variance.
- 2) Webs all:- Downloading takes long time. Time increases when no of user's increases and may be inaccessible due to Malware. Broadband is helping to reduce this problem.
- 3) CLUTTER:-As no of ads proliferates the likelihood of one ad's being noticed drops. The result that some ads may not get noticed consumers may become irritated by the clutter.
- 4) POTENTIAL FOR DECEPTION:- The center for media education.

6.9 Summary

Internet is extended as inter-network or inter connected network. Like print or broadcast media internet is also an advertising medium.

6.10 Key words

Revolutionary: the forcible overthrow of a government and installation of a new one

Stimulate: make more attractive

Heralding: be a sign of

Disseminate: spread widely

6.11 Self Assessment Questions:

1. Discuss the Internet as an effective media of Advertising?
2. Discuss the Various types of Internet Advertising?
3. Discuss the brief history of Internet Advertising?

6.12 Suggested readings & References:

George E. Belch, Michael A. Belch, Advertising and Promotion.

WWW.Altavista.com

www.Google.com

www.webcrawler.com

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Layout & Design, Idea Generation

STRUCTURE

- 7.1 Objective
- 7.2 Introduction
- 7.3 Stages of layout
- 7.4 Idea Generation
- 7.5 Design
- 7.6 Summary
- 7.7 Keywords
- 7.8 Self Assessment questions
- 7.9 Suggested Readings

7.1 Objective:

This lesson will give detailed study of:

1. Layout
2. Design and

3. Idea Generation

7.2 Introduction :

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.

7.3 STAGES OF LAYOUT:

Thumbnail sketches :

This is the first stage of layout known as a thumbnail sketches. Thumbnail sketches are meant for the person who is developing the idea, not for the client nor the 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 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 to be shown to any one. But the visualize can visualize how the ad would look after these thumbnails are polished.

Rough Sketch :

The second stage of layout is known as a rough layout. This stage of 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.

Rough layout have, broadly speaking, two types : working rough and finished rough. In working rough a thick serrated line represents the headline. 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 head line, 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 cumbersome typesetting system. Now most of the task can be accomplished on the computer.

Comprehensive Stage :

When 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 art work or mechanical. In 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.

Art Work :

This stage of 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 art work should carry the instructions about the use of colours for different elements. Then instructions can be written by pencil on the art work 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 rough layout or comprehensive and art work 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.

7.4 Idea Generation :

The Accenture consulting group recognizes this in a campaign that promises 'Innovation Delivered'. The illustration – a wave rolling onto a beach. The headline – 'I am your idea. One day you'll look for me and I will be gone'. The sub-headline : 'It's not how many ideas you have, it's how many you make happen'.

Perhaps how brilliant, ideas don't sell themselves. They have to be sold – relentlessly, continually and creatively. An idea is not an ideal until it is sold.

There are books on producing ideas but no sure – fire technique that works for everyone. A Boston newspaperman used to write a popular column called 'Thoughts while shaving'. Ideas often emerge in the bathrooms – in the shower while shaving, doing something routine and letting the mind drift.

Archimedes was said to have found the principle of buoyancy in a bath, and Newton found gravity while musing under an apple tree. The man who invented Velcro came up with the idea while walking through a field and noticing the burrs that stuck to his legs. Ideas don't always come out of the blue. It helps to be on the lookout for them. As Einstein observed; chance falls on the prepared mind.

The conscious use of the subconscious is more than hoping for inspiration. A technique for producing ideas is a process that requires practice. It starts with gathering raw material – reading and listening. One of the best things you can do is to get out of the office and into the field. Talk with customers and observe them. Write down ideas (even crazy or incomplete). Keep a notepad by your

bedside. Then sleep on it. Let the subconscious go to work, and ideas will usually emerge. The ability to see relationships is an important part of the process. Try to identify similarities that can lead to new ideas. Analogies are a useful to generate ideas.

201 Ways to Get an Idea

There is time for strict mental discipline. But there is also time for uninhibited mind stretching. The two approaches to problem-solving are not inconsistent, any more than following a fixed training schedule is with boxing. So, go ahead and loosen up once in a while. Improvise. Free-associate. Try a variety of approaches:

1. Turn it upside down (whatever 'it' happens to represent, as layout, words, picture package, product, advertising campaign, marketing strategy).
2. Stretch it.
3. Shrink it.
4. Change its colour.
5. Make it bigger.
6. Make it smaller.
7. Make it round.
8. Make it square.

9. Make it longer.
10. Make it shorter.
11. Make it visual.
12. Make the most out of a circumstance.
13. Put it into words.
14. Put it to music.
15. Combine words and music.
16. Combine words, music and picture.
17. Combine picture and music.
18. Eliminate the words.
19. Eliminate the picture.
20. Silence it.
21. Use repetition.
22. Make it three-dimensional.
23. Make it two-dimensional.
24. Change the shape.
25. Change a part.
26. Make it into a set.
27. Make it a collector's item.
28. Sell it by subscription.

29. Sell it by subscription only.
30. Animate it.
31. Mechanize it.
32. Electrify it.
33. Make it move.
34. Reverse it.
35. Make it look like something else.
36. Give it texture.
37. Make it romantic.
38. Add nostalgic appeal.
39. Make it look old-fashioned.
40. Make it look futuristic.
41. Make it a part of something else.
42. Make it stronger.
43. Make it more durable.
44. Use symbolism.
45. Be realistic.
46. Use a new art style.
47. Change to photography.
48. Change to illustration.

49. Change the typefaces.
50. Tell your story by a picture caption.
51. Make the ad look like an editorial.
52. Make the editorial look like an ad.
53. Use a new advertising medium.
54. Invent a new advertising medium.
55. Make it hotter.
56. Make it cooler.
57. Add scent.
58. Change the scent.
59. Deodorise it.
60. Make it appeal to children.
61. Make it appeal to women.
62. Make it appeal to men.
63. Lower the price.
64. Raise the price.
65. Change the ingredients.
66. Add new ingredients.
67. Twist it.
68. Make it transparent.

69. Make it opaque.
70. Use a different back-ground.
71. Use a different environment.
72. Glamorise it.
73. Use optical effects.
74. Use another material.
75. Add human interest.
76. Change consistency.
77. Put it in a different container.
78. Change the package.
79. Make it compact.
80. Miniaturise.
81. Maximise.
82. Eliminate.
83. Make it portable.
84. Make it collapsible.
85. Go to the extremes.
86. Summerise it.
87. Winterise it.
88. Personalise it.

89. Make it darker.
90. Illuminate it.
91. Make it glow.
92. Make it flicker.
93. Make it sparkle.
94. Make it light up.
95. Make it fluorescent.
96. Make it heavier.
97. Make it lighter.
98. Tie it with a promotion.
99. Run a contest.
100. Run a sweepstake.
101. Make it 'junior' size.
102. Make it grow.
103. Split it.
104. Understate.
105. Exaggerate.
106. Sell it as a substitute.
107. Find a new use for it.
108. Subtract.

109. Divide.
110. Combine.
111. Use the obvious.
112. Rearrange the elements.
113. Lower it.
114. Raise it.
115. Divide it.
116. Mix it.
117. Translate it.
118. Speed it up.
119. Slow it down.
120. Make it fly.
121. Make it float.
122. Make it roll.
123. Pulverise it.
124. Cut it into pieces.
125. Put sex appeal into it.
126. Condense it.
127. Bent it.
128. Match it.

129. Tilt it.
130. Suspend it.
131. Make it stand upright.
132. Turn it inside out.
133. Turn it sideways.
134. Weave it.
135. Mask it.
136. Make it symmetrical.
137. Make it asymmetrical.
138. Partition it.
139. Pit one against another.
140. Sharpen it.
141. Change the contour.
142. Encircle it.
143. Frame it.
144. Coil it.
145. Fill it up.
146. Empty it.
147. Open it.
148. Misspell it.

149. Nickname it.
150. Seal it.
151. Transfer it.
152. Pack it.
153. Concentrate on it.
154. Spread it out.
155. Alternate it.
156. Solidify it.
157. Liquefy it.
158. Jellify it.
159. Soften it.
160. Harden it.
161. Vaporize it.
162. Intonate.
163. Make it narrower.
164. Make it wider.
165. Make it funny.
166. Make it satirical.
167. Use short copy.
168. Use long copy.

169. Attach an instruction sheet.
170. Find a second use.
171. Prefabricate it.
172. Sell it as a kit.
173. Purify it.
174. Sanitise it.
175. Make it more nourishing.
176. Put it in a bottle.
177. Put it in a can.
178. Put it in a box.
179. Put it in a jar.
180. Put it in a pot.
181. Wrap it.
182. Fold it.
183. Unfold it.
184. Extend credit.
185. Offer it free.
186. Offer it at cost.
187. Make a special offer.
188. Add comfort.

189. Offer protection.
190. Use a different texture.
191. Sweeten it.
192. Sour it.
193. Moisten it.
194. Dry it.
195. Dehydrate it.
196. Freeze it.
197. Project it.
198. Make it blander.
199. Make it pure pungent.
200. Simplify it.
201. Combine any of the above.

7.5 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 then 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 the environments have some visual characteristics, which influence all our walks of life directly or indirectly. 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 a 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 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 the 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.

Vocabulary :

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 a 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.

Line : Extend a point and you get a line. 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 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 the personality.

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 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 the 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.

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.

Syntax : Syntax is the orderly presentation of visual elements which form a design.

Proportion : The planning of a design starts with settling on a 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.

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 in formality & 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.

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.

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 type style, and designed in such a way that they look homogeneous and blend together. 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 the purpose of harmony for they are used for the purpose of 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 a uniform lineal type design.

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 a 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.

Unity : Individual elements of a design must relate to each other and to the total design, so that they hold together. When we see a loose printed communication our eyes cannot find a centre of interest and we bounce around with no place to hold. A 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.

7.6 Summary

Different terms are used for layout in different visual communication media. If the plan is for an advertisement we call it an advertising layout. The various stages in a layout design are- thumbnail sketch, rough sketch, comprehensive stage and art work. Design is more than a pattern it is an arrange meant and order of elements based on some principles called design principles.

7.7 Key words :

1. **Serrated** – having a row of sharp points along the edge.
2. **Cumbersome** – awkward because of being large, heavy or ineffective.
3. **Syntax** – the grammatical arrangement of words in a sentence.
4. **Abstract** – describes a type of painting, drawing or sculpture which tries to represent the real or imagined qualities of objects or people by using shapes.

