



D.N.R.COLLEGE (AUTONOMOUS), BHIMAVARAM-534 202

(A College with Potential for Excellence)

(Accredited by NAAC at “B++” grade)

(Affiliated to Adikavi Nannaya University)

III B.Com Degree Examination at the end of 5th Semester

Title of the Programme: B.COM(General, B.Voc R.M & B.Voc A&T)

Title of the Course: ADVERTISING AND MEDIA PLANNING

(Skill Enhancement Course(Elective),4Credits)

(w.e.f. the batch of students who joined 1st B.Com & B.Voc during the academic year 2020-21)

QUESTION BANK

Time : 3hrs

Max Marks : 75

PART-I

Answer the following questions

5 x 10 = 50M

1.a. **What is advertising? explain the concept of advertising.**

Advertisement has become an integral part in today's marketing scenario. In earlier times, advertisement was not given as much emphasis as it is being given today. The Institute of Practitioners in Advertising defines the term as: “advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost”. Here we have a combination of creativity, marketing research & economic media buying. Advertising may cost a lot of money but that cost is justified if it works effectively and economically.

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

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

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

Objectives of advertising

The purpose of advertising is to sell something - a product, a service or an idea. The real objective of advertising is effective communication between goods and clients and increasing awareness. Mathews, Buzzell, Levitt and Frank have listed some specific objectives of advertising.

- To make an immediate sale.
- To build primary demand.
- To introduce a price deal.
- To build brand recognition or brand insistence.
- To help salesman by building an awareness of a product among retailers.

- To create a reputation for service, reliability or research strength.
- To increase market share.

Function

A normal characteristic of advertising is to create primary demand for a product category rather than for a specific brand. It is believed that the product advertising must give stress on brand name.

Now, we are going to outline the functions of advertising.

- To distinguish products from their competitors: There are so many products in the market. Sometime the same types of products are competing in one market.
- To communicate product information: Through advertisement one company can send its product information to the target audiences.
- To urge product use: Advertisement can create the urge within ourselves for a product.
- To expand product distribution: When the market demand of a particular product increases, the retailer and distributor are engaged in the sale of that product.
- To increase brand preference: There are various products with various brands. So we are getting the preference to choose the brand of a particular product with the help of advertisement.
- To reduce overall sale cost: Advertising increases the primary demand in the market. When demand is there and the product is available, automatically the overall price will decrease.

b. Explain the functions of advertising.

Advertising is any paid promotion of a product, service or idea meant to influence one or more people. It can take place on several mediums, such as print, radio, television and digital media. The main goal of advertising is to persuade someone to buy a product or perform an action.

types of advertising

There are three main types of advertising, which are:

- Above the line: Above the line advertising is not targeted to a specific group and is created to reach large audiences. TV, radio and magazine advertisements are usually this type.
- Below the line: Below the line advertising is a type of advertisement that is directed toward a specific target audience. These can be mailing lists, in-store advertisements and commercials created for a specific program.
- Through the line: Through the line advertisement is often used for brand-building campaigns and has a mix of above and below the line techniques. They're usually widely distributed advertisements that use cookies or digital data to personalize the customer's experience.

Advertisements can also be sorted by their medium, such as television or print, or the type of technology they use, such as paid search or social media advertising.

Functions of Advertising:

Advertising has become an essential marketing activity in the modern era of large-scale production and severe competition in the market.

It performs the following functions:

(i) Promotion of Sales:

Advertising promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning customers and generating revenues.

(ii) Introduction of New Products:

Advertising helps in the introduction of new products in the market. A business enterprise can introduce itself and its products to the public through advertising. Advertising enables quick publicity in the market.

(iii) Support to Production System:

Advertising facilitates large-scale production. The business firm knows that it will be able to sell on a large-scale with the help of advertising. Mass production will reduce the cost of production per unit by making possible the economical use of various factors of production.

(iv) Increasing Standard of Living:

Advertising educates the people about the products and their uses. It is advertising which has helped people in adopting new ways of life and giving up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

(v) Public Image:

Advertising builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements and its efforts to satisfy the customers' needs to the public. This increases the goodwill and reputation of the firm.

(vi) Support to Media:

Advertising sustains press. Advertising provides an important source of revenue to the publishers of newspapers and magazines and the producers of T.V. programmes.

Significance of Advertising:

Advertising helps in spreading information about the advertising firm, its products, qualities and place of availability of its products and so on. It helps to create a non-personal link between the advertiser and the receivers of the message.

The significance of advertising has increased in the modern era of large scale production and tough competition in the market. Advertising is needed not only to the manufacturers and traders but also to the customers and the society. The benefits of advertising to different parties are discussed in the following paragraphs.

Benefits to Manufacturers and Traders:

It pays to advertise. Advertising has become indispensable for the manufacturers and distributors because of the following advantages:

- (i) Advertising helps in introducing new products. A business enterprise can introduce itself and its products to the public through advertising.
- (ii) Advertising develops new taste among the public and stimulates them to purchase the new product through effective communication.
- (iii) Advertising assists to increase the sale of existing products by entering into new markets and attracting new customers.
- (iv) Advertising helps in creating steady demand of the products. For instance, a drink may be advertised during summer as a product necessary to fight tiredness caused by heat and during winter as an essential thing to resist cold.
- (v) Advertising helps in meeting the forces of competition in the market. If a product is not advertised continuously, the competitors may snatch its market through increased advertisements. Therefore, in certain cases, advertising is necessary to remain in the market.
- (vi) Advertising is used to increase the goodwill of the firm by promising improved quality to the customers.
- vii) Advertising increases the morale of the employees of the firm. The salesmen feel happier because their task becomes easier if the product is advertised and known to the public.
- (viii) Advertising facilitates mass production of goods which enables the manufacturer to achieve lower cost per unit of product. Distribution costs are also lowered when the manufacturer sells the product directly to the customers. Advertising also facilitates distribution of the product through the retailers who are encouraged to deal in the advertised products.

c. Explain the advantages and disadvantages of advertising.

Advantages of Advertising

Advertisement has a lot of advantages. It provides information about products and services to companies, people, and consumers. It's often used to promote sales or even public service announcements that can help the community. Other advantages of advertising are as follows:

- **Useful when introducing a new product/ service in the market** – When introducing a new product to the market, advertisements are helpful in getting the word out. These ads can be useful for finding an audience and promoting the product. Advertisements can also help to boost market share for products that are on the market. It also helps to advertise the manufacturer's brand. Therefore, advertising can be considered a vital tool for businesses and marketers to use in their marketing strategy.
- **Beneficial for market expansion** – Expanding the market is one of the many advantages of advertising. Even though the economy has been slow for some time now, advertising can help to expand its market and bring new customers into a company's business. Advertising also allows companies to give their products or services more exposure than they could otherwise afford to do so.
- **Helps to increase sales** – In order to stay in business, companies must be able to grow their sales. Advertising is the best way for a business to increase sales. Many businesses rely on advertising in order to grow their market share and stay afloat financially.
- **Fights competition** – Advertising is important for companies, but it also helps to fight competitors. Advertising brings people in and gives them a way to interact with your company. If you market your company well, then people will buy from you because they like what you are offering. When your competitors start advertising, it can put more pressure on the market that makes customers want to switch over to a different brand.
- **Builds good-will** – Advertising builds good-will in the minds of the people. When a company advertises with a positive message, it spreads hope and confidence to its target audience. People are willing to buy what they see advertised because they believe that if the product is so great, then other people must feel the same way.
- **Educates the customer** – Advertising educates the customer about different products on the market. It helps them make a decision about what is best for them. For example, if an advertisement for a product says that it's great for people with dry skin, then it may be something to consider purchasing.
- **Promotes salesmanship** – One of the main benefits of advertising is that it promotes salesmanship. To make a sale, people will have to be persuaded to purchase the product or service. Advertising helps sellers convince potential customers that their product or service is worth purchasing. This is especially important for companies with higher prices because they must persuade buyers to purchase their products or services instead of cheaper products and services from competitors.
- **Can generate employment opportunities** – Advertising is a way for companies to create awareness about their products and services through word of mouth. It also stimulates economic activity through the creation of new jobs that may not otherwise exist.

Disadvantages of Advertising

Advertising has a lot of disadvantages such as invading people's privacy, stealing information and creating addiction. Other disadvantages of advertising are as follows

- **Advertising does not promise sales** – While advertising serves as a great way to get the word out about your product, it is not a guarantee of sales. It can create a positive buzz around your company but will not necessarily lead to any sales unless you put in the work.
- **Risk of misrepresenting facts** – Ads are a risk for companies because they must sometimes misrepresent facts to make their product seem more appealing. This can lead to the company being sued. For example,

in 2013, Volkswagen paid billions of dollars to settle claims that it had knowingly emitted illegal pollutants with its diesel cars and deceived consumers.

- **Can create negative brand awareness** – Advertising can create a negative brand awareness. For example, if you have a product with a design that is too similar to other competitors, then potential customers may think the product is pointless because it does not offer anything different from the others.
- **Increased Cost for company** – As a business, advertising is an important way to promote your brand. However, it could also be expensive if the company doesn't know how to measure its return on investment and manage its costs.
- **Compels people to buy products or services they do not need** – The internet has made buying goods and services easy, but it also can be bad for people. For example, advertisers know that if they successfully introduce an item to consumers, they will likely buy it. In other words, advertising encourages mindless spending. People are bombarded with ads on a daily basis and the more they see them, the less likely they are to think before purchasing a product.
- **Adds to the Cost of Product or service** – Advertising can be a good thing for a company that's trying to sell something. It can help spread the word about a product or service and make it more popular overall. However, the cost associated with the advertising can add up to the cost of the product or service in the end.
- **Advertising can get deceptive** – One of the biggest downsides to advertising is that it can be deceptive. Companies are able to put out ads that make products seem like they are the best value when, in fact, they may not be.
- **May create a Monopoly** – Advertising has the potential to create a monopoly. This means advertising can price consumers out of the market and limit their choices. Even worse, advertisers can use their power to make low-quality products seem like valid options, and this is why people should be wary about advertising.