7.8 Self Assessment Questions :

- Q. 1- Define creativity. Explain syntax and elements of design.
- Q. 2- How can you say that layout passes through various stages from idea generation to the finally produced design.
- Q. 3- Write a note on Idea Generation.

7.9 Suggested Readings :

1. Sarkar, NN – Art and Production.
2. Timpe, A. Dale – Creativity (Mumbai-Jaico Publishing house of 2001)
3. Johnson Carla, Lee Monle – Principles of Advertising (New Delhi – Viva Books Private Limited, 2003)

Course Code: 02

Author: Shephali

Lesson no 08

Vetter: Dr. Bandana Pandey

Creativity in Advertising

STRUCTURE

8.1 Objective

8.2 Introduction

8.3 Few Basic Parameters of Creativity

8.4 The Creative Process

8.5 Creative Styles

8.6 Appeals in Advertising

8.7 Copy in Advertising

8.8 Summary

8.9 Key Words

8.10 Self Assessment Questions

8.11 Suggested Readings

8.1 OBJECTIVE

The objective of this lesson is to expose the students to the concept of creativity in advertising, creative styles, appeals in advertising and copywriting.

8.2 Introduction:-

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 interrelated 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.

8.3 Few basic parameters 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 form.
- ◆ 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.

8.4 THE CREATIVE PROCESS

One of the first tasks in outlining the creative strategy is to fix the advertising theme or the core brand story around which the entire advertising will be built. This is essentially the translation of the brand proposition (key message) into its 'consumer friendly' version. That is, what is that one word or meaning- benefit, emotion, association, experience- that will catch the consumer's key expectation from the category in a way that will compel him or her to not only to sit up and notice the brand, but also to desire and own it.

The next step is to explore the 'theme' in its various contexts in the consumer's life and lifestyle and generate as many suitable advertising ideas as possible. Different

Kinds of idea generation techniques like brainstorming, role-playing the consumer etc. may be used to arrive at the possible ideas. All the ideas generated are then evaluated to arrive at the ones that sound promising. Only the short listed idea(s) are then evolved further and developed into an ad campaign using audiovisual and text imagery and presentation.

While short listing promising ideas often the focus is on, if possible, to crack the Big Idea. A 'big idea' has the potential to not only make the brand stand apart in the consumer's mind but also to sustain it for a long time. A 'big idea' can often propel the brand into the highest orbit of the category. It is able to do so because it works like a 'magnet' in drawing consumer's attention and feelings towards the brand advertising and the brand. Often the big idea lies in showing the consumers the 'magic mirror' where they can see their desired self image.

What makes an idea a big idea?

- ◆ To be big, an idea should first have the potential to bring alive the brand experience for the consumers in a compelling and inspiring way.
- ◆ The idea should also have the potential to keep inspiring the consumers consistently for a long period of time. That can only happen if it can meaningfully connect and promise to fulfill the most important and relevant need the consumer has.
- ◆ The idea should be able to place the brand in consumer's life in a natural and memorable way.
- ◆ The idea should be easily adoptable and extendable to various media and marketing mix elements.

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

Liril	'expression of freedom'
Nike	' Just do it'
Pepsi	' Yeh dil maange more
Kodak	' memorable moments'
Cadbury Chocolates	'Kuch khas hai Zindagi mein'
Amul	' utterly butterly delicious'
Fevikwik	' Chutki mein chipkai'

8.5 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 Vidiocn using shahrukh khan), the second might use an expert in the field (like an expert hair stylist for sunsilk).

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 of 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' , 'hamara bajaj' compaigns for bajaj scooters etc.

Unique selling Proposition (USP):- the style focuses on highlighting a strong and unique product feature or benefit to the consumer and using it as a sales pitch. 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. Some examples are effects. Some examples

Use this appeal. 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.

8.6 Appeals in Advertising

An appeal, in advertisements, is anything that motivates person to action. Human beings are called bundles of wants. A human being is a stage mix of hopes, ambitions, needs, interests, and goals etc. which motivate him. Various advertisements try to appeal to some of these manifold motives that force people to take action. An advertising appeal is nothing but a promise of a benefit the advertised product will provide to the buyer. Appeals in advertising are usually of tow types-Emotional and Rational. Sometimes moral appeals are used-particularly in social advertising.

Emotional Appeals: - These are directed at the consumer's psychological, social and symbolic needs.

- | | |
|----------------------|-----------------------|
| ◆ Ambition | ◆ Appetite |
| ◆ Duty | ◆ Curiosity |
| ◆ Fear | ◆ Taste |
| ◆ Humor | ◆ Style & Beauty |
| ◆ Possession | ◆ Social Approval |
| ◆ Security | ◆ Sex Attraction |
| ◆ Social Recognition | ◆ Romance |
| ◆ Hero Worship | ◆ Personal appearance |
| ◆ Happy home/life | ◆ Entertainment |

- ◆ Sympathy for others
- ◆ Health

Rational Appeals: - These are directed at the consumer's practical and functional need for the product.

- ◆ Cleanliness
- ◆ Durability
- ◆ Economy of Purchase
- ◆ Protection of others
- ◆ Dependability in quality
- ◆ Efficiency of operation
- ◆ Enhancement of earnings
- ◆ Safety
- ◆ Economy of use
- ◆ Variety of Selection
- ◆ Rest or Sleep

These appeals are used in a variety of combination for different products and situations. These help in creating a personality for the product and also stimulating consumer interest, desirability and action.

Luna claims 'Luna mein hai no tension'. Bajaj offers value for money for years. Godrej almirahs use the appeal 'Kal Aaj aur Kal' or being long lasting.

If a product does not have any distinctive feature then some subjective or emotional features are attached to it through advertising. So a biscuit becomes 'Anytime Biscuit', for some people Pepsi is the right choice.

Appeals help in creating distinctive image for the product or the brand. Therefore the selection of proper appeal becomes an important task for the advertising people. A lot of research is conducted by ad agencies to find out the most appropriate appeals sometimes structured research is used these mostly use random sample survey- through interviews or questionnaire. Advertisers also use depth research methods. These also

called motivation research or projective studies. In such studies individuals or small groups of people are interviewed at depth to know their preferences and likings and disliking.

8.7 Copy in Advertising:-

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 (printed) or spoken.

Advertisement works on the PAPA formula **Promise** of benefit expressed at the beginning through the headline **Amplification** and **Proof** are provided by the subhead line and the body copy. Finally the end part of the body copy and sometimes the slogan makes a request or call for **action**.

THE HEADLINE:-

The headline is the most read part of an ad. So the advertisers try to tell maximum part of the product story through the headline. It initiates the selling message and introduces the product. It basically tries to attract the attention of readers and creates curiosity so that the reader reads further. The major types of headlines are.

1. ***The Launch Headline:*** - It the product or brand is new or improved the launch headline is used. Examples- Announcing.., Introducing.... for the first time in India.

2. **The News Headline:** - People always want to know what is going on. That is why they buy newspaper so words like new! And have you heard? Are sure fire attention getters.

3. **The before - after Headline:** - It is also called the problem-solution technique. Present the problem then offer the solution.

4. **The Show How Headline:** - Everyone wants to know how to do something or other even if they never get down to doing it! That is human nature

How to remove stains.

How to save five bucks on a detergent.

5. **Flag- the Target Headline:** - Get your headline to reach out and grab your reader by the collar.

Free for students.

Housewives under 30 may be pleased to know....

6. **The you - too Headline:** - Amazing what people want to do, have see, think...if someone else does, has sees, thinks. The you too technique really works.

You too can give your daughter a wonderful wedding!

You too can have a new car... for just.

7. **The Timely Headline:** - sometimes national holiday or some memorial day prompts an idea for a headline. It is fairly easy to link up a product with any of the following.

- Independence Day
- Republic Day
- Valentines Day
- Children's Day
- Mother's Day
- Father's Day etc.

Some other types of headline could be seasonal headline, teaser headline, lifestyle headline etc.

The Subhead line: - This is not always used in ads. However when the advertiser wants to say a lot at the beginning but the headline cannot do the job, then subhead line is used. If headline asks the questions, subhead line answers the same. The subhead line usually elaborates the promise made in the headline.

Body Copy: - Readers want to know many facts before buying a product, There are so many questions to be answered about the product. Features, uses etc. These details are given in the body copy. The amount of information in the body minds of consumers so that they can make a purchase decision. Body copy calls the consumer to act, i.e. to buy the product. The call for action takes several forms in an ad. It is usually like this, 'Visit our dealers', 'See the product in action', and call your dealer for free demonstration.

Slogans: - The term slogan comes from the word slanghaim, meaning battle cry. These days it is battle cry in the field of sales (of marketing). 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.

Some examples are- BPL- Believe in the Best, Sansui- Better than the Best,

Gold spot - The zing thing

Slogans are emotionally charged and motivate the audience.

The execution stage of the creative process i.e. the design and layout has been discussed in the following chapters.

8.8 Summary - Creativity in advertising is all about being imaginative and innovative it is putting ideas and associations in a novel way. Developing new and catchy ideas so as to get the attention of the audience and sustain it is important in advertising. Keeping in mind the consumer's needs and wants advertisers create advertisements.

The creative process progresses from advertising theme to the 1st stage of it i.e. the execution (layout). The big idea i.e. creating lasting impression, Creative styles like brand personality, VSP, Celerity, testimonial, Humor, fear, sex appeals etc are used by the advertisers to grab the attention of the consumers and to put them in action.

Using various emotional and rational appeals the various components of an ad are put together. The headline, subhead line, body copy, slogan and visual put together in a particular layout complete the creative process.

Advertisements work on the PAPA formula which is implemented like promise through subhead line and body copy and call for Action through again body copy or slogan.

The magic in creative aspect of advertising is making the consumer see their own images in the advertising, not as they are but as they want to be.

8.9 Key Words:-

Semblance - An outward appearance or form

Insinuation - Indirectly suggest something's discreditable.

Double entendre - phrase with two meanings, one of which is usually in decent.

Intrigue - Arouse the curiosity.

8.10 Self Assessment Exercise:-

1. Discuss the concept of creativity in advertising.
2. What do you understand by the Idea?
3. What are the various creative styles used in advertising?
4. What do mean by appeals in advertising? Explain.
5. Discuss the components of a creative print ad.

8.11 Suggested Readings:-

1. Advertising & Promotion by Belch & Belch.
2. The craft of copywriting By Jules Valladares.
3. Marketing Management By Philip Kotler.
4. The 'un' common sense of advertising By Sanjay Tiwari.