OR

a. Write about the classifications of advertising.

CLASSIFICATION OF ADVERTISING

1 Product advertising

A normal characteristic of advertising is to create primary demand for a product category rather than for a specific brand. It is wrongly believed that product advertising must stress on brand name. This is based on the feeling that a good image often enhances the effectiveness of product advertising. However, in practice, most companies are successful in building the product image by using the brand names (e.g., Dettol, Horlicks). In short, when the company tries to sell its product or services through advertising it is referred to as product advertising.

2 Institutional advertising

These advertisements are not always directed to consumers. Instead, it is aimed at many of the various types of public (shareholders, creditors, etc.). It is not product oriented but is rather designed to enhance the image of the company.

3 Primary demand advertising

It is intended to stimulate primary demand for a new product or product category. It is heavily utilised during the introduction stages of the life cycle of the product.

4 Selective or competitive advertising

When a product enters the growth stage of its life cycle, and when competition begins, advertising emerges and becomes selective. Here, the goal of advertising is to increase the demand for a specific product or service. search Advertising may begin to stress subtle difference in brands, with heavy emphasis on 'brand name recall'. Pricing also will be used as a key promotional weapon as products become very similar.

5 Comparative advertising

This is a highly controversial trend in today's competitive market. Such types of advertising play a decisive role on comparative features of two or more specific brands in terms of product / service attributes. This method is adopted in the maturity stage when similar products fast appear in the market causing stiff competition.

6 Co-operative advertising

When manufactures, wholesalers and retailers jointly sponsor and share the expenditure on ad-vertising, it takes the form of co-operative advertising. Such advertising carry the names of all the parties involved. From the customers' point of view this is beneficial, as they can get the articles directly from the authorised outlets.

7 Commercial advertising

It is also termed as business advertising. As the name suggests such advertising is solely meant for effective increase in sales.

8 Non-commercial advertising

These are usually published by charitable institutions preferably to solicit general and financial help (such as collection of donation or sale of tickets).

b. Write about the advertising the process for promotions of business development.

Advertising can:

- provide basic information such as your contact details and website address
- increase sales by telling potential customers about your product or service
- tell customers about changes to your service, new product launches, special offers and improvements
- prompt specific action - perhaps getting customers to visit your premises or website, or use a discount voucher by a specified time
- remind existing customers about your business
- change people's attitudes and perceptions of your business
- help to create or develop a distinctive brand for your business
- generate awareness of your business
- develop a particular market niche or position

Target your customers

Decide whether your target audience is local or regional, national or international, or a mixture. Before selecting a type of media, you should find out from the media business and other independent sources about

their circulation or audience figures. Basically, you need to know how many, where and who to. Figures can normally be broken down into age groups, average income and other useful indicators.

Remember you have a duty to ensure that your advertising is legal, decent, honest and truthful. The Advertising Standards Authority has information on advertising codes.

3. Types of advertising

Local advertising

Advertising locally can benefit any business, especially small businesses and sole traders. Examples of local advertising include:

- leaflet drops
- supermarket boards, postcards in shop windows
- advertising space rented at railway stations, bus stops or on buses, roundabout islands, leisure centres or doctors' surgeries
- local organisations' newsletters, programmes and magazines
- a sign outside your business premises
- local and regional newspapers, magazines and directories

Internet/online directories

Advertising on the internet can be cost-effective and gives national and international coverage that you may otherwise be unable to afford. Examples of internet advertising include:

- Advertising on your own website - ensure your website is up to date, relevant and geared towards increasing sales. Make it easy for your customers to find their way around their website, and order from and contact you.
- Advertising your business on other websites - use banner and pop-up advertising to promote your business and link through to your own website.

Trade and technical press

If your business sells to other businesses, advertisements in these publications can be a useful way of gaining sales, product enquiries, higher profile, trade partnerships and even potential investors.

Radio

Most people listen to the radio for music or comment - often while doing other things - and so your advert will rely on repetition to have any effect. You could consider sponsoring certain features, such as the weather or travel news to make your adverts stand out.

Cinema

Local cinema advertising offers a captive audience with a long dwell time for your advertisements.

Outdoor advertising

Outdoor advertising includes every outdoor medium from static billboards to moving adverts, eg on buses. You may need planning permission for some types of outdoor advertising, ie most posters and some types of signs.

National papers, magazines and TV

These can be costly but can help you reach a wide audience. You should get guidance on readership and audience figures before deciding to advertise nationally.

4. Advertising campaign planning

Advertising can increase sales by telling potential and current customers about your new product launches, special offers and improvements. Apart from reminding current customers about your business, advertising can also help to create or develop a distinctive brand for your business.

Target your customers

Many businesses launch advertising campaigns to boost sales, increase brand awareness or launch a new product. You could consider an introductory offer to give people an incentive to visit or call.

However you will need to decide whether your target audience is local or regional, national or international, or a mixture. This will affect the type of media you select. You should find out from the media business and other independent sources about their circulation or audience figures. Figures can normally be broken down into age groups, average income and other useful indicators.

Remember you have a duty to ensure that your advertising is legal, decent, honest and truthful. The Advertising Standards Authority has information on advertising codes.

c. What are the advertising techniques used by the advertisers?

Every business spends lot of money for advertising their products but the money spent will lead to success only when the best techniques of advertising are used for the product. So here are some very **common and most used techniques used by the advertisers to get desired results.**

1. Emotional Appeal

This technique of advertising is done with help of two factors - needs of consumers and fear factor.

Most common appeals under **need** are:

- • Need for something new
- Need for getting acceptance
- Need for not being ignored
- Need for change of old things
- Need for security
- Need to become attractive, etc.

Most common appeals under **fear** are:

- Fear of accident
- Fear of death
- Fear of being avoided
- Fear of getting sick
- Fear of getting old, etc.

• Promotional Advertising

This technique involves giving away samples of the product for free to the consumers. The items are offered in the trade fairs, promotional events, and ad campaigns in order to gain the attention of the customers.

• Bandwagon Advertising

This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side. For e.g. recent Pantene shampoo ad which says “15crores women trusted Pantene, and you?”

• Facts and Statistics

Here, advertisers use numbers, proofs, and real examples to show how good their product works. For e.g. “Lizol floor cleaner cleans 99.99% germs” or “Colgate is recommended by 70% of the dentists of the world” or Eno - just 6 seconds.

• Unfinished Ads

The advertisers here just play with words by saying that their product works better but don't answer how much more than the competitor. For e.g. Lays - no one can eat just one or Horlicks - more nutrition daily. The ads don't say who can eat more or how much more nutrition.

• Weasel Words

In this technique, the advertisers don't say that they are the best from the rest, but don't also deny. E.g. Sunsilk Hairfall Solution - reduces hairfall. The ad doesn't say stops hairfall.

- Endorsements

The advertisers use celebrities to advertise their products. The celebrities or star endorse the product by telling their own experiences with the product. Recently a diamond jewellery ad had superstar Amitabh Bacchan and his wife Jaya advertising the product. The ad showed how he impressed his wife by making a smart choice of buying this brand. Again, Sachin tendulkar, a cricket star, endorsed for a shoe brand.

- Complementing the Customers

Here, the advertisers used punch lines which complement the consumers who buy their products. E.g. Revlon says “Because you are worth it.”

- Ideal Family and Ideal Kids

The advertisers using this technique show that the families or kids using their product are a happy go lucky family. The ad always has a neat and well furnished home, well mannered kids and the family is a simple and sweet kind of family.

E.g. a dettol soap ad shows everyone in the family using that soap and so is always protected from germs. They show a florescent color line covering whole body of each family member when compared to other people who don't use this soap.

- Patriotic Advertisements

These ads show how one can support their country while he uses their product or service.

For e. g some products together formed a union and claimed in their ad that if you buy any one of these products, you are going to help a child to go to school. One more cellular company ad had a celebrity showing that if the customers use this company's sim card, then they can help control population of the country.

2. a. Explain the types of advertising agency.

Advertising Agencies can be classified by the range of services that they offer. Also, advertising agencies range in size from one man shows to large firms that employ thousands of people. Accordingly, different types of advertising agencies are:

1. **Full Service Agencies:** As the name implies, a full service agency is one that handles all phases of advertising process for its clients: it plan, creates, produces and places advertisements for its clients. In addition, it might provide other marketing services such as sales promotion, trade shows, exhibits, newsletters and annual reports. One major point that differentiates a full service agency from other is that the personal work full time and the services provide are extensive. The services usually provided by a full service agency include collecting and analyzing market data, proposing strategy, preparing and producing the ads, placing the ads in approved media, verifying the advertisements appearance (publication, broadcasting, etc), invoice the client, collect the bills and pay the media and other suppliers.
2. **Limited Service Agencies:** Some advertising agencies limit the amount and kind of service they offer. Such agencies usually offer only one or two of the basic services. For example, although some agencies that specialize in creative also offer strategic advertising planning service, their basic interest is in the creation of advertising. Similarly, some media-buying services offer media planning service but concentrate on media buying, placement, and billing. When the advertiser chooses to use limited-service advertising agencies, it must assume some of the advertising planning and coordination activities that are routinely handled by the full-service advertising agency. Thus, the advertiser who uses limited-service agencies usually takes greater responsibility for the strategic planning function, gives greater strategic direction to specialist creative or media agencies, and

exercises greater control over the product of these specialized agencies, ensuring that their separate activities are well-ordered and coordinated.

3. **Creative Boutiques:** It is an organization that specializes in the actual creation of advertisements. In general, boutiques create imaginative and interesting advertising themes and produce innovative and original advertisements. A company that uses a creative boutique would have to employ another agency to perform the planning, buying and administrative functions connected with advertising. Full service ad agency studies the product or service and determines its marketable characteristic and how it relates to the competition. At the same time the agency studies the potential market, possible distribution plans and likely advertising media. Following this, the agency makes a formal presentation to the client deadlines, it's finding about the product and its recommendation for an advertising strategy. Creative boutiques are different from freelancers. Freelancers are individuals who work on their own with out any formal attachment with any agency. Clients or agencies hire these from time to time. The clients also hire creative boutiques.
4. **In-House Agencies:** Such agencies are owned and supervised by advertisers or the client organizations. The organizational structure and functioning of in-house agencies are similar to full service agencies in most cases. The advertising director of the company usually heads an in-house agency. In house agencies are organized according to the needs and requirements of the company and are staffed accordingly. Some companies solely depend on their in-house agencies for their advertising needs. Others depend both on their in-house agency and outside agencies. Some other companies allow their agencies to take outside jobs.
5. **Specialized Agencies:** There are many agencies, which take up only specialized advertising jobs. Certain fields like recruitment, medicine, finance, outdoor advertising, social advertising, etc. require specialized knowledge. Specialization occurs in such fields for a variety of reasons. Often, as in recruitment advertising, for example, specialized media or media uses are involved that require knowledge and expertise not ordinarily found in a general-line agency. In other cases, such as medical or industrial advertising, the subject is technical and requires that writers and artists have training in order to write meaningful advertising messages about it. Such specialist advertising agencies are also usually provide full-service in that they offer all the basic advertising agency services in their area of specialization plus other, peripheral advertising services related to their area of specialization. These agencies are usually small in size.
6. **Media Buying Agencies:** It is an organization that specializes in buying radio and television time and reselling it to advertisers and advertising agencies. The services sells time to the advertisers, orders the spots on the various stations involved and monitors the stations to see if the ads actually run.

b. Explain the types of advertising strategies.

Following are some of the many types of advertising strategies that companies use to promote their products or services. The choice of strategy will depend on the company's goals, target audience, and available resources.

Branding:

A branding strategy is a plan for creating and promoting a unique brand identity for a product, service, or company. It involves defining the brand's core values, target audience, brand voice, visual identity, and messaging.

Here are some steps to develop a branding strategy:

1. Define your brand: Determine the unique value proposition differentiating your brand from your competitors. Identify your brand personality, values, and mission.

2. Identify your target audience: Develop a clear understanding of your ideal customer by defining demographics, psychographics, and behavioral traits.
3. Develop your brand voice and messaging: Create a consistent tone and messaging that resonates with your target audience and reflects your brand values.
4. Create your visual identity: Design a brand logo, color palette, and visual elements that align with your brand identity and resonate with your target audience.
5. Develop a brand marketing plan: Identify the channels and tactics that best reach your target audiences, such as social media, content marketing, or traditional advertising.
6. Hold your brand promotions: Increase brand awareness and hold effective promotions. Promotional gifts can also effectively deepen customers' impression of products and promote customers' attention to brand awareness. You can choose what customers like as your custom promotional gifts and engrave your brand on these gifts, such as custom keychains, custom stickers, custom water glasses, and so on. You can cooperate with professional product suppliers for such products.
7. Monitor and measure your brand: Continually evaluate the success of your branding efforts and adjust your strategy as needed based on performance metrics and customer feedback.

A strong branding strategy can help build customer loyalty, differentiate your brand in a crowded market, and drive business growth.

c. Explain the functions of advertising agency.

The objective of an advertising agency is to see that its client's advertisements lead to greater profits in the long run. Therefore, an advertising agency needs to perform several functions towards achieving this objective. The size of an advertising agency, has a direct bearing over the variety of services that can be rendered to the clients. Generally, bigger agencies perform varied services than medium and small-size agencies. The functions are listed and explained below

1. Advertising Plan

Advertising agency either prepares or helps in preparing advertising plans and programmes for its clients. Preparing an advertising plan needs concerted efforts and investigative information. In performing this function, the agency should have full information about the products. It may pertain to

- a. the product's positive aspects,
- b. past record,
- c. its position in the competitive market, and
- d. competitors' negative aspects, strengths and weaknesses.

2. Creation and Execution

An advertising plan, prepared by the advertising agency will be sent to the advertiser for approval. Once approved, its execution is normally assigned to the agency. The agency enters into contracts with the suitable media and the stage is set for creating an effective advertisement to suit the advertising media. Copy will be written, layouts are made, illustrations are drawn or photographed; commercials are produced, advertising messages are prepared. Billing for service space is done.

3. Co-ordination

Coordination is another important function of an advertising agency. It has to ensure a proper coordination between the clients, sales force and the distribution network to ensure long-run success of the advertising programme. The goal of the advertising programme must be to assist the efforts of sales persons, distributors and retailers to maximize sales for the client. Many agencies also render special services in such areas as market research, publicity, preparation of product literature, etc.

4. Research

Research may enable them to make stronger presentation to their clients. It may help the copy and art personnel, to create better advertisements for their clients.

5. Mechanical production

The function of this department is to transform copy, illustrations and layout into a satisfactory printed advertisement. Obviously, this department interacts closely with the copy and art directors.

6. Traffic

In an advertising agency, the term traffic refers to scheduling and control. This department sets up a work schedule and a routing sequence for each advertisement, and then supervises its progress through various stages in the agency.

Once an advertisement is prepared, it is forwarded to the media which will carry it. It can happen only after copy, illustration, mechanical production and client's approval are on schedule. Where there is no separate traffic department in an advertising agency, the duty is assigned to the production manager or the account executive.

7. Accounting

The common assignments of the accounting department of an agency include — to check the appearance of advertisements in media, to check media invoices against release orders; to pay media bills; to bill clients and collect from them; to look after such matters as records, book-keeping, and other office routines.

8. Public Relations

The fundamental objective of this department is to build and maintain goodwill with the cross sections of public. The tools used in communicating with the public are corporate advertising and publicity. The main job of this department is to build stronger relations with clients and the various sections of the public — customers, employees, middlemen and shareholders.

OR

a. Explain the process of developing and advertising campaign.

Brands create advertising campaigns as a means of boosting their product sales and brand recognition. It is done over various platforms and usually carries a central strategy or theme to it. A brand may run an advertising campaign due to various reasons. It can be to market a new product, to announce restructuring of business, or to simply send a message out to its target market.

There are various aspects to strategizing an advert campaign. It is also based on the goals and the business persona of the company. These are some of the important steps in the process of developing an advertising campaign.

Market Research

The market is where the advertisement will try to fulfill its goals, and thus understanding the nuances of the **market** becomes primary towards developing a successful advertising campaign. Every market has its own requirements, be it age based, regional, or global. Thus, a solid market research is usually performed by analytical experts before developing a marketing or advertising campaign.

Define your Objective

Without a clear-cut goal an **advertising** campaign is bound to fall through. Defining one or more steady objectives is must while strategizing an advertisement campaign.

Define your Budget

An advertising campaign can be run simply on the city billboards, **brochures** or be aired via international media. So, understanding the budget capabilities and using resources to their maximum capabilities becomes an important part of designing an advertising campaign.

Target your Customers

The better a target you set the more chances you have of running a successful campaign. From targeted emails to sponsored social media posts, there are various technological means that can help a brand target their customers. The usage of these means can define success from defeat.

Theme of the Ad Campaign

It is always better to set a theme for the campaign as it also adds to the brand value. A mascot, or a common running theme for multiple advertisements within the same campaign helps the audience bring together the commonality of your business and also adds to your brand recognition.

Selection of Media Strategy

Not all campaigns suit all media. If the ads are to be text heavy, then they would suit traditional media such as newspapers or magazines. But a graphics heavy ad would serve best on social media platforms. So, selecting of media based on the form of the advertisement campaign is essential.

Schedule and Execute the Campaign

Advertising campaigns can run across an entire year. So, it is important to schedule your campaign and plan the execution process as well. Usually advertisement agencies have different teams set up for each **type of advertisement** within an entire campaign with a separate team monitoring the execution schedules.

Measure the Success

Understanding the success of your advertising campaign depends on the goals you have set and the rise in sales and brand value that your company witnessed. At times, the success of an advertising campaign can be abstract, but setting clear goals can help bring the success factors to life.

b. Explain the role of advertising standards council of India.

The Advertisement Standards Council of India (hereinafter, "ASCI") was established in the year 1985 under Section 25 of the Companies Act, 1956. It has been defined as a "voluntary, self-regulatory council" which has been registered as a non-profit company. The view with which the ASCI was formed that all the advertising activities in India must be legal, truthful, decent, honest, with a sense of social responsibility and in line with fair competitive conditions.

Currently, there are similar self-regulatory bodies in over 70 countries of the world, including India, the United States of America, the United Kingdom and Germany.

Structure of the ASCI

The ASCI team consists of a Board of Governors, members of the Consumer Complaints Council and a Secretariat. The Board of the ASCI consists of a governor and 16 members, which comprise of members of reputable firms including media agencies, advertisers and other individuals involved with the advertising business. The members of the Consumer Complaints Council are discussed in detail subsequently in the article. The Secretariat consists of 5 members and is headed by the Secretary General.

It is important to note that the ASCI is not a government body and is not responsible for formulating rules for the general public. The ASCI has adopted a self-regulating code, in its commitment to further the interests of the consumers. The ASCI also invites complaints from consumers against any such unfair, untruthful and false claims and advertisements; all of such complaints are examined independently by the Consumer Complaints Council.