LESSON 9 LAYOUT AND DESIGNING OF ADVERTISEMENT FOR JOURNAL
AND MAGAZINE

NOTE: TOPIC HAS BEEN COVERED IN LESSON NO.7

Course code: 02

Author Mr. Bhanu Singhal

Lesson no: 10

Vetter: Dr. Bandana Pandey

CARTOON AND GRAPHICS

STRUCTURE:

10.1 Objective

10.2 Introduction

10.3 History

10.4 Technologies

10.5 Feature Films

10.6 Famous Artists and Producers in this Field

10.7 Television

10.8 Commercial animation 10.9 Genres of animated cartoons

10.10 Traditional Animation

10.11 The traditional animation process

10.12 Computer and Traditional Animation

10.13 Summary

10.14 Key Words

10.15 Self Assessment Exercise

10.16 Suggested Reading

10.1 OBJECTIVE:

The objective of this lesson is to understand animated cartoon, historical overview of animation and various techniques of animation.

10.2 INTRODUCTION

An animated cartoon is a short, hand-drawn (or made with computers to look similar to something hand-drawn) [film](#) for the [cinema](#), [television](#) or computer screen, featuring some kind of story or plot (even if it is a very short one). This article is not about [animated films](#) in general, but only about ones which follow the above definition. Although cartoons can use many different [types of animation](#), they all fall under the [traditional animation](#) category.

10.3 History

Early examples of attempts to capture the phenomenon of [motion](#) into a still drawing can be found in [paleolithic cave paintings](#), where animals are depicted with multiple legs in superimposed positions, clearly attempting to convey the perception of motion.

The [phenakistoscope](#), [zoetrope](#) and [praxinoscope](#), as well as the common [flip book](#), were early animation devices to produce movement from

sequential drawings using technological means, but animation did not really develop much further until the advent of [motion picture film](#).

The first animated cartoon (in the traditional sense, i.e. on film) was "*Fantasmagorie*" by the French director [Émile Cohl](#). Released in 1908.

One of the very first successful animated cartoons was "[Gertie the Dinosaur](#)" by [Winsor McCay](#). It is considered the first example of true [character animation](#).

In the 1930s to 1960s, theatrical cartoons were produced in huge numbers, and usually shown before a [feature film](#) in a [movie theater](#). [MGM](#), [Disney](#) and [Warner Brothers](#) were the largest studios producing these 5 to 10-minute "shorts".

Competition from [television](#) drew audiences away from movie theaters in the late 1950s, and the theatrical cartoon began its decline. Today, animated cartoons are produced mostly for television.

10.4 Technologies

The advent of film technology opened opportunities to develop the art of animation. The basic animation process is described in the article [Animation](#), and the classic, hand-drawn technology in [Traditional animation](#).

At first, animated cartoons were [black-and-white](#) and silent. [Felix the cat](#) is a notable example.

The first cartoon with [synchronized sound](#) is often identified as [Walt Disney's Steamboat Willie](#), starring [Mickey Mouse](#) in 1928, but [Max](#)

[Fleischer's](#) 1926 [My Old Kentucky Home](#) is less popularly but more correctly credited with this innovation. Fleischer also patented [rotoscoping](#), whereby animation could be traced from a [live action](#) film.

With the advent of sound film, musical themes were often used. Animated characters usually performed the action in "loops", i.e., drawings were repeated over and over, [synchronized](#) with the music.

Disney also produced the first full-color cartoon in [Technicolor](#), "[Flowers and Trees](#)", in 1931, although other producers had earlier made films using inferior, 2-color processes instead of the 3-color process offered by Technicolor.

Later, other movie technologies were adapted for use in animation, such as [multiplane cameras](#), [stereophonic sound](#) in Disney's [Fantasia](#) in 1941, and later, widescreen processes (e.g. [CinemaScope](#)), and even [3D](#).

Today, animation is commonly produced with [computers](#), giving the [animator](#) new tools not available in hand-drawn traditional animation..

However, many types of animation cannot be called "cartoons", which implies something that resembles drawings. Most forms of [3D](#) computer animation, as well as [clay animation](#) and other forms of [stop motion](#) filming, are *not* cartoons in the strict sense of the word.

An animated cartoon created using [Macromedia Flash](#) is sometimes called a [webtoon](#).

10.5 Feature films

The name "animated cartoon" is generally not used when referring to full-length animated productions, since the term more or less implies a "short".

This section will focus on [traditionally-animated](#) feature films which would have been called cartoons had they had a shorter running time.

The first [feature-length](#) animated film (of [any type](#)) was [Quirino Cristiani's](#) traditionally-animated *El Apóstol*, made in [1917](#) in [Argentina](#) to resounding critical acclaim and popular success.^[1] That film is now lost, as is Cristiani's *Sin dejar rastros*, released a year later. The earliest surviving animated feature film is [Lotte Reiniger's](#) [The Adventures of Prince Achmed](#), made in the [Weimar Republic](#) in [1926](#). It used intricate black paper cut-outs and scenes were tinted in various colours. However, it cannot be called a "cartoon" because it used a type of 2D [stop motion](#) animation. The first animated feature film with synchronized sound was Cristiani's [1931](#) traditionally-animated *Peludópolis*, which is also lost.

[Snow White and the Seven Dwarfs](#) (released in [1937](#)) is the first animated feature film to use a [technicolor](#) process and the first to go into world-wide release. To date, Disney has produced [44 "Classic" hand-drawn animated features](#). For a while it

appeared that no more would be produced, since the studio had closed all its facilities for this type of animation (choosing instead to make only computer-animated features). However, there have been recent news that [John Lasseter](#), the new head of Disney (who was formerly head of [Pixar](#)) is attempting to revive the studio's 2-D wing, and has approved to upcoming feature. Other studios also produced huge numbers of animated features; a list of those released in the United States can be found [here](#).

10.6 Famous artists and producers in this field

- [Ralph Bakshi](#)
- [Hanna-Barbera](#)
- [Don Bluth](#)
- [Walt Disney](#)
- [Max Fleischer](#)
- [Paul Grimault](#)
- [Chuck Jones](#)
- [Walter Lantz](#)
- [Bob Clampett](#)
- [Matt Groening](#)

10.7 Television

American television animation of the 1950s featured quite [limited animation](#) styles, highlighted by the work of [Jay Ward](#) on [Crusader Rabbit](#). [Chuck Jones](#) coined the term "illustrated radio" to refer to the shoddy style of most

television cartoons that depended more on their soundtracks than visuals. [Hanna-Barbera's](#) show, [The Flintstones](#) was the first successful [primetime](#) animated series in the United States, running from 1960-66 (and in [reruns](#) since). While many networks followed the show's success by scheduling other primetime cartoons in the early 1960s, including [The Jetsons](#), [Top Cat](#), and [The Alvin Show](#), none of these programs survived more than a year in primetime. However, networks found success by running these failed shows as [Saturday morning cartoons](#), reaching smaller audiences with more demographic unity among children..

Primetime cartoons were virtually non-existent until 1990's hit [The Simpsons](#) ushered in a new era of [adult animation](#).

10.8 Commercial animation

It has been very popular in [television commercials](#), because its graphic appeal, and the humor it can provide. Some animated characters in commercials have survived for decades, such as [Snap, Crackle and Pop](#) in advertisements for [Kellogg's](#) cereals.

The legendary animation director [Tex Avery](#) was the producer of the first [Raid "Kills Bugs Dead"](#) commercials in 1966, which were very successful for the company.

10.9 Genres of animated cartoons

Funny animals

The first animated cartoons often depicted [funny animals](#) in various adventures. This was the [mainstream genre](#) in the [United States](#) from the early 1900s until the 1940s, and the backbone of Disney's series of cartoons.

Zany humor

[Bugs Bunny](#), [Daffy Duck](#) of [Warner Brothers](#), and the various films of [Tex Avery](#) at [MGM](#) introduced this popular form of animated cartoons. It usually involves [surreal](#) acts such as characters being crushed by massive boulders or going over the edge of a cliff but floating in mid air for a few seconds. The [Road Runner](#) cartoons are great examples of these actions.

Sophistication

As the medium matured, more sophistication was introduced, albeit keeping the humorous touch. [Classical music](#) was often spoofed, a notable example is "[What's Opera, Doc](#)" by [Chuck Jones](#). European animation sometimes followed a very different path from American animation. In the Soviet Union, the late [1930s](#) saw the enforcement of [socialist realism](#) in animation,

a style which lasted throughout the [Stalinist](#) era. The animations themselves were mostly for children..

Limited animation

In the 1950s, [UPA](#) and other studios refined the [art](#) aspects of animation, by using extremely [limited animation](#) as a means of expression.

Modernism

Graphic styles continued to change in the late 1950s and 1960s. At this point, the design of the characters became more angular, while the quality of the [character animation](#) declined.

Animated music videos

Popular with the advent of [MTV](#) and similar music channels, [music videos](#) often contain animation, sometimes [rotoscoped](#), i.e., based on [live action](#) performers. Cartoons animated to music go at least as far back as Disney's [1929 *The Skeleton Dance*](#).

10.10 Traditional animation

Traditional animation, also referred to as classical animation, cel animation, or hand-drawn animation, is the oldest and historically the most popular form of [animation](#). In a traditionally-animated [cartoon](#), each frame is [drawn](#) by hand.

10.11 The traditional animation process

Storyboards

Traditionally-animated productions, just like other forms of animation, usually begin life as a [storyboard](#), which is a [script](#) of sorts written with [images](#) as well as [words](#), similar to a giant [comic strip](#). The images allow the animation team to plan the flow of the [plot](#) and the composition of the imagery.

Voice recording

Before true animation begins, a preliminary [soundtrack](#) or "scratch track" is recorded, so that the animation may be more precisely [synchronized](#) to the soundtrack. Given the slow, methodical manner in which traditional animation is produced, it is almost always easier to synchronize animation to a pre-existing soundtrack than it is to synchronize a soundtrack to pre-existing animation. A completed cartoon soundtrack will feature [music](#), [sound effects](#), and dialogue performed by [voice actors](#). However, the scratch track used during animation typically contains just the voices, any vocal songs that the characters must sing along to, and temporary musical score tracks; the final score and sound effects are added in [post-production](#).

Animatics

Often, an *animatic* or *story reel* is made after the soundtrack is created, but before full animation begins. An animatic typically consists of pictures of the storyboard synchronized with the soundtrack. This allows the animators and directors to work out any script and timing issues that may exist with the current storyboard. The storyboard and soundtrack are amended if necessary, and a new animatic may be created and reviewed with the director until the storyboard is perfected. Editing the film at the animatic stage prevents the animation of scenes that would be edited out of the film; as traditional animation is a very expensive and time-consuming process, creating scenes that will eventually be edited out of the completed cartoon is strictly avoided.