In the year 2016, the Ministry of Information & Broadcasting cast a mandate on all commercials and advertisements to follow the ASCI Code.

Objectives of the ASCI

The ultimate mission of the ASCI is to promote truthfulness, honesty, public decency, societal standards and to oppose hazardous products. The objectives of the ASCI include to “monitor, manage and promote” standards with respect to advertising practices in the country, with a view to ensure the following:

1. That advertising claims are presented with truthfulness and honesty, and that no misleading and false claims are made.
2. That the advertisements are not made and presented in a manner which is offensive to the general public in India, and that the standards of public agency are followed.
3. That no advertisement is made in respect of products or services regarded as hazardous or unacceptable to individuals or to the society.
4. That no unfair means are used by anyone player in the market, and that advertisements are made in a competitive manner.

The ASCI also has been established in order to codify, modify and adopt a code for fair advertisement, and that such code is modified from time-to-time.

Another objective includes to provide for a Consumer Complaints Council to entertain claims against advertisements in violation of the set standards and practices.

The Consumer Complaints Council

The Consumer Complaints Council is the body responsible for examining and investigating complaints from consumers and the public at large in relation to any contravention of the Code of Conduct of the News Broadcasting Associations and advertisement ethics. It also makes recommendations as to actions to be taken against such contravention.

The members of the Consumer Complaints Council are appointed by the Board of Governors. There are 21 members of which 12 are appointed from the civil society and 9 from professional advertisers. Usually, complaints are decided within 4 to 6 weeks.

In case no reply is received from the advertiser, the Consumer Complaints Council can pass an ex-parte decision, and can ask the wrongdoer-advertiser to modify or even to remove the false and misleading advertisement.

Jurisdiction of the ASCI

While there are no statutory provisions on the same, the jurisdiction of the ASCI has been discussed at length by the judiciary. For example, in the case of *Procter and Gamble Home Products v. Hindustan Unilever Ltd.*, the High Court of Delhi held that the ASCI is a self-regulatory body, but it cannot adjudicate upon any disputes or award any damages. The complaint committee of the ASCI is only for self-regulation. In case any complaint is found to be of merit by the ASCI, it can only recommend steps to be taken or changes to be made by the advertiser but it cannot grant any other relief to the complainant. In other words, the ASCI does not stand at the same footing as a civil court, which is empowered to adjudicate disputes and award damages, and that it can only complement, and not usurp, the power of civil courts.

d. What are the advert advantages of DAGMAR approach?

DAGMAR is a marketing expression that stands for “**D**efining **A**dvertising **G**oals for **M**easured **A**dvertising **R**esults”. It is a marketing tool to compute the results of an advertising campaign. DAGMAR attempts to guide customers through ACCA model. According to this approach, every purchase encounters four steps; Awareness, Comprehension, Conviction, and Action. DAGMAR method is an established technique of creating effective advertising. **DAGMAR** is an advertising model proposed by Russell Colley in 1961. Russell Colley advocated that effective advertising seeks to communicate rather than to sell. Advertisers discover whether their message conveyed enough

information and understanding of a product to their consumers and also its respective benefits from clear objectives.

1. AWARENESS

- Awareness of the existence of a product or a service is needful before the purchase behaviour is expected. The fundamental task of advertising activity is to improve the consumer awareness of the product.
- Once the consumer awareness has been provided to the target audience, it should not be forsaken. The target audience tends to get distracted by other competing messages if they are ignored.
- Awareness has to be created, developed, refined and maintained according to the characteristics of the market and the scenario of the organization at any given point of time.
- The objective is to create awareness about the product amongst the target audience.

2. COMPREHENSION

- Awareness on its own is not sufficient to stimulate a purchase. Information and understanding about the product and the organisation are essential. This can be achieved by providing information about the brand features.
- Example: In an attempt to persuade people to budge for a new toothpaste brand, it may be necessary to compare the product with other toothpaste brands, and provide an additional usage benefit, such as more effective than other toothpaste because it contains salt or that this particular toothpaste is a vegetarian toothpaste, which will, in turn, attract more customers.
- The objective is to provide all the information about the product.

3. CONVICTION

- Conviction is the next step where the customer evaluates different products and plans to buy the product. At this stage, a sense of conviction is established, and by creating interests and preferences, customers are convinced that a certain product should be tried at the next purchase.
- At this step, the job of the advertising activity is to mould the audience's beliefs and persuade them to buy it. This is often achieved through messages that convey the superiority of the products over the others by flaunting the rewards or incentives for using the product.
- Example: Thumbs up featured the incentive of social acceptance as "grown up". It implied that those who preferred other soft drinks were kids.
- The objective is to create a positive mental disposition to buy a product.

4. ACTION

- This is the final step which involves the final purchase of the product. The objective is to motivate the customer to buy the product.

OBJECTIVES OF DAGMAR APPROACH

- Persuade a prospect to visit the showroom.
- Growth in market share.
- Improve sales turnover.
- Perform complete selling function.
- Advertise a special reason to buy.
- Stimulate impulse sales.
- Remind people to buy.
- Create awareness about the product and brand existence.
- Create favourable emotional disposition towards the product.
- Impart information regarding benefits and distinctive features of the product.
- Combat and offset competitive claims.
- Correct false impressions, wrong information and other hindrances to sales.
- Aid sales force with sales promotion and selling activities and boost their morale.

- Establish brand recognition and acceptance.

3.a. Write about the planning process of Advertisement.

The following are the **steps involved in the process of advertising**:

1. **Step 1 - Briefing:** The advertiser needs to brief about the product or the service which has to be advertised and doing the SWOT analysis of the company and the product.
2. **Step 2 - Knowing the Objective:** One should first know the objective or the purpose of advertising. i.e. what message is to be delivered to the audience?
3. **Step 3 - Research:** This step involves finding out the market behavior, knowing the competitors, what type of advertising they are using, what is the response of the consumers, availability of the resources needed in the process, etc.
4. **Step 4 - Target Audience:** The next step is to identify the target consumers most likely to buy the product. The target should be appropriately identified without any confusion. For e.g. if the product is a health drink for growing kids, then the target customers will be the parents who are going to buy it and not the kids who are going to drink it.
5. **Step 5 - Media Selection:** Now that the target audience is identified, one should select an appropriate media for advertising so that the customers who are to be informed about the product and are willing to buy are successfully reached.
6. **Step 6 - Setting the Budget:** Then the advertising budget has to be planned so that there is no short of funds or excess of funds during the process of advertising and also there are no losses to the company.
7. **Step 7 - Designing and Creating the Ad:** First the design that is the outline of ad on papers is made by the copywriters of the agency, then the actual creation of ad is done with help of the art directors and the creative personnel of the agency.
8. **Step 8 - Perfection:** Then the created ad is re-examined and the ad is redefined to make it perfect to enter the market.
9. **Step 9 - Place and Time of Ad:** The next step is to decide where and when the ad will be shown. The place will be decided according to the target customers where the ad is most visible clearly to them. The finalization of time on which the ad will be telecasted or shown on the selected media will be done by the traffic department of the agency.
10. **Step 10 - Execution:** Finally the advertise is released with perfect creation, perfect placement and perfect timing in the market.

b. What is Creative Advertising? Write about the role of Creativity in Advertising.

creative advertising is an art form that goes beyond the traditional boundaries of advertising. It is the process of developing and executing unique, original, and imaginative concepts in marketing campaigns. Unlike conventional advertisements that simply inform or persuade, creative advertising aims to captivate and inspire. It employs innovative ideas, unconventional approaches, and compelling visuals or messages to engage the audience on a deeper level.

Creative advertising breaks through the clutter by presenting information in a unique way. It uses storytelling techniques, humor, metaphors, or thought-provoking imagery to evoke emotions, spark

curiosity, and leave a lasting impression. Creative advertising creates a connection between the brand and the consumer by tapping into the audience's desires, aspirations, or values.

Role of Creativity in Advertising

The role of creativity in advertising is multifaceted and crucial for the success of marketing campaigns. Here are some key roles that creativity plays in advertising:

Captivating Attention and Generating Interest

One of the primary roles of creativity in advertising is to captivate attention and generate interest among the target audience. Advertising must cut through the clutter as customers are inundated with more information. Creative elements such as captivating visuals, catchy slogans, or intriguing narratives can help advertisements stand out and grab the viewers' attention. Creative advertising lets consumers learn more about the brand or product by piquing their curiosity.

Differentiating the Brand and Establishing Identity

Creativity in advertising plays a crucial role in differentiating a brand from its competitors and establishing a unique identity. Developing a distinctive brand personality is vital in a crowded marketplace where numerous brands offer similar products or services. Creative advertising allows brands to showcase their unique values, characteristics, and selling propositions. Using innovative approaches, creative advertisements help brands discover their niche and stand out.

Emotional Connections and Building Relationships

Creativity in advertising enables brands to forge emotional connections with their audience, ultimately building long-lasting relationships. Emotional appeal is a powerful tool that can evoke positive feelings, empathy, or nostalgia, creating a deep bond between the brand and the consumers. By employing creative storytelling techniques, relatable characters, or touching narratives, advertisements can tap into the audience's emotions, leading to stronger brand loyalty and increased customer engagement.

Conveying Messages Effectively

The role of creativity in advertising extends to effectively conveying messages to the target audience. Creativity allows advertisers to communicate complex ideas or information concisely and memorably. By utilizing creative elements such as humor, metaphors, or visual storytelling, advertisements can simplify messages and make them more relatable and understandable for consumers. Creative advertising helps make a lasting impression and ensures that the brand's message is easily retained in consumers' minds.

Driving Action and Achieving Results

The ultimate goal of advertising is to drive action and achieve tangible results. Creativity plays a vital role in motivating consumers to take the desired actions, such as making a purchase, signing up for a service, or visiting a store. Creative advertisements have the power to influence consumer behavior by appealing to their desires, aspirations, or needs. Creative advertising can drive conversions and deliver business outcomes by incorporating persuasive calls to action, unique offers, or compelling incentives.

c. What is Advertising Appeal? Write about the Importance of Advertising Appeal.

Advertising Appeal is the strategy used to attract attention from the customers to trigger a response in connection with the product or service being advertised which can lead to an action such as purchase or inquiry. Advertising is a form of non-personal communication about a product, service, organization, or idea by an identified sponsor. At the core lies advertising appeal which is used to attract the attention of the consumers, effectively influence their feelings and change their attitude in favor of the advertised product/service.

It is the connect that consumers feel with the ad. Creating such an appeal encompasses understanding what the consumers want or need and what excites them. As a basis for advertising messages, several different appeals can be used.

Importance of Advertising Appeal

Advertising Appeal is an important aspect of a campaign. Without appeal a customer may not connect with the brand or the product. The decision of buying a product or a service is a complex one and it becomes even more relevant when there are a lot of competitors. A customer needs to understand the message very clearly through the promotional campaigns. Advertising appeal helps in delivering that messaging in a way through which customer not only understands the message but also responds to it. The action can be a purchase of the product or may be research about the product.

Through a proper appeal, even if the product gets added into the consideration set of the the potential customers, it is a win.

Types of advertising appeal

Some of the most common advertising appeals include:

1. Favorable Price Appeal

The offer price dominates the message. This is used extensively during sales promotions e.g. end of season sales, special offers, everyday low process. McDonald's Happy Price Menu campaign is designed around this appeal.

2. Feature Appeal

The major traits or attributes of the product/service dominates the message. Such ads tend to be highly informative and try to build a favorable attitude for the attributes to trigger a rational purchase.

L'oreal's Total Repair ad campaign featuring Aishwarya Rai talks about the product's effectiveness against 5 hair problems.

3. Competitive advantage appeal

Ads featuring this appeal directly or indirectly include competitor's product/service and compare specific attributes.

4. News appeal

Announcement or news about the product/service dominates the ad's message. Many educational institutes use this to position themselves as leaders in the market.

6. Emotional appeals

Although this category includes many different feelings and needs on a personal level (safety, security, love, affection, joy, nostalgia, pride, achievement, pleasure, sorrow, self-esteem, actualization etc.) and social level (recognition, status, respect, rejection, approval etc.), the two common ones include:

a. Fear Appeal

This is where an element of fear is part of the appeal and influences the customers to understand the benefits

b. Humor Appeal

Humorous ads are often the best remembered as they can hold consumers' attention and put them in a positive disposition towards the product.

7. Brand/Status Appeal

This is the appeal where the customers associate a particular status value with the product. BMW or Mercedes as cars have become status symbols across the globe because of their brand appeal.

Example of Advertising Appeal

Apple as a brand has become a status symbol in the society. An apple smartphone is sought after in various countries. Whenever a new model of iPhone is launched, people aspire to buy it. Many who buy it feel a

sense of achievement. Same is true for other major smartphone flagship brands. This is an example of brand appeal.

Many causes have emotional appeal. There are many examples where the campaign an inspirational story of someone who has overcome hardships to achieve certain milestones. This appeals a lot of people at emotional level and motivates them.

OR

c. What is Copywriting? What are the elements of Copywriting/

A copywriter is a professional who specializes in writing persuasive sales copy for product sales pages, landing pages, email opt-ins, social media posts, and just about anything that requires a customer to take action.

Copywriters are obviously writers by trade. That's the primary part of their job. But they also must possess specialized copywriting skills and search engine optimization experience so they can write persuasively.

Many experienced copywriters have a background in creative writing studied the psychology of buyers so they know what buttons to push in their language. They also understand your products in detail so they can highlight the right benefits to the right potential buyers.

You can find plenty of copywriters online. A simple Google search will provide results. There are also many freelance work sites that feature copywriters, along with other marketing professionals.

When interviewing full-time or freelance copywriters, be sure to review examples of their work, especially if they have examples in your industry.

ou may have heard the term "content marketing," which is another form of professional writing. While content marketing and copywriting are similar, they are not the same.

As we've discussed, copywriting is persuasive in nature. It is meant to persuade a person to take action. Good copywriting convinces a person to buy the product or join the email list or make some other decision that moves them along the buying journey.

Content marketing is informational for the reader while being optimized for search engines. Blog posts, infographics, and white papers educate and inform the target audience so they may move closer to making a buying decision. High-quality content marketing can also enhance the knowledge and authority of the business so it has more credibility with potential buyers.

Assume you own an air conditioning company. An example of content marketing could be a blog post that educates readers on why it is important to regularly change their air filter. It educates your readers, provides them with free information, and makes you look reputable and knowledgeable.

A landing page where the customer can sign up for a discounted spring air conditioner tuneup would be an example of copywriting. You're trying to convince the reader to take action (action words always help). There's a persuasive element that must compel the buyer to register for the service.

Both types of writing are important, and both can influence your sales. However, content marketing and copywriting are two very different types of writing.

How important are copywriting strategies to business outcomes? Copywriting is important for a few reasons. One is that it can have a tangible, substantial impact on your sales and thus your business's success.

If effective copywriting increases conversions by even just 1%, that can be enough to make or break a business depending on the volume of visitors and the price of your product.

The other critical part of writing copy is that it represents your brand to buyers---either through a social media post, website or email marketing.

Whether or not they take action, website visitors will walk away from the experience with a perception of you and your company. The copy on your landing page is your opportunity to convey who you are and establish your identity.

Should your copy be professional and serious? Maybe it should be fun and quirky? Maybe a sarcastic tone is appropriate?

There's no right or wrong answer on voice and tone in copywriting but once you choose a writing style---stick to it . It depends on who you are as a business, and then it's up to the copywriter to capture that tone.

7 elements of great copywriting strategies

What makes for great copy? There are a lot of different elements that could be on that list, but below are seven common elements you'll find in effective copywriting:

Grammatically correct language

Copywriting doesn't have to be 100% perfect grammar. It's not like the English papers you had to write in college, where grammar errors are never acceptable.

Compelling headline

The most important element of any type of copywriting is the lead or the headline. You only have a few seconds to capture a reader's attention.

Emotionally connective writing

The landing page copy has to connect with the reader. The language itself doesn't have to be emotional, but it has to speak to the emotion that would lead the buyer to move forward.

Focus on benefits, not features

Along those same lines, the copy shouldn't focus on the features of the product but rather on the benefits the website visitor will receive from those features.

Instead of writing about the technicalities of a car's design, a car company could instead focus on how smooth and quiet the ride will be. Write about the customer's experience in using the product, not your experience in designing or building the product.

Direct, clear language

Brevity is your friend. Don't write long, chunky paragraphs that are tough to get through. Write compelling copy that is scalable with clear, simple language that is easy and quick to comprehend. Again, you're not in your college English class when you're writing sales copy.

A strong call to action

The goal of writing copy is to get the reader to take action on your landing page. Thus, the copy should have a "call-to-action" or CTA. This could be a button to buy a product or a form to submit an email address. Whatever it is, the CTA should have strong, direct language that persuades the reader to take action.

Target audience specific

Finally, it should be clear that the offer is meant for that specific reader or target audience. Share how people just like them have benefited from the product. In our air conditioning example, they may talk about how homeowners in that neighborhood have benefited from the service or how business owners in that area have saved money.

d. What is a Slogan? Explain the types of Slogans.

What is slogan but the core concept of your brand. A slogan definition would be, "A catchphrase representing a product and a company, communicating the key message you want consumers to associate with your brand."

Here are ten tips to keep in mind when creating a slogan:

1. Understand the heart of your brand

Your slogan is an extension of your new business—its values, vision, and purposes. It works hand-in-hand with all your other branding elements to create a lasting impression on customers.

When you develop a slogan, make it a short and memorable motto that shows what your brand stands for and what people can get from it.

2. Know what makes you special

What makes your business unique? How is it different from the competition? You must know your unique selling point to create an effective slogan. Once you do, you may repeat the saying in flyers, brochures, or basically any marketing communication.

Instill in customers' minds that there is no business like yours, and achieve that with a memorable and impactful slogan.

3. Tell a story

Compressing your brand's story into a few words can be challenging. It's not easy to do, but if you can create a slogan that captures the essence of your brand's story or the story of your customers, it could pay dividends.

3. Know your target market

You can have the best slogan for business, but it won't make a difference if it does not resonate with and reach your target audience. Ideally, your customers should feel like you are talking to them directly.

Take the Dunkin Donuts slogan as an example. The slogan is, "America Runs on Dunkin'" and it perfectly encapsulates how the brand understands its target audience, instantly appealing to them with an honorable mention.

Regardless of the industry, a great slogan helps you stand out from the crowd and attract the right audience. A good rule of thumb is to keep it short and straightforward—remember what you aim to accomplish with it.

4. Keep it simple

What makes business slogans difficult to create is having to tell an entire brand story using a few words. This is why you must keep them extremely simple and use everyday words and phrases that your users can easily recognize.

5. Make it classic and timeless

Your slogan is a success once it stands the test of time. However, there is no way of knowing that now. To ensure its timelessness, try to create one that will remain relevant for years to come. Avoid phrases or words stuck in a temporary trend that nobody will understand ten years from now.

6. Make it catchy

Effective business slogans are naturally catchy from the moment people hear or see them for the first time. For example, one of the best slogans in history is Nike's "Just Do It." It rolls off the tongue naturally. It is short, but it is impactful.