Design and timing

Once the animatic has been approved, it and the storyboards are sent to the design departments. [Character designers](#) prepare *model sheets* for all important characters and props in the film. These model sheets will show how a character or object looks from a variety of angles with a variety of poses and expressions, so that all artists working on the project can deliver consistent work. Sometimes, small [statues](#) known as [maquettes](#) may be produced, so that an animator can see what a character looks like in three

dimensions. At the same time, the *background stylists* will do similar work for the settings and locations in the project, and the *art directors* and *color stylists* will determine the art style and color schemes to be used.

While design is going on, the *timing director* takes the animatic and analyzes exactly what poses, drawings, and lip movements will be needed on what frames. An *exposure sheet* is created; this is a printed table that breaks down the action, dialogue, and sound frame-by-frame as a guide for the animators. If a film is based more strongly in music, a *bar sheet* may be prepared in addition to or instead of an X-sheet. Bar sheets show the relationship between the on-screen action, the dialogue, and the actual [musical notation](#) used in the score.

Layout

Layout begins after the designs are completed and approved by the director. The layout process is the same as the blocking out of shots by a [cinematographer](#) on a live-action film. It is here that the background layout artists determine the camera angles, camera paths, lighting, and shading of the scene. Character layout artists will determine the major poses for the characters in the scene, and will make a drawing to indicate each pose. For short films, character layouts are often the responsibility of the director.

The layout drawings are spliced into the animatic, using the X-sheet as a guide. Once the animatic is made up of all layout drawings, it is called a *Leica reel*. The term originates from the [Disney Studio](#) in the 1930s, from the frame format used by [Leica](#) cameras.

Animation

Once the [Leica reel](#) is finally approved by the director, animation begins. In the traditional animation process, animators will begin by drawing sequences of animation on sheets of paper perforated to fit the [peg bars](#) in their desks, often using colored [pencils](#), one picture or "frame" at a time. A *key animator* or *lead animator* will draw the key drawings ("key" in the sense of "important") in a scene, using the character layouts as a guide. The key animator draws enough of the frames to get across the major points of the action; in a sequence of a [character](#) jumping across a gap, the key animator may draw a frame of the character as he is about to leap, two or more frames as the character is flying through the air, and the frame for the character landing on the other side of the gap.

Timing is important for the animators drawing these frames; each frame must match exactly what is going on in the soundtrack at the moment the frame will appear, or else the discrepancy between sound and visual will be

distracting to the audience. For example, in high-budget productions, extensive effort is given in making sure a speaking character's mouth matches in shape the sound that character's actor is producing as he or she speaks. (Try making "ah," "ooh" and "ee" sounds out loud, and note how your mouth will subconsciously form a different shape for each sound; good animators must pay attention to such seemingly trivial things). As they are working on a scene, a key animator will usually prepare a *pencil test* of the scene. A pencil test is a preliminary version of the final animated scene; the pencil drawings are quickly photographed or scanned and synced with the necessary soundtracks. This allows the animation to be reviewed and improved upon before passing the work on to his *assistant animators*, who will go add details and some of the missing frames in the scene. The work of the assistant animators is reviewed, pencil-tested, and corrected until the lead animator is ready to meet with the director and have his scene [sweatboxed](#), or reviewed by the director, producer, and other key creative team members. Similar to the storyboarding stage, an animator may be required to re-do a scene many times before the director will approve it. In high-budget animated productions, often each major character will have an animator or group of animators solely dedicated to drawing that character. The group will be made up of one supervising animator, a small group of

key animators, and a larger group of assistant animators. For scenes where two characters interact, the key animators for both characters will decide which character is "leading" the scene, and that character will be drawn first. The second character will be animated to react to and support the actions of the "leading" character. Once the key animation is approved, the lead animator forwards the scene on to the *clean-up department*, made up of the *clean-up animators* and the *inbetweeners*. The clean-up animators take the lead and assistant animators' drawings and trace them onto a new sheet of paper, taking care in including all of the details present on the original model sheets, so that it appears that one person animated the entire film. The *inbetweeners* will draw in whatever frames are still missing *in between* the other animators' drawings. This procedure is called [tweening](#). The resulting drawings are again pencil-tested and sweatboxed until they meet approval. At each stage during pencil animation, approved artwork is spliced into the Leica reel. This process is the same for both [character animation](#) and [special effects animation](#), which on most high-budget productions are done in separate departments. *Effects animators* animate anything that moves and is not a character, including props, vehicles, [machinery](#) and phenomena such as [fire](#), [rain](#), and [explosions](#). Sometimes, instead of drawings, a number of special processes are used to produce special effects in animated films; rain,

for example, has been created in [Disney](#) films since the late-[1930s](#) by filming [slow-motion](#) footage of water in front of a black background, with the resulting film superimposed over the animation.

Backgrounds

While the animation is being done, the *background artists* will [paint](#) the sets over which the action of each animated sequence will take place. These backgrounds are generally done in [gouache](#) or [acrylic paint](#), although some animated productions have used backgrounds done in [watercolor](#), [oil paint](#), or even [crayon](#). Background artists follow very closely the work of the background layout artists and color stylists (which is usually compiled into a workbook for their use), so that the resulting backgrounds are harmonious in tone with the character designs..

Computers and video cameras

Computers and video cameras in traditional cel animation can also be used as tools without affecting the film directly, assisting the animators in their work and making the whole process faster and easier. Doing the layouts on a computer is much more effective than doing it the old original way. And video cameras gives the opportunity to see a "sneak preview" of the scenes

and how they will look when finished, enabling the animators to correct and improve them without having to complete them first. This can be considered a digital form of *pencil testing*.

Animation loops

Creating *animation loops* or *animation cycles* is a labor-saving technique for animating repetitive motions, such as a character walking or a breeze blowing through the trees. In the case of walking, the character is animated taking a step with their right foot, then a step with their left foot. The loop is created so that, when the sequence repeats, the motion is seamless. However, since an animation loop essentially uses the same bit of animation over and over again, they are easily detected and can in fact become distracting to an audience. In general, they are used only sparingly by productions with moderate or high budgets.

Multipane camera

The multipane camera is a tool used to add depth to scenes in 2D animated movies, called the multipane effect. This visual phenomena is also called the parallax process. The art are placed on different layers of glass plates; in this way, realistic backgrounds and foregrounds can be made. The panorama

views in [Pinocchio](#) are a well known example on how impressive it can appear.

Hand inking

Originally the cels were inked by hand by first laying them over the artists drawings, and then the inkers traced the outlines of the artwork onto the cels, using different colors.

Xerography

Applied to animation by [Ub Iwerks](#), the [electrostatic](#) copying technique called [xerography](#) allowed the drawings to be copied directly onto the cels, leaving only the coloring to the inkers. This saved time and money, and it also made it possible to put in more details and to control the size of the xeroxed objects and characters (this replaced the little known, and seldom used, photographic lines technique at Disney, used to reduce the size of animation when needed). At first it resulted in a more sketchy look, but the method was improved later. Instead of using black lines only, cels with lines in different colors were also possible, using colored toner powder.

10.12 Computers and traditional animation

Though the process described above is the traditional animation process, painting cels is becoming increasingly rare as the [computer](#) moves into the animation studio, and the outline drawings are as mentioned in most cases scanned into the computer and filled with digital paint instead of transferred to cels and then colored by hand. The drawings are composited in a computer program on many transparent "layers" much the same way as they are with cels, and made into a sequence of images which may then be transferred onto film or converted to a [digital video](#) format. It has even become possible for animators to draw directly into a computer using a [graphics tablet](#) or a similar device, where the outline drawings are done in a similar manner as they would be on paper. The development of such paperless 2D animation, or "tablet animation", is likely to replace the traditional pencil and paper not too far into the future, as mentioned in [this](#) article, just as cels and traditional paint was replaced when digital ink and paint was fully introduced in the 90's. Some of the advantages are the possibility and potential of controlling the size of the drawings while working on them, drawing directly on a multiplane background and eliminating the need of photographing line tests and scanning.

Though traditional animation is now commonly done with computers, it is important to differentiate computer-assisted traditional animation from [3D computer animation](#), such as [Toy Story](#) and [ReBoot](#). However, often traditional animation and 3D computer animation will be used together, as in [Don Bluth's Titan A.E.](#) and [Disney's Tarzan](#) and [Treasure Planet](#). [DreamWorks](#) executive [Jeffrey Katzenberg](#) coined the term "tradigital animation" to describe films produced by his studio which incorporated elements of traditional and computer animation equally, such as [Spirit: Stallion of the Cimarron](#) and [Sinbad: Legend of the Seven Seas](#).

Live-action hybrids

Similar to the computer animation and traditional animation hybrids described above, occasionally a production will marry both live-action and animated footage. The live-action parts of these productions are usually filmed first, the actors pretending that they are interacting with the animated characters, props, or scenery; animation will then be added into the footage later to make it appear as if it has always been there. Like rotoscoping, this method is rarely used, but when it is, it can be done to terrific effect, immersing the audience in a fantasy world where [humans](#) and cartoons co-exist. Early examples include the silent [Out of the Inkwell](#) (begun in [1919](#))

cartoons by [Max Fleischer](#) and [Walt Disney's Alice Comedies](#) (begun in [1923](#)). Live-action and animation were later combined to successful effect in features such as [The Three Caballeros](#) ([1945](#)), [Anchors Aweigh](#) ([1945](#)), [Song of the South](#) ([1946](#)), [Mary Poppins](#) ([1964](#)), [Heavy Traffic](#) ([1973](#)), [Pete's Dragon](#) ([1977](#)), [Who Framed Roger Rabbit](#) ([1988](#)), and [Space Jam](#) ([1996](#)). Other significant live-action hybrids include the music video for [Paula Abdul](#)'s hit song "Opposites Attract" and numerous television commercials, including those for [cereals](#) such as [Honey Nut Cheerios](#), [Trix](#), and [Rice Krispies](#).

Special effects animation

Besides traditional animated characters, objects and backgrounds, many other techniques are used to create special elements such as smoke, lightning and "magic", and to give the animation in general a distinct visual appearance.

Today the [special effects](#) are mostly done with computers, but since earlier they had to be done by hand. To produce these effects, the animators used different techniques, such as [drybrush](#), [airbrush](#), charcoal, [grease pencil](#), [backlit animation](#) or, during shooting, the cameraman used multiple exposures with diffusing screens, [filters](#) or gels. For instance, the [Nutcracker](#)

Suite segment in Fantasia has a fairy sequence where stippled cels are used, creating a soft pastel look.