Remember, less is more. But less with a strong message is the best.

7. Keep it consistent with your brand voice

Are you humorous, formal, abstract, sophisticated? Make sure your slogan is aligned with your brand voice to establish consistency. A specific tone will help your branding stay consistent and speak effectively to your target audience.

8. Ensure it can stand alone

Is your brand slogan good enough to survive the test of time? One of the many questions when deciding how to make a slogan effective is to check if it can stand on its own. This means that it should be clear and easy to understand enough to get your message across even without your logo.

Brands choose slogans that are part of regular speech so that their brand name becomes synonymous with the phrase, even when the speaker doesn't intentionally refer to the brand.

9. Express your commitment

What is slogan if not a powerful way to convey how committed you are to delivering a great customer experience? Not every brand can benefit from a commitment-based slogan.

So how to make a slogan that commits and delivers? An example could be Disneyland's "The Happiest Place On Earth." The brand takes this commitment so seriously that they ensure that every attraction within the park creates a happy experience and memories that stay with visitors long after visiting the park.

10. Keep it positive

Your slogan must inspire something positive. It must make your customers associate your brand with an enjoyable experience. It can be a promise or a compliment. Some business slogans even shine a ray of hope for consumers, which makes a purchase more likely.

e. What are the Principals of Design?

The principles of design are the rules a designer must follow to create an effective and attractive composition. The fundamental principles of design are: Emphasis, Balance and Alignment, Contrast, Repetition, Proportion, Movement and White Space. Design differs from art in that it has to have a purpose. Visually, this functionality is interpreted by making sure an image has a center of attention, a point of focus. Maybe you're thinking, 'But wait! I thought design was all about creativity?' If you're an entrepreneur or designer who's just starting out, you might be tempted to go wild and combine the first five typefaces and colors that catch your eye, believing you're creating something fresh and new. You will probably find yourself with a design that is muddled, unfinished, or well, just plain ugly.

Graphic design, like any discipline, adheres to strict rules that work beneath the surface to make the work stable and balanced. If the design is missing that balance, it will be weak and ineffective.

Learn more about the 7 basic principles of design by watching the video below or reading the rest of the article. Either way, knowing these principles and how to use them will make your next project stand out.

1.

1. Emphasis
2. Balance and alignment
3. Contrast
4. Repetition
5. Proportion
6. Movement
7. White space

4.a. explain the types of advertising media.

Nine types of advertising media available to an advertiser are: (1) direct mail (2) newspapers and magazines (3) radio advertising (4) television advertising (5) film advertising (6) outdoor advertising (7) window display (8) fairs and exhibition and (9) specially advertising!

(1) Direct Mail:

This is one of the oldest types of advertising media. Under this method message is sent to the prospective buyers by post. A mailing list is prepared for this purpose. Circular letters, folders, calendars, booklets and catalogues are sent under this type of advertising. In the sales letter an appeal is made to the buyers separately.

It contains detailed information with regard to the product. The main aim of these letters is to create the reader's interest in the product. The letter should be attractive, interesting and convincing. Booklets and catalogues contain information regarding detailed description and prices of different varieties of products.

This method is very effective as it establishes direct contact with the consumer and also maintains secrecy in advertising. Detailed information with regard to the product can be sent to the buyers. The letters and circulars contain personal appeals which are greatly helpful in arousing their interest in the products. This method can be effectively undertaken in case the manufacturers are selling directly to the consumers.

Direct mail advertising suffers from certain drawbacks also. It has limited access i.e. a small number of buyers can be covered. There are practical difficulties in preparing and maintaining up-to-date mailing list. This is also not suitable for every type of product.

(2) Newspapers and Magazines:

These are the important forms of press advertising, newspapers are the most effective and powerful medium of advertising. Newspapers contain valuable information with regard to different current events. It may be referred to as 'a store house of information'. There are daily, bi-weekly and weekly newspapers. Newspapers have widest circulation and read by many people. The newspapers may be local, provincial or national.

There is a separate advertisement department in every newspaper which classifies and designs different advertisements in the paper. Before selecting a newspaper the advertiser should take into consideration various factors viz., coverage of the newspaper, the class of customers and the cost of advertising etc.

The newspapers offer widest circulation and have universal appeal. The cost of advertising is lesser as compared to other media. The newspapers have more repetitive value and are very helpful in introducing a new product. These are suitable for all types of goods having wider markets.

A high degree of flexibility is ensured by newspapers i.e., the advertisement campaign can be undertaken and stopped quickly. Advertisements are the main source of revenue to the publishers. The most important benefit derived from the newspapers is that the advertiser's message can be conveyed to the readers quickly.

Besides newspapers suffer from certain drawbacks also. They have shorter life and are not suitable for illiterate people. Most of the people read the papers casually especially in the morning hours when they are in a hurry to join their respective jobs.

Secrecy cannot be maintained in this type of advertising. Another drawback of newspaper advertising is that they are in black and white prints. Coloured advertisements are not covered, which are more appealing and attractive.

Magazines:

Magazines or periodicals are other important media of communication. Magazines may be released weekly, monthly, quarterly, bi-annual or annual. These are read with more interest by the readers as compared to newspapers. Advertisements given in magazines are more descriptive and attractive. They are usually in coloured form which depicts the product nicely and gives lasting impression to the reader.

(3) Radio Advertising:

Radio advertising is very popular these days. The advertisements are broadcasted from different stations of All India Radio. Radio advertising can be explained as “word of mouth advertising on a wholesale scale”. The advertising messages can be in different regional languages.

4) Television Advertising:

This is the latest and the fast developing medium of advertising and is getting increased popularity these days. It is more effective as compared to radio as it has the advantages of sound and sight. On account of pictorial presentation, it is more effective and impressive and leaves ever lasting impression on the mind of the viewer.

(5) Film Advertising:

This is also known as cinema advertising. This also provides sight and hearing facilities like television. Short advertisement films are not prepared by big business houses which are sent to different cinema houses to be shown to the audience before the regular shows or during the intermission. It has more repetitive value but not to the same viewers. Its coverage is limited which benefits the local population only.

(6) Outdoor Advertising:

This type of advertising include different media like posters, placards, electric displays or neon signs, sandwichmen, sky writing, bus, train and tram advertising. This is also known as ‘Mural advertising’. The main aim of outdoor advertising is to catch the attention of passerby within twinkling of an eye.

(7) Window Display:

It is a common method which is usually undertaken by retailers who display their products in the shop windows in order to attract the customers. This is also known as exterior display.

(8) Fairs and Exhibition:

A trade exhibition or a fair is organised on extensive scale which is attended by different manufacturers and traders along with their products to be sold to the large number of people who visit the exhibition. The exhibition may be either organised on local, provincial or international basis. The examples of some of the international exhibitions are EXPO 70 of JAPAN, ASIA 72 and recent trade fair at Delhi every year.

9) Specially Advertising:

Most of the business houses in order to increase their sales, advertise their products, give free gifts like diaries, purses, paper weights and calendars to the customers. The name of the firm or the dealer is inscribed on the articles presented.

b. What are the advertising media available in India?

The types and classification of advertising media can be grouped under:-

1. Print Media (Newspapers, Magazines, Brochures, and Catalogues) 2. Electronic and New Media (Television, Radio and Internet) 3. Outdoor Media (Billboards, Posters, Wall Paintings, Tradeshow, and Transit Media) 4. Covert Advertisements (Movies/Television Shows).

Some of the types of advertising media are:-

1. Newspapers 2. Magazines and Trade Journals 3. Radio 4. Television 5. Film Advertising 6. Outdoor Advertising 7. Transit Advertising 8. Direct Mail Advertising 9. Advertising Specialties or Gift Advertising 10. Window Display 11. Internet 12. E-Mail.

Additionally, learn about the merits and demerits of advertising media.

1. Newspapers:

Of all the sources of media, the newspaper was considered to be the backbone of the advertising programme and it remains the most powerful message carrier even today.

Merits:

- i. It can give wide coverage.
- ii. Public response is quicker.
- iii. It ensures regularity and frequency.
- iv. Advertisements can be inserted or changed quickly, and
- v. It is economical.

Demerits:

- i. It has the shortest life.
- ii. There is a possibility of wastage in circulation, because it is not restricted to certain groups of readers, and
- iii. People read newspapers mainly for news and take only a casual glance at the advertisements. So, it may not serve the purpose.

2. Magazines and Trade Journals:

This is one of the oldest media of advertising. Magazines can be special and general. If it is a special magazine, it will appeal to specific classes of consumers. For example- an advertisement of a computer in Computers Today.

Merits:

- i. Magazines have a longer life than newspapers.
- ii. Magazines enjoy national circulation, and
- iii. The high quality printing gives greater appeal and offers a more stable impact on the mind.

Demerits:

- i. It is costlier than newspaper advertising.
- ii. As magazines are published weekly, fortnightly, monthly, quarterly etc., the advertisers cannot communicate their messages as frequently as in other media, like newspapers, radio, television, films, etc.

3. Radio Advertisements:

This media can even appeal to illiterate people. The advertisements can be repeated in different programmes to communicate with different types of people. For example- announcements in between movie songs are popular.

Merits:

- i. This media is economical.
- ii. A person can listen to the radio, regardless of his or her activities and so the potential audience of radio is much larger as compared to other media.

Demerits:

- i. Radio visualizes only through words, music and sound effects. The products that need visual display or demonstration cannot be advertised through this medium.
- ii. This media has low memory value, because people remember the things that they see longer than things that they hear.
- iii. Repeated messages are boring, and
- iv. Radio advertisements have a very short life and may be missed by many listeners.

4. Television Advertisements:

In India, television was first commissioned in 1959 and commercial telecasting started only in 1976 and colour transmission in 1982. This is a specialised media as it provides a scientific synchronization of sound, light, motion, colour and immediacy that no other medium does, except film.