10.13 Summary

An animated cartoon is a short, hand made, drawn with the help of computer film for television, cinema or computer monitor, featuring some kind of theme. Traditional can be said cel animation, classical animation also.

10.14 Key words

loop: a curve that is u-shaped or that crosses itself; something forming this shape

inanimate: lacking animal life' showing no sign of being alive

10.15 Self assessment exercise

Q1 Describe the animation process in detail.

Q2 What do you mean by animated cartoon?

10.16 SUGGESTED READINGS

- [Blair, Preston](#) (1994). *Cartoon Animation*. Laguna Hills, CA: Walter Foster Publishing.
- [Culhane, Shamus](#) (1989). *Animation from Script to Screen*. New York: St. Martin's Griffin.
- [Laybourne, Kit](#) (1979). *The Animation Book : A Complete Guide to Animated Filmmaking--From Flip-Books to Sound Cartoons to 3-D Animation*. New York: Three Rivers Press.
- www.goggle.com

Course Code: 02

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Lesson 11

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ADVERTISING CAMPAIGN

STRUCTURE

11.1 OBJECTIVES

11.2 INTRODUCTION

11.3 ADVERTISING PLAN

11.4 SUMMARY

11.5 KEY WORDS

11.6 SELF ASSESSMENT QUESTIONS

11.7 SUGGESTED READINGS

11.1 OBJECTIVES

This lesson would expose the students to the concept of Advertising Campaign. It would further provide the details of campaign objectives, target groups, psychographics, creative strategies, evaluation and analysis. Various methods for campaign budgeting have also been discussed.

11.2 INTRODUCTION

For an advertiser, successful advertising is a result of clear marketing objectives. Although advertising is used mostly by business firms, it also is used by a wide range of non-profit organizations, professionals, and social agencies that advertise their causes to various target publics. Advertising is a good way to inform and persuade, whether the purpose is to sell coca-cola worldwide or to get consumers in a developing nation to use birth control. For any advertising campaign to the

successful, it is of vital importance to have a plan that fits in with the overall plan of the company.

11.3 ADVERTISING PLAN

It would focus on three critical areas-target selection, message strategy and media.

(A) Setting Advertising Objectives

The first step is to set advertising objectives. These objectives should be based on past decisions about the target market, positioning, and marketing mix, which define the job that advertising must do in the total marketing program.

An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time. Advertising objectives can be classified by primary purpose – whether the aim is to inform, persuade or remind.

- Informative advertising is used heavily when introducing a new product category. In this case the objective is to build primary demand.
- Persuasive advertising becomes more important as competition increases. Here, the company's objective is to build selective demand some persuasive advertising has become comparative advertising, in which a company directly or indirectly compares its brand with one or more other brands.
- Reminder advertising is important for mature products – it keeps consumer thinking about the product. Expensive coca-cola television ads primarily remind people about coca-cola rather than informing or persuading them.

In 1961, Russell Colley prepared a report for the Association of National Advertisers titled Defining Advertising Goals for Measured Advertising Results (DAGMAR). In it, Colley developed a model for setting advertising objectives and measuring the results of an ad campaign.

The major thesis of the DAGMAR model is that communication effects are the logical losses for advertising goals and policies against which success or failure should be measured. Colley's rationale for communication-based objectives was as follows:

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

Under the DAGMAR approach, advertising is measurable. Colley proposed that the communication function process on a hierarchical model of the communication process with four stages:

- Awareness – making the consumer aware of the existence of the product and/or company:
- Comprehension- developing a mental disposition in the consumer to buy the product.
- Action –getting the consumer to purchase the product.

According to DAGMAR, the objective must be measurable there must be a way to determine whether the intended message has been communicated properly.

(B) Target Market Decisions

Whom are we targeting? How do we reach them?

The primary target audience for a company's product or service is based on descriptive variables such as geography, demographics, and psychographics (on which advertising media solutions are based) as well as on behavioral variables such as usage rate or benefits sought.

The process of evaluating each market segment's attractiveness and selecting one or more segments to enter is Target Marketing.

The market can be segmented on these major variables-

1. **Geographic segmentation** – Dividing a market into different geographical units such as nations, states, regions, countries, cities or neighborhoods.
2. **Demographic segmentation** – Dividing a market into groups based on demographic variables such as age, gender, family size, family life cycle, income, occupation, education, religion, generation and marital status.
3. **Psychographic segmentation** – Dividing a market into different groups based on social class, lifestyle, or personality characteristics.

BEHAVIORAL SEGMENTATION

Dividing a market into groups based on consumer knowledge, attitude, use, or response to a product. Target Market is a set of layers sharing common needs or characteristics that the company divides to serve. Because layers have unique needs and wants, a seller could potentially view each layer as a separate target market. Ideally, then a seller might design a separate marketing program for each layer. Generally target marketing can be carried out at several levels.

- (a) **Undifferentiated (mass) marketing-** A market strategy in which a firm divides to ignore market segment difference and go after the whole market with one offer.
- (b) **Differentiated (segments) marketing** – A market coverage strategy in which a firm divides to target several market segments and design separate offers for each.
- (c) **Concentrated (niche) marketing** – A market coverage strategy in which a firm goes after a large share of one or few segments or niches.

(C) POSITIONING POLICIES

How you want target customer to perceive your product or service?

Positioning is a strategy of differentiating your product from that of the competition, in the mind of the prospect.

1. Positioning by product characteristics / consumer benefits e.g.
Colgate is a cavity fighter.
2. Positioning by “ price – quality”
High price – high quality
Low price – inferior quality
E.g. perfumes, whiskey, designer clothing
3. Positioning by use or application-
E.g. clinic All – clear (the Dandruff control shampoo)
4. Positioning by product user

associating the product with a particular type or class of user (celebrity endorse mints etc,) e.g. lux soap – the soap film stars use.

5. Positioning by product class

In order to counter the competition, some brands need to associate themselves with a unique class of product.

6. Positioning by cultural symbols

Identifying something that is very meaningful to people, and that competitors are not using, and then associating the brand with that symbol. e.g. Onida's green eyed devil also sit Onida apart from the competition by positioning it as something that is invalid and talked about by neighbors.

7. Positioning by competitor

Positioning the product in the market keeping in the mind the strategy used by the competitor.

(D) SETTING THE ADVERTISING BUDGET

After determining the advertising objective and target market decisions with positioning aspect, the company next sets its advertising budget for each product. There are many methods of setting budgets but two things must be remembered.

1. Many firms employ more than one method, and
2. Budgeting approaches vary according to the ad sophistication of the firm.

TOP-DOWN APPROACHES

The budgetary amount is established (usually at an executive level) and then the monies are passed to the various departments. These budgets are essentially

predetermined and have no true theoretical basis. Top-down methods include the affordable method, arbitrary allocation, percentage of sales, competitive parity and return on investment (ROI).

1. **The Affordable Method:** Often referred to as the all you can afford method, the firm determines the amount to be spent in various areas such as production and operations. Then it allocates what's left to advertising and promotion, considering this to be the amount it can afford. The tasks to be performed by the advertising and promotion functions are not considered, and the likelihood of under- or overspending is high, as no guidelines for measuring the effects of various budgets are established.
2. **Arbitrary Allocation:** Perhaps an even weaker method than the affordable method for establishing a budget is arbitrary allocation in which virtually no theoretical basis is considered and the budgetary amount is often set by fiat. That is, the budget is determined by management solely on the basis of what is felt to be necessary.
3. **Percentage of sales:** The most commonly used method for budget setting (particularly in large firms) is the percentage of sales method, in which the advertising and promotion budget is based on sales of the product.
4. **Competition Parity:** In this method managers establish budget amounts by matching the competition's percentage of sales expenditure. The argument is that setting budgets in this fashion takes advantage of the collective wisdom of the industry. It also takes the competition into consideration, which leads to stability in the marketplace by minimizing marketing warfare. If companies know that competitors are unlikely to match their increases in promotional spending, they are less likely to take

an aggressive posture to attempt to gain market share. This minimizes unusual or unrealistic ad expenditure.

5. **Return on Investment (ROI):** In the percentage of sales method, sales dictate the level of advertising appropriations. But advertising causes sales. In the ROI method, advertising and promotions are considered investments, like plant and equipment. Thus, the budgetary appropriation (investment) leads to certain returns. Like other aspects of the firm's efforts, advertising and promotion are expected to earn a certain return.

BUILD-UP APPROACHES

A more effective budgeting strategy would be to consider the firm's communications objectives and budget what is deemed necessary to attain these goals.

1. Objective and Task Method

It is important that objective setting and budgeting go hand in hand rather than sequentially. It is difficult to establish a budget without specific objectives in mind and setting objectives without regard to how much money is available makes no sense.

The objective and task method of budget setting uses a buildup approach consisting of three steps:

- (a) defining the communications objectives to be accomplished,
- (b) determining the specific strategies and task needed to attain them, and
- (c) estimating the costs associated with performance of these strategies and tasks

2. Payout plan

A payout plan determines the investment value of the advertising and promotion appropriation. The basic data is to project the revenues the product will generate, as well as the costs it will incur, over two to three years. Based on an expected rate of return, the payout plan will assist in determining how much advertising and promotion expenditure will be necessary when the return might be expected.

A brand's advertising budget often depends on its stage in the product life cycle. For example, new products typically need large advertising budgets to build awareness and to persuade consumers to try the products. In contrast mature products usually require lower budgets as a ratio to sales market share also impacts the amount advertising needed. Because building the market or taking share from competitor require larger advertising spending than does simply maintaining current share, low-share brands usually need more advertising spending as a percentage of sales. Also, brands in a market with many competitors and high advertising clutter must be advertised more heavily to be noticed above the noise in the market. When the product differs greatly from competitors, advertising can be used to point out the differences to consumers.

(E) DEVELOPING ADVERTISING STRATEGY

Advertising strategy consists of two major elements: creating advertising messages and selecting advertising media. In the past, companies often viewed media planning as secondary to the message-creation process. The creative department first created good advertisement, and then the media department selected the best media for carrying these advertisements to desired target audience. This often caused friction between 'creative' and media planners.

Today, however, media fragmentation, soaring media costs and more-focused target marketing strategies have promoting the importance of the media-

planning function. More and more advertisers are orchestrating a closer harmony between their messages and the media that deliver them. In some cases, an advertising campaign might start with a great message idea, followed by the choice of appropriate media. In other cases, however, a campaign might begin with a good media opportunity, followed by advertisements designed to take advantage of that opportunity.