Merits:

- i. This medium is an ideal medium to show products, its uses and the products can also be demonstrated.
- ii. The television presents things and events as they happen and so advertisements are more creative and persuasive.
- iii. Message and geographical selectivity is possible.

Demerits:

- i. It is costlier and so this medium is out of the reach of small and medium sized units.
- ii. Commercial messages have the shortest life span.

5. Film Advertising:

Business units prepare short films or slides, which are shown before the start of regular movie shows or during the intermission. Along with the film there is a running commentary on the features, uses and superiority of the product.

Merits:

- i. The advertising message lasts longer through this media, product demonstration is explicitly done, impressive and easily convincing. Moreover, it has a dramatic impact on viewers.
- ii. The cinema audience consists of all segments of the society and so it affords a high degree of selection and flexibility. Moreover, the advertiser has the advantage of selecting the audience by place, to meet its differing needs.
- iii. This medium has the special feature of mass publicity, because a theatre can accommodate 300 to 400 persons per show.
- iv. Film advertising cuts across the barriers of literacy and language and reaches the audience faster. So, the message exposed is not wasted.
- v. Magazines and newspapers may not be appealing to the rural population, but films are a reliable medium there.

Demerits:

- i. This advertising is costly and the message is usually ignored by people, because before the start of the film or during the interval when the advertisement is shown, only a few people are present in the theatre.
- ii. Film advertising is costly and so only a few firms can use this medium. Moreover, it lacks flexibility and timeliness and its effectiveness cannot be measured.

6. Outdoor Advertising:

This is also known as position or indirect advertising. This media reaches people when they are out doors, or travelling and not when they are at home or office. Here, the advertising message is not delivered to the audience, like in print and broadcast media, but is placed in strategic locations, where it is exposed to the audience on the move.

This media catches the attention of people within a split second. Its effectiveness can be seen from the fact that 97 per cent of the total adult population moves out doors every day. Posters, painted displays, electrical signs, travelling displays and sky-writing are popular media of outdoor advertising.

Merits:

- i. This medium maintains continued appeal for a longer period of time and is open to all classes of society without any expenditure on their part. Through frequency and repetition, it can achieve penetration.
- ii. This medium has greater flexibility with regard to area, time and individual requirements. It possesses geographical flexibility, permitting the promotion of products in defined areas or markets, and
- iii. Outdoor advertising has a variety of media vehicles to carry the message. Buying space is not really difficult, because there is a continuous growth in cities, highways, vehicles and traffic that provides inbuilt additional space.

Demerits:

- i. Outdoor advertising only serves as only reminder. It reminds the viewers of the value of the goods and services so advertised. The message cannot be long, as there is limited space, a moving audience and changing market conditions. It can therefore act best as a supplementary media. The brevity of the message makes this medium unsuitable for introduction of new products or services, thus limiting its use as a supplementary medium.

ii. It is impossible to measure the results of outdoor media advertising, unlike in press, broadcast and telecast, where one can speak of readership, listenership and viewership in exact terms and which helps in expressing the impact of advertising on the audience. The basic reason is that the audience pays for these mediums but in the case of outdoor media, there is no special expenditure involved. Therefore, no advertiser can say with certainty that his poster or a sign board or sky-writing has been seen or read by a fixed number of people in precise terms.

7. Transit Advertising:

These are also known as travelling displays. It stands for all types of advertising signs or displays used in trains, buses, cars, autos, trucks and other such transportation vehicles, and the terminals or stations from which they operate.

Merits:

- i. It is economical and can cover a wide geographical area.
- ii. This medium can reach pedestrians and travellers and so has a high readership ability.

Demerit:

Smallness in size and the problem of space availability are the limitations of this medium.

8. Direct Mail Advertising:

This is the advertising medium wherein the advertiser sends messages directly to target customers by mail. The message may be mailed in a variety of forms, say, letters, circulars, email, catalogues, folders, brochures, etc., which may be informatics, persuasive and act as reminders.

Merits:

- i. It is economical and the most personal and selective media. It reaches only prospective customers and has the minimum amount of waste in circulation.
- ii. The advertisement copy can be very flexible and can provide detailed information about the product or service, creating a lasting expression. Its effectiveness is measurable and it has the maximum personal appeal.

Demerits:

- i. The message has to be brief and cannot be confidential. So, it may not turn out to be attractive as expected.
- ii. It is difficult to prepare an up-to two words mailing list, as continuous changes are required. So, business firms are now issuing private journals, to inform customers about the new arrivals periodically. For example- Food World has its private journal the "Food Worlder".
- iii. This medium has only limited coverage and is useful for advertising to a small and known group of people.

9. Advertising Specialties or Gift Advertising:

This is a medium that employs the use of useful articles, known as advertising specialties or gift novelties which are imprinted with the name, address and the sales message of the advertiser. For example- pens, key chains, diaries, ash trays, bottle openers, memo-pads, folders, etc.

These items act as gifts, when distributed to the selected audience free of cost or obligation. The advertiser hopes strongly that the recipient is likely to be influenced favourably to buy in future, as he is reminded of the company every time he or she looks at the gift.

Merit:

It has a reminder value.

Demerit:

It works out much costlier than other mediums and accommodates only limited information with very limited circulation.

10. Window Display:

The dictionary meaning of the word 'display' is, "arranging something for view". Therefore, display advertising is the systematic arrangement of samples of saleable products, to catch the imagination and

attention of people. Every retailer puts certain selected products in glass windows, in attractive styles in front of the shop.

Similarly, manufacturers and wholesalers maintain big showrooms in main markets, to advertise their products and to attend to the queries of prospective buyers. This is an on-the spot method of advertising, acts as a silent salesman and promotes impulsive buying. The success of this medium depends on the factors of suitable location easy accessibility, accommodation, working staff and the testimonials of satisfied customers.

11. Internet:

Advertising on the internet is quite popular these days, for worldwide publicity.

c. What is print media and explain its merits and demerits?

Print media refers to traditional forms of media, such as newspapers, magazines, and books, that are printed on paper.

Advantages of Print Media

1. **Tangibility** – One of the main advantages of print media is its tangibility. You can hold a book or newspaper in your hand, feel the pages, and flip through them at your own pace. This physical experience can be enjoyable and can make reading more engaging and memorable.
2. **Credibility** – Print media is often viewed as more credible than digital media. This is because print publications have a long history of established credibility and are held to high journalistic standards. Additionally, print media can be more thoroughly fact-checked and edited than digital media.
3. **Longevity** – Another advantage of print media is its longevity. Once a print publication is produced, it can be archived and preserved for years or even centuries. This means that print media can serve as a historical record of events and ideas, and can be studied and appreciated for generations to come.
4. **Advertising Opportunities** – Print media also offers unique opportunities for advertising. Unlike digital ads that can be easily ignored or blocked, print ads are often more visually striking and can be placed in highly visible locations within a publication. This can make them more effective at reaching and engaging a target audience.
5. **Less Screen Time** – Finally, print media can be a welcome break from the constant barrage of screen time in our modern lives. Reading a physical book or newspaper can be a relaxing and enjoyable way to disconnect from technology and engage with the world around us.

Disadvantages of Print Media

1. **Limited Accessibility** – One of the main disadvantages of print media is its limited accessibility. Print publications require physical distribution and can be expensive to produce and distribute. This can limit their availability, especially in areas with limited resources or infrastructure.
2. **Environmental Impact** – Another disadvantage of print media is its environmental impact. The production and distribution of print publications require significant amounts of resources such as paper, ink, and energy. This can contribute to deforestation, pollution, and climate change.
3. **Limited Interactivity** – Print media is also limited in its interactivity. Unlike digital media that can include multimedia elements such as video and audio, print media is static and cannot be easily modified or updated. This can limit its ability to engage and inform readers.
4. **Limited Targeting** – Print media also has limited targeting capabilities. Unlike digital media that can target specific audiences based on demographics and interests, print media is typically distributed broadly to a general audience. This can make it less effective at reaching specific target markets.
5. **Time Sensitivity** – Finally, print media can be time-sensitive. Unlike digital media that can be updated in real-time, print publications have a longer lead time and can become outdated quickly. This can limit their relevance and usefulness to readers.

OR

a. What is Internet media and explain its merits and demerits?

The **Internet** is the most popular and innovative creation within the world of technology is the Internet. The web is the place where all types of data are present and even the communication process is feasible using the web. The planet has now become internet-dependent due to its vast advantages. There may be a check both its advantages and drawbacks.

The Cambridge Dictionary defines the web as an outsized system of connected computers around the world that permits people to share information and communicate with one another. The web is run and governed by various companies, businesses, governments, and academic institutions for his or her purpose. It carries a number of data about almost every subject and has very quickly become an important part of everyone's lives. Over 4.5 billion people everywhere on the planet are internet users currently. Now let us look at the advantages and the disadvantages of the Internet.

Advantages of the Internet

The internet is perhaps one of the best inventions thus far. As anyone can access the computer this made people by stripping away geographical barriers and sharing information instantaneously.