Creating the Advertising Message

No matter how big the budget; advertising can succeed only if commercials gain attention and communicate well. Good advertising messages are especially important in today's costly and cluttered advertising environment.

Just to gain and hold attention, today's advertising message must be better planned, more imaginative, more entertaining, and more rewarding to consumers. Today the advertisers have to entertain and not just sell, because if they try to sell directly and come off as boring or obnoxious, people are going to press the remote on them.

Message strategy – The first step in creating effective advertising message is to decide what general message will be communicated to consumers – to plan a message strategy. The purpose of advertising is to get consumers to think about or react to the product or company in a certain way. People will react only if they believe that they will benefit from doing so. Thus, developing an effective message strategy begins with identifying customer benefits that can be used as advertising appeals. Ideally, advertising strategy will follow directly from the company's broader positioning strategy.

The advertiser must next develop a compelling creative concept- or 'big idea' – that will bring the message strategy to life in a distinctive and memorable way. At this stage simple message ideas become great ad campaigns. Usually, a copy-

writer and art director will team-up to generate many creative concepts, hoping that one of these concepts will turn out to be the big idea.

The creative concept will guide the choice of specific appeals to be used in an advertising campaign. Advertising appeals should have three features- meaningful, distinctive and believable.

Message Execution – The advertiser now has to turn the big idea into an actual ad execution that will capture the target market’s attention and interest. The creative people must find the best style, tone, words, and format for executing the message. Any message can be presented in different execution styles such as the following:

- Slice of life
- Lifestyle
- Fantasy
- Mood or image
- Musical
- Personality symbol
- Technical expertise
- Scientific evidence
- Testimonial or endorsement

The advertiser also must choose a tone for the ad. Proctor & Gamble always uses a positive tone: Its ads say something very positive about its products.

The advertiser must use memorable and attention getting words in the ad. For example, rather than claiming that “A BMW is a well-engineered automobile,” BMW uses more creative phrase “The ultimate driving machine”.

Finally, format elements make a difference in an ad’s impact as well as its cost. The illustration is the first thing the reader notices – it must be strong enough to

draw attention next the headline must effectively entice the right people to read the copy. Finally, the copy- the main block of text in the ad – must be simple but strong and convincing.

SELECTING ADVERTISING MEDIA

The major steps in media selection are:-

1. Deciding on Reach, Frequency and Impact

To select media, the advertiser must decide what reach and frequency are needed to achieve advertising objectives. Reach is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time. For example, the advertiser might try to reach 70 percent of the target market during the first three months of the campaigns. Frequency is a measure of how many times the average person in the target market is exposed to the message. For example, the advertiser might want an average exposure frequency of three.

The advertiser also must decide on the desired media impact – the qualitative value of a message exposure through a given medium.

In general, the more reach, frequency and impact the advertiser seeks, the higher the advertising budget will have to be.

Choosing among major media types

The media planner has to know the reach, frequency and impact of each of the major media types. The major media types are newspapers, television, direct mail, radio magazines, outdoor and the Internet.

Media planners consider many factors when making their media choice. The media habits of target consumers will affect media choice-advertisers look for media that reach target consumers effectively. So will the nature of the product-

for example, fashions are best advertised in color magazines, and automobiles performance is best demonstrated on television cost is another major factor in media choice. For example, network television is very expensive, where as newspaper or radio advertising costs much less but also reaches fewer consumers.

Selecting specific Media vehicles:

The media planner now must choose the best media vehicles – specific media within each general media type. For example, television includes vehicles star plus, sony, zee, DD etc. Magazine vehicles include India Today, Out Look, Femina, Women’s Era, and Business World etc. In selecting media vehicles, the media planners must balance media cost measures against several media impact factors. First, the planner should balance costs against the media vehicle’s audience quality. Second the media planner should consider audience attention. Readers of Femina, for example, pay more attention to ads than to India Today readers.

Deciding on Media Timing

The advertiser must also decide how to schedule the advertising over the course of a year suppose sales of a product peak in December and drop in March. The firm can vary its advertising to follow the seasonal pattern, to appose the seasonal pattern, or to be the same all year.

Finally, the advertiser has to choose the pattern of the ads. Continuity means scheduling ads evenly within a given period. Pulsing means scheduling ads unevenly over a period. Thus, 52 ads could either be scheduled at one per week during the year or pulsed in several bursts.

(F) EVALUATING ADVERTISING

The advertising program should evaluate both the communication effects and the sales effects of advertising regularly. Measuring the communication effects of an ad-copy testing tells whether the ad is communicating well. Copy testing can be done before or after an ad is printed or broadcast. Before the ad is placed, the advertiser can show it to consumers, ask how they like it, and measure recall or attitude changes resulting from it. After the ad is run, the advertiser can measure how the ad affected consumer recall or product awareness, knowledge and preference.

The sales effects of advertising are often harder to measure than the communication effects. Sales are affected by many factors besides- advertising- such as product features, price and availability.

One way to measure the sales effect is to compare past sales with past advertising expenditure. Another way is through experiments. For example, to test the effects of different advertising spending levels, coca cola could vary the amount it spends on advertising in different market areas and measure the differences in the resulting sales levels.

The effectiveness of an advertising campaign decides the future of the product or service. If the set objectives or goals are met in the campaign in a successful way, the product or service makes a special place in the market and in the minds of target audience.

11.4 Summary

Marketing objectives can be achieved when the advertising objectives and thus advertising campaign are properly planned. The steps to be followed in an advertising campaign are: setting advertising objectives, target market decisions, positioning policies, setting the advertising budget, developing advertising strategy and finally the evaluation. Good and properly planned advertising campaign can

do wonders for any product or service. It can create a positive image in the minds of consumers and thus making the sales to rise.

11.5 Key words

Allocate: allot or assign

Obnoxious: very unpleasant

Arbitrary: based on random choice

11.6 Self assessment questions

Q1 What do you understand by advertising plan?

Q2 Discuss the various steps taken to develop an advertising campaign?

Q3 What are the methods used for budgeting of an advertising campaign?

Q4 What do you understand by “developing advertising strategy”?

Q5 Discuss the importance of advertising evaluation.

11.7 Suggested readings

ADVERTISING AND PROMOTION *BY BELCH & BELCH*

MARKETING MANAGEMENT *BY PHILIP KOTLER*

THE CRAFT OF COPYWRITING *BY JULE VALLADARES*

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Lesson no. : 12	Vetter : Prof. Manoj Dayal
Media Planning	

STRUCTURE:

- 12.1 Objective
- 12.2 Introduction
- 12.3 Elements influencing media plan
- 12.4 Development of media plan
- 12.5 Process of media planning
- 12.6 Evaluation and follow-up
- 12.7 Limitation of media planning
- 12.8 Summary
- 12.9 Key words
- 12.10 Self- assessment exercise
- 12.11 Suggested readings

12.1 OBJECTIVE

In this lesson we will discuss about media planning for advertisement.

12.2 INTRODUCTION

In all over the world, clients are becoming more discerning about media usage. It is a melantly many changes taking place in the media environment also. The product manufacturer (clients) wants to know whether his target audience has actually seen the advertisement or not. They are keenly interested to know that whether the client was involved what the availability of audience in the home is. Perhaps at no other time in history have so many changes taken place that significantly alter his media decision process. Now media planning goes beyond media buying. Media planner must now consider new options as well as recognize the changes that are occurring in traditional sources. According to Wilbur Schramm, mass media heaping to sell goods and seems to be keeping on society healthy. It is not an easy one. Media planning is a difficult and complex task. 'Planning means when, where, and how the advertising message will, be shown, or delivered'. The primary objectives of the media plan is to develop a framework that will deliver the message to the target audience in the most efficient cost effective manner possible. Effectiveness of advertising depends on making proper impact on the target audience, Media planning is in fact the action plan indicating how time and space of particular media will be used to gain the maximum influence on the identified group. In other words we can say that media- planning is the series of decisions involved in delivering the promotion and message to the prospective purchasers and or users of the product or brand. It is a process, which means a number of decisions are made, each of which may be altered or abandoned as the plan develops. It is possible by saving the correct thing in the correct media at the correct time. Actually it is a process to take proper decision of 'where' to place or project the advertisement. The particular medium meaning the specific media time for expansion. These are known as media selection, media option and scheduling. The media option includes mass media such as TVs, News paper, Radio, magazines (and the preference and liking available within each of these categories) as well as out- door and out- of- home media, transit media and electronic billboards a kind of support media such as direct marketing, interactive media, promotional product advertising and in- store point – of – purchase option also be considered characteristics of each option along with many other factors must be considered

During the preparation of media plan. The liking along these options might seem relatively straight forward. Part of the reason media- selection becomes so involved is the nature of the media themselves. TV includes

both visual and audio, a merit bot offered by other media or print media such as newspaper, Magazines can communicate more information and may keep the message available to potential buyer for a long time. Out- door media have also various advantages as to direct media and each of others. The modern media internet inmates many of the advantages of other media but it is also limiter in its capabilities

Te media plan is the direction for media selection. There is the important decision which involved during the media selection

The Media

(a) Selection the general type of media
Such as newspaper, magazines, TVs, etc.

(b) Pick the media class with the selected median. Such as in Newspaper. We are to select the English or Hindi dailies and from Magazines like spends or feminine magazines and from TVs we are interest in national (DD) or cable channel

(c) **Specific media vehicles:** - Within the selected class'e.g. salesman, Hindustan times, India today, famines, live telecast of cricket match.

(d) **Reach** :- Reach is a measure of different audience member exposed at least once to a media vehicle in a given period of time coverage refers to the potential audience, reach refers to actual audience deliver

(e) **Frequency:** - Frequency refers to the moot times the receiver is exposed to the media vehicle in a specific period.

It requires development of media objectives and specific media objectives and specific media strategies which called plans of action designed to attain these objectives. To arrive the above mentioned decision a number of steps are involved. The goal of the media plan is to find the combination of media that enables the marketer to communicate the message in the most effective manner to the largest no of potential customer at the lowest cost. The goal of decision must be made throughout the process and specific decision must be made as to the value of each in delivering the message. Once the decision have made and the objectives and strategies formulated this information is organized into the media plan. But before taking the decision about media selection and buying media planner must analyze the situation of market. Where to, competitor's position, nature of advertising message media consideration and availability of budget.

Media plan is an attempt to develop a frame work. It must be designed to supplement and support the overall marketing and communication objectives. It is designed to indult purchase to create a positive attitude towards the product a symbol meaning or show that it can solve the consumer's problems better than a competitive products or services

Media planners believes and version are very much important in helping to attain marketing objectives goals include determination of which targets-those persons most likely to purchase a given product or services – are most important, how many of those targets need to reached and where advertising should be cancantralid at what times

Basically media planning is a process of media strategies. Media strategy is a series of action selected from several possible alternatives to best achieve to the media objectives. Media objectives will cover kind of the media should be used whether national or spot broad cast advertising should be used. How advertisements should be scheduled and many other decisions.

Following

There are some essential tips which are to be used for media planning,

- 1- How many prospects for purchasing given brand of product.
- 2- In which medium should place advertisements.
- 3- How many times in a month should prospect see each advertisements
- 4- In which month advertisements appear.
- 5- In which markets and regions of the country should advertisements appear.
- 6- How much money should be spending in each medium?

These are only few questions or tips that must be analyzed. Each one requires a specific answer and delusions. When all questions have been analyzed and the recommendations and rationales are organized into a written document called media plan or a 'BLUE PRINT OF MEDIA PLANNING' .

The plan when approved by the advertiser booms a blueprint for the selection and use of media. Once the advertiser has approved the plan, it also sense or a guide for aetnalty purchasing the media.

Each question represents certain kind of problems that need to be solved. Some probe's is relent simple. Such as which day of the week should TV commercials be shows? Other problems however are much more difficult like in which media will advertisements most effects the prospects' buying behavior to result in sales.

The planner must not only know more about the media, which have tremendously increased number, but also known about marketing research, and advertising than did their proceducessors.

Planners are called upon not only to take decisions, but to defend those decisions as the best that could be made after considering the many alternatives.

The main purpose of the media planner is to increase purchase power. But media planning is a not a science with a hand and fast rule that can be easily implemented or its ruler and regulation is not universal.

Marketing is a dynamic place or centre, where planner can get more data, information and facets for preparing the media- plan. It must be designed to supplement and support theoverall marketing communication. During this process planner can creates a positive attitudes through this model:-

12.3 ELEMENTS INFLUENCING MEDIA PLAN

The media planner must evaluate the following elements before taking decision of which media selection and buying:-

- (1) Market to be reaches
- (2) Competitive position
- (3) Advertising message
- (4) Media consideration
- (5) Available budget
- (6) Media strategy
- (7) Media mix
- (8) Media scheduling

(1) MARKET TO VE REACHED

The first necessity of media planning is to identify the market to reached and market situation. It includes analysis of marketing plan and basic nature of the carket such as siege, location and quality of the market. Quality means demographic and psychographic data of the valuable and actual consumer. It is a study gender, age. Income, source- elements conditional, education etc. It is an esesentiol to analyses and identifies the market to be reached and the target group profile so that media to be used can be matched with identified market.

(2) COMPITITIVE POSITION

Competitive advertising attempts are a necessary element. Before starting the plan the media planners should aware how much competitions are investing on their advertising. Where they are spending their money. This effort gives two advantages. First it provides an information regarding competitions advertising strategy for consideration of a guidelines and secondly for identifying the cacunas of the rivalry

(3) ADVERTISING MESSAGE

Advertising message and the characteristics of the advertising copy is a key facets effecting media decision in the media plan. The tone, manner of presentation of the advertising message must match with the medium. Such as tone and character of advertising message must match the editorial content of permit media and programmer features of electronic media for inclusion in the media.

(4) MEDIA CONSIDERATION

Media decision depends on the importance of media. There are some following factors which help to make effect on creation of media decision:-

- (1) characteristics of media
- (2) Cost of media
- (3) Availability of media

The following

It includes (a) reach (b) frequency (c) coverage (d) continuity and contra)

- (a) Reach signifying the numbers of people exposed to the message at least once during a given period.
- (b) Frequency indicates the numbers of times the largest audience is exposed to the advertising. The use of reach is for gaining awareness of new launching product while frequency is used to repeat the message on product details in restricted media vehicles.
- (c) Another important factor that influenza the media plan is media scheduling .It is an attempt to maintain and frequency which have led to the concept of gross rating point.

(GRP)

GRP is the sum of the percentages of households reached by a certain group of commercials i.e. the total of the rating points of each commercial in an identified group of commercial. Taken and mangers have given the formula for the GRP:-

$$\text{GRP} = \frac{\text{Reach} \setminus \text{total audience}}{\text{Frequency}}$$

Continuity and correlation various advertisements in advertising are necessary factors continuity indicates the time, creativity and use of media. It is said that a regular exposme during a specific period provides tremendous continuity in the reference of time while ere alive continuity makes by the message copy, layout etc. These help the audience to coordinate the overall effect.

DOMENAULE

It is a third dimension of advertising. Domenaule indicates the superiority of advertisement over all others can be achieved by size or length of the message unit. For example a full page advertisement expressed more dominant than hat page or in TV prime time advertisement is dominant than the afternoon spot.

MEDIA AVAILABILITY

Media availability is the central point of the media planning, suitable timing on various media may be booked well in advance along with the preference position and time slot. Sometimes advertiser face great difficulties for getting desirable time slot on radio or TV.

(5) AVAILABLE BUDGET

Budget is a breath of a media plan which influences the whole media division. The audience charge teristios edit ional personality and contribution to advertising effectiveness and some factors which cover qualitative values of the media. There are some following points which help to misuse the media:-

- a) Distribution (in forms of circulation)
- b) Audience (size, composition and amount of exposme)
- c) Exposme (perception, communication and behavioral response)

Each medium obtain specific job to present and has to own advantages and disadvaulages. Knowledge of this media qualities help the media- buyers to narrow down their selection for media planning.

(6) MEDIA STRETEGY

A different approach for using advertising media is called media strategies. After sincere analysis of the factors effecting the media decision, media plan should be implemented. The following steps contain three main plans:-

- National plan
- Regional plan or zonal plan
- Skim plan

These are the key market plan. The specific approach may be accepted or mixing form as above said approaches. On the marketing plan and a total and campaign plan is discussed below:-

(a) National plan

The national approach is accepted to achieve the national level market for its product or services or policies and reach the advertising messages among the national consumer. Generally it is apply to expand distribution to all over the country. After the analysis of one of the above approaches the regional or skim plan has been perfectly employed.

Media selection will be effective of providing maximum number of good image reaching big market at minimum cost per impression. No doubt, national media become the choice of priority although other media may be secondary.

REGIONAL OR ZONAL MARKET PLAN

When the national advertising selects to reach a substantial segment of the market based on geographical units also called the 'key market'.

The media strategy to reach the identified and potential market is known as a regional or zonal market plan. These markets may be a part or regions, states or metropolitan cities. It implements either to combat unique regional competitiveness condition or for launching of some new products, packages and experimental or to combat budgetary constraints for selecting key market of local media – i.e. local print electronic and door media (Media such as News paper, Magazines, radio, f.m.,Tv, siti cable are chosen. With the positive result of a series of perfect key plan is called a nation plan.

C- SKIM PLAN

Skim plan is the optional skim by contenting segmented market for reaching a still more targeted and specified consumer group irrespective of their geographical area.

In this reference, demographic and psychographic subgroups are chosen on the basics of their economic, professional, occupational, educational and social status. It is a most successful, and effective approach for the advertising of specialty goods mass media targeted at these specified audience are used for this identified group or subgroup.

Specialized magazines suiting the target readers, TV and radio program's with specific types of viewers and audiences prefer spaces of selected dailies etc are choosen.

(7) **MEDIA MIX:** - Basically, media planning is a selection of a combination of various media – mix with the preferred approaches already mentioned. There are so many factors which influenza the media planning i.e., the company marketing and objectives, target markets and media characteristics. Besides these. Budget is a key factor and its play an important role in the decision making

To achieve the advertising goals within a provided budget. One may need to make a combination of a number of media allocating fix amount of budget to the specific media. For example an advertiser may allocate the total amount of budget in various budget head such as 40% of the total budget may

Allocated to the TVs advertisement, 20 percent for print media (particularly for newspapers and magazines) 10% for radio at and 10% for the outdoor media of advertisement. But the reach and frequency also a very important factor of the media planning that must be considered along with gross audience. The concept of gross audience is to estimate the total number of audience exposed to all forms of advertising used in a single campaign. Controlling the repetition or reaching the same prospect by number of media should also be tried as much as practicable. The view towards choosing the media for the mix depends on the interest of the advertiser along with coverage and effects. If the advertiser is taking interest about a powerful effect on a splliat type of market segment he or she may prefer to give priority on any one media- mix. But if the purpose is to reach the message to different parts, a variety of media mix pattern is accepted. In this reference (The selection or classification of various media kinds are required. This promotes to tiring overcome the effects or the impact on the audience.

(9) **MEDIA SCHEDULING:-** Media scheduling is a find step in media decision process. It is a preparation of a schedule showing aspect related to the various placement of advertisement with the media.

There are from basic elements:-

- 1- Number of advertisements that are scheduled to appear in each medium singes and time of the advertisement.
- 2- Date\ time of appearance, placement along with cost.
- 3- Scheduling style –which specific one is selected according to the plan and mix.

Scheduling will be implemented according to the requirement of the concerned advertises. There are a popular word ‘even’ schedule know new as a commonly employed traditional style which calls for placement of advertisement of equal singes at continues intervals.

The following two important points must be consider during the media scheduling:-

- (1) According to the demand of the advertising objectives, advertising attempt is allocated is between different media which is called a media weighing. It also involves timing os the advertising which will have to be specifically identified.

FLIGHTING PULSING OR WAVE METHOD

It is a heavy media usage for a provided duration of time which is refraining from some indulgence and is again pace up to heavy usage. This method is called as ‘wave method’ Flightighting or pulsing policy helps in accommodating budget constraints by staggering the expenditure. The other methods know as ‘blitz’ schedule also provides cencentralid effects. A double page, big advertisement insertion, is used in consecutions numbers which are normally favored for launching a new product.

After deciding the method, the media schedule will draw up with specific identification for successful media buying. The following elements are essential for media buying:-

- (a) Names of media in which ad will lake place
- (b) Timing and date of airing and placing of advertisement
- (c) Space, time or other unit to be used
- (d) Cost.

Development of media plan: - There are two following points which must be consider for the development of media plan.