- **Communication Forum:** The speed of communication becomes faster which is obtained through the web. Families and friends can use the internet easily. The platform for products like SKYPE, ZOOM, Teams, etc. allows for holding a video conference with anyone in the world who also has access. It helps in connecting two people present anywhere very easily.
- **Abundant Information:** Anyone can find information on almost any imaginable subject. Plenty of resources are often found through the program in minutes. The Internet helps in providing information on all topics.
- **Inexhaustible Education:** For instance, students can gain readily available help for their homework online. Not only homework but there are also so many platforms that provide online education that helps students to gain knowledge in various domains. It helps in increasing the knowledge of the learner.
- **Entertainment for Everybody:** Most folks love using our laptops, smartphones, and, tablets. The web is the big reason behind us spending such a lot of time on these gadgets. With the ease of the Internet, the entertainment industry has also scaled and it helps in expanding in many ways like OTT platforms and many other platforms, etc.
- **Online Services and E-commerce:** Many services of email, online banking, online shopping, etc are there. Free mail to anyone is definitely accessible all around the world. E-commerce enables one in America to shop for things in Asia, Africa, or other areas of the world through some simple clicks of the mouse.
- **Social Network:** Social networking is the sharing of data with people across the planet. Aside from being an entertainment website, it's many uses. The Internet has given a massive gain in these social networking sites as it connects people who are far away in just a few seconds.
- **Learning:** The web has now become a neighborhood of education. Education like homeschooling is definitely administered using the web. Teachers can upload their teaching videos on the web and nowadays many more platforms have come to teach students because of the accessibility of the Internet.
- **Internet Banking:** Internet Banking is one of the main advantages of the Internet as it helps people nowadays in using banks in a digital way which helps in people not going to banks, not standing in queues in banks, etc. People can use banking services at their fingertips with the help of the Internet.

Disadvantages of the Internet

The Internet's drawbacks can't be overlooked any longer as numerous teenagers are affected by Internet Addiction Disorder, then many ladies became online shopaholics.

- **Internet Addiction Disorder:** Internet addiction is detrimental to not only fitness but also psychological state. Many people suffer from this problem as they are addicted to the Internet and use their devices without thinking about the time they wasted on the device.
- **Cyber Crime:** Cyber Crime can lead by Hacker programs a virus that gets into the pc and ruins valuable data. Users' personal information like name, address, master card, bank details, and other information are often accessed by culprits when used on the web, leading to significant economic loss.
- **Social Alienation:** Time spent online flies fast without consciousness. After getting attracted the user is trapped into the trap, users are trapped by a "net", spending less time with people in the real world. Less interaction and face-to-face communication, actually, may end in a decrease in social abilities.
- **Spam:** Unnecessary emails, advertisements, etc. are sometimes said to be spam because they need the power to hamper the system and make the users face many problems. Heavy use of the Internet leads to so many issues like bank account fraud, internet fraud, etc.
- **Health issues:** Playing games and spending too much time on monitors leads to obesity and an unhealthy lifestyle. It also impacts the eyesight of the person using the device for a long time. It has very serious health issues.
- **Wastage of Time:** The Internet is one of the ways which can lead to the wastage of your time. It happens to almost all of us nowadays, as we start surfing and we continuously start surfing and do not realize how much time wasted. This results in increasing screen time, and this leads to loss of memory power.
- **Virus/Malware:** Use of the Internet can lead to the invitation of viruses to the system and make the system unproductive, it is one of the big disadvantages of using the Internet as your system can hang because of viruses.
- **Affect Focus and Patience:** The Internet can lead to affects individual focus and patience which can lead to distract someone from achieving his/her goals in life and this is one of the disadvantages of the Internet.

b. Define media planning explain its advantages and disadvantages media planning.

Media Planning is the process that advertisers go through before launching advertising campaigns to increase effectiveness. It is a crucial first step to any ad campaign. It is the process by which marketers where, when, and how often they will advertise so that the engagement and ROI (Return on investment) are maximized.

The Forms of media planning

Every business differs concerning what form of media would be profitable to it. The requirement for well-executed media planning is the effective delivery of a message to the targeted audience and positive customer response. Digital media includes all the assets a customer finds on the internet. Some of these are PPC (pay-per-click) ads, banner ads, video ads, etc. Media planners rely on the various forms of digital and traditional media to choose which kind best serves the purpose for different advertisers.

Some forms of these media platforms include:

1. Owned Media

Owned media is any web property that one can control and is unique to one's brand. These include blogs and videos on any website. These kinds of media advertisements are shared on the platform, which the marketer owns. The more owned media a brand has, the more chances it can increase its brand presence in the digital space. These are an extension of one's brand and creates additional avenues for the people to interact with one's brand.

2. Paid Media

In simple words, paid media is marketing one pays for. Paying to promote content helps in gaining more exposure. Several social media platforms offer paid media advertising that can help boost the content and the website. It increases the probability of driving the searches to one's websites. It is a great way to promote content to generate more earned media. It also drives traffic directly to the owned media properties.

3. Earned Media

Earned media is publicity or exposure gained from methods other than paid advertising. Earned media essentially is online word of mouth. It usually consists of mentions, shares, reposts, recommendations, or content picked up by 3rd party sites.

The success of your advertising campaign depends mainly on the media planning process. An effective media planning can result in a significant return on investment, whereas ineffective media planning might result in a poor return on investment and lowered brand image.

Benefits of Media planning

1. Organization

The advertisement campaigns will become more organized from the beginning.

2. Tracking

Tracking and setting goals would become more accessible.

3. Determining the target audience

Planning leads to in-depth research of the audience, which will make targeting the audience more effectively.

4. Conducting analyses to keep up with the competition

In the competitive environment of digital media, planning an advertisement before the campaign would help stay ahead of the peers.

c. What are the main factors influencing advertising media selection?

Factors affecting the selection of advertisement media – every advertising media has a significant and separate role in the promotion of a business and its products and services. It is important to select or choose the right media for advertising, when inappropriate advertising media is selected it directly reduces the chances of achieving advertising objectives or wrong messages are delivered to the target market.

The advertising media such as press, print, audio, radio, visual, display, web, etc. have different roles and can be used as per different necessities as they have unique effectiveness. However, the selection of best advertising media generally depends upon the following factors,

- Natur of product
- Nature of potential market
- Advertising objective
- Availability of budget
- Availability of media
- Type of selling message
- Distribution strategy
- Extent of coverage
- The level of competition

Nature of Product

The nature of the product itself is one of the major factors that affect the selection of advertising media to great extent. The products usually are of two consumers and industrial products.

Nature of Potential Market

The nature of the potential market also determines the choices of the advertising media, demographics of consumer groups such as age group, income level, religion, status, spending habit, literacy level, development areas, etc.

Advertising Objective

The objective of the company and advertising is also an unforgettable factor that affects the selection of advertising media. The objectives of advertising may just inform the people about the product or service, persuade them to buy, to remind them, and so on.

Availability of Budget

Since advertising is any paid form of promotion, it needs a certain amount of budget. If the firm has an adequate amount of budget classified for the advertising – the firm can choose any media or more than one media to promote its products and services.

Availability of Media

In general, all the advertising media in all the markets may not be available. Sometimes, for a marketer, the desired media may not be available in the market, in such a situation, the marketer has to use the media which is available in the market because he has no other choice.

Type of Selling Message

The selection of media is often based on the message that an organization wants to communicate to the target market.

5.a. explain the elements of media strategy.

A media strategy is a plan of action that helps your business reach its target audience and to improve the overall customer conversion rate. The conversion rate is the percentage of people who take the desired action after engaging with your website, or any other form of media that makes a call to action.

Media strategy, as used in the advertising or content delivery industries, is concerned with how messages will be delivered to consumers or niche markets.

These days, everything is in the media. Something that is of public interest is surrounded by questions and responses from the various layers of media. Businesses and companies have departments dedicated to the efficient handling of relations with the press.

They devise methodologies and plans to develop and enhance these relations. These are called media strategies.

Defining and determining these strategies is crucial and extremely important. There is a meticulous analysis of the goals and the profits expected from the media strategies. Then, a proper plan is made to contact the concerned media and supply the necessary information to be published.

There are several layers of the media environment. One needs to understand these layers and then plan the media strategy accordingly.

1. Communication channels

The channels to establish excellent and clear communication with the media houses are significant. They need to provide unambiguous, authentic, and clear information to these media.

2. News cycles

The media are mainly concerned with the news generation. There are various types of news cycles, viz. the daily news like newspapers, 24-hours news like those on TV or blogs on the internet, and the weekly or monthly news in magazines.

3. Popularity and reach of the medium

The effect of your media strategy can be measured by the reputation of your brand or company. If the reach of your news and information is good, the viewership and the readership of your articles are good and so is their impact.

4. Target audience

Here, you need to know what you expect from the media circulation. It would be best if you had a clear idea of whom you want to target. The type of clients you expect determines the media you choose.

b. What are the different types of media market analysis?

Marketing is the industry that focuses on advertising products and services and attracting more customers to businesses. There are many different forms of marketing, with one of the most common being media marketing. Because there are several types of media, media marketing can achieve results by reaching wide audiences through various outlets. In this article, we define media marketing and explore a list of nine types of media marketing that you can use to improve your company's marketing strategies.

Media marketing refers to marketing initiatives that focus on reaching audiences through different types of media outlets. This can include radio stations, television networks and websites found online. Some people refer to media marketing as "new media marketing," as many marketing professionals use new and emerging technologies for their campaigns, like social media platforms and mobile applications. Media marketing campaigns can involve advertisements in the form of social media posts, videos, interactive websites and any effort that promotes a company or its products and services using media.

Types of media marketing

Here are nine different types of media marketing to explore:

Print marketing

Print marketing is a traditional type of marketing that uses printed publications to advertise products and services. Two of the most common outlets that marketing professionals use for print marketing are newspapers and magazines. This is because newspapers and magazines publish content periodically, which can allow for marketing professionals to reach audiences in multiple issues. Newspapers and magazines also typically offer advertising slots at affordable costs. This can be valuable to marketing professionals who want to keep their expenses low.

One specific benefit to advertising in magazines is that magazines typically focus on a specific topic that caters to a certain demographic, so marketing professionals can place their advertisements in a magazine related to the company or product they're promoting.

Radio marketing

Radio marketing is a form of broadcast marketing