Selection of media: - (a) media class (1) media vehicles (2) classification of publish and Target group

The Alfred polity research organization (1962) and Mc calls have generated the higher quality image of media vehicles attributes which are often relevant for considering the media vehicles :-

- (1) **Unbaisedness**
- (2) **Expertness**
- (3) **Prestige**
- (4) **Mood created**
- (5) **Audience involvement**
- (6) **Advantages and disadvaulans of various media**
- (7) **Other dimensions (Advantage)**

1- It advertising is concerned to political on social issues is considered, the position of the vehicles may indeed effect the communication.

2- Advertisement can usually be expected to reflect the degree of expertise associated with area of interest of the vehicles special media vehicles ‘ The sports (Cricket) is seen by its reader as reliable source of information regarding new product development in cricket, new playing techniques, new types of cricket pitch.

3- It is a third attribute. If product is endeavoring to build a status image, it may well be useful to advertise it in a high status. Circulation editorial, content, prestige and reference value came under the circle of so called status.

4- The influence of a vehicle's prestige may be viewed as working through the mood which creates among its readers or audience. Vehicles induced mood, will effect the impact of commercial communicate. Media planner tries to know that what type of mood is associated with a positive attitude towards products. Then an attempt would be made to determine which vehicles tend to provide such a mood. If any media of vehicles uniquely provide such a mood they might will also provide more exposure than other vehicles. Such as which magazines articles\ Programmers can create the mood of the audience for consumer goods whether family, health, nutrition oriented magazine on sports illustrated

5- Vehicle should harmonize with the product. Involving vehicle should generate a superior commercial exposure than uninvolve vehicle that is not very interesting to audience. For example day time programme, commercial in serial programmes generate more recall and attention. Low involving programmes are more effective than high involving programme. The low involving environment is actually superior with respect to buying intention and brand and sales message recall- It detracts from advertising impact.

6- **ADVANTAGES AND DISADVANTAGES OF VARIOUS MEDIA:-**

According to Wolfe and his associates three factors should be essential for vehicle effects:-

- (a) Competitive advertising value defined as no pages
- (b) Editorial contents defined as percentage of space, devoted to subjects pertaining to the products.
- (c) Editorial quality:- Defined as the ratio editorial pages to total pages

In the reference of above said matter desire, wants and expectation of consumer must be considered equally along with typography, picture, and model, and layout, design of an advertisement advantage and disadvantages of various media.

TELEVISION

: - Advantages

- Mass coverage
- High reach
- Impact of sight, sound and motion
- High prestige
- Low cost per exposure
- Attention getting
- Favorable images

Disadvantages:-

- Low selecting short message life
- Short message life
- High absolute cost
- High production costs clutter.

RADIO

Advantages: - Local coverage, Low cost, High frequency, Flexible, Low production costs, Well- segmented audiences.

Disadvantages: - Audio only, clutter, Low attention, fleeting message

MAGAZINE

Advantages: - Segmentation potential, Quality reproduction, High information content, Longevity and multiple readers.

Disadvantages: - Long lead time for ad placement visual only lack of flexibility.

NEWSPAPERS

Advantages: - high coverage, low cost, Short lead time for placing ads. Ads can be placed in interest sections timely (current ads), Reader controls exposure and it can be used for coupons.

Disadvantages: - Short life, clutter, and Low attention getting capabilities, poor reproduction quality, and selective reader exposure

OUTDDOR

Advantages: - Location specific, high repetition, easily instead

Disadvantages: - Short exposure time requires short advertisement, poor image, and it has local restrictions.

DIRECT MAIL

Advantages: - High selectivity, Readers controls exposure, High information content and opportunity for repeat exposure.

Disadvantages: - high cost or contact, poor image (junk mail) and clutter.

12.5 PROCESS OF MEDIA PLANNING

There are three basic process which helps to activate the media plan:-

- 1- The situation analysis
- 2- The marketing strategy
- 3- Creative media plan

- (a) Setting media objectives
- (b) Determining media objectives
- (c) Select broad media class
- (d) Selecting media vehicles within media class
 - Media use decision – print, broadcast and out door

4- Creative strategy plan.

(a) This purpose of the situation analyses is to understand the problems and to study the competitive group. During the analysis of situation planner analyzes the following points :-

- Size and share of total and profits.
- Sales, history, cost and profits.
- Distribution practices
- Uses of advertising – When, Where, Shows essential regarding this.
- Identification of prospects
- Nature of the product.

(b) The Marketing strategy

The objective of marketing strategy is to plan activities and programmes that will solve the market problems. It includes the following points:-

- Marketing factors
- Planning of (Product, Production, expenditure, and utility
- Which element of marketing mix are to be used such as, package, colour, layout on design
- Identification of ‘ best’ market segment

(c) Creative strategy plan

It includes the setting of media objectives, determining media strategy, select broad media class and media within class. These are depends on the following decisions:-

-: Media use decision for print: - When planner decides to use print media the following issues must be consider by him or her:-

- No of ads to appear and on which days and month.
- Placement of advertisement, any preferred position in media. Such as middle page or front regarding back
- Special treatment colour and gate folds.
- Desired reach or frequency level of specific prime media.

MEDIA USE DECISION FOR OUT – DOOR

Media planner pays special attention on the following issue for using the out – door media knowledge of the

- Location of market
- Plans of distribution of the placement of advertisement
- Kinds of out – door boards is used
- Direct mail or any other media such as booklet, pamphlets, heap lets, folders etc may be used

(d) CREATIVE STRETEGY PLANS:-

The purpose of creative strategy plans to determine what to communicate through advertisements. It includes the determination of following points:-

- How product can meet consumer need. To create credibility and sates faction.
- How product will positioned in advertisement to create attention, interest desire, sales faction and motivation of the target group.
- What are the copy themes, such as message, visualization, along with artistic presentation
- Specific objectives of each advertisement.
- No, size and of advertisement.

12.6 EVALUATION AND FOLLOW- UP

Planner must evaluate his or her work with these following issues:-

- How well did these strategies or plan achieve the media objectives?
- How well did the media, plan contribute to attaining the overall a marketing communication strategy. If the strategy or plan employed were successfully it should be used in future also. If not there lacks should be analyzed.
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12.7 LIMITATION OF MEDIA PLANNENG

A nosy difficulty comes to during the preparation and implementation of media plan. It reduces its assertiveness also. These difficulties the following points

1- INSUFFICIENT INFORMATION

Media planners often require more and more information about markets and the media. But it is found that whatever information is available in the field are either or not properly measured. Such as information regarding age, income, occupation, education, religion, groups and class etc are very seek or incorrect

INSUFFICIENT INFORMATION

Some data are just not measured, either because it would be too expensive. For example regular measures of TV viewer ship studies are reported due to sample size and cost constraints. There are difficulties with some measures of viewers or audience size in radio and print. Another measurement problem indicates the timing of the measurement taken. If media planner think about planning for TV advertising for all the season, There are not data on the audiences of new shows, and audience information taken on existing programmes during the summer may not indicate how these programmes will do in the fall because summer viewer ship is generally much lower while advertiser can review these programmes before they air, they do not have actual audience figures.

The lack of information is an even more pronounced problem with small advertisers who may not be able to afford to purchase the information they require. As a result, their decisions are made on limited or out- of – date data or not data at all.

INCOSISTANT TERMINDLOGIES

Difficulties increase out because the cost bases used by various media often very and the standard of measurement used to establish these costs are not always consistent. Such as, print media may provide cost data in terms of the cost to reach a thousand people (cost per thousand or (PM), whereas broadcast media refer to cost per rating point (CPRP) and outdoor media to the no of showing. Viewers, or readers or audience information that is used as a basis for these costs gas also been collected by different methods lastly, terms that actually mean something different (for example reach and coverage may be used synonymously, adding to the confusion.

TIME PRESSURE

IT INCLUDES THAT MEDIA – Planners are always in a hurry – sometimes because they need to be, other time because they think they need to be. Action by a competitor – such as the cutting of airfares by one carries – require quick response. But sometime an in necessary sense of urgency indicates time pressure. In either situation, media selection decisions may be made without proper planning and analyses of the markets and\ or media.

PROBLEM OF MEASURING EFFECTIVNESS

It is so difficult to measure the effectiveness of advertising and promotional work and also hard to determine the concerned effectiveness of different media vehicles while media planners must usually guess at the impacts of direct response advertising. This is the alternative of mass media. Because of these difficulties, not all media decisions are quantitatively determined. Some times planners have to assume the image of a medium in a market with which they are not familiar, anticipate the impact of recent events, or make judgment without full knowledge of all the available alternatives. While these difficulties complicate the media decision process, they do not render it an entirely subjective exercise.

12.8 SUMMARY

Media planning is a complex process. It includes mass media such as television, newspaper, radio, magazines (and the choice available within each of these categories) as well as out- of – the home media such as outdoor advertising, transit advertising and electronic billboard. The primary of the media plan is to develop a frame work that will deliver the message to the target audience in the most efficient, cost, - effectiveness manner possible- and development of the media strategy. The media strategy must be designed to supplement and support the overall marketing communication objectives. The basic task involved in the development of media strategy is to determine the best matching of media to the target market given the constraints of the budget. The media planner attempts to balance reach and frequency and to deliver the message to the intended audience with a minimum of waste coverage. At the same time, a numbers of additional factors affect the media decision which are deter- mining target market, competitive position, advertising message with creative

aspect media consideration and mix and media scheduling. In addition, budget consideration, the need for flexibility in the schedule and the use of computers in the media planning were considered.

12.9 KEY WORDS

Inconsistent: not consistent, changing

Flexible: able to bend easily

Bias: a prejudice, unfairly influencing treatment

12.10 SELF – ASSESMENT QUESITION

Q1- What do you understand by media planning, & describe the objectives of a media plan for advertising.

Q2- Explain the various elements. Which influence the media plan?

Q3- Elaborate the activities for the development of a media plan & what kind attributes is relevant for considering a media vehicle for a media planning.

Q4- Describe the advantages and disadvantages of various media regarding. Media planning of advertising.

Q5- Explain the brief process of media planning. What are the limitations of a media plan? How you can evaluate the effectiveness of a successful media plan.

12.11 SUGGESTED BOOKS

1- David berges “How much to spend” (Foote, cone, and bilding internal report) in Michael L Roth’s child Lexington, Mass: D.C. Health 1987) p. 468

2- Victor P. buell, “organizing for marketing\ advertising success (New york) 1982.

3- Borie, “advertising,”

4- David and Aakas- “Advertising management” prentice hall of India , private LTD, Cannagh circus, New Delhi, 1995.

5- Michal. A. Betch and Gorage B. Betch - “introduction to advertising and promotion, Hoffman Press, U.S.A. 1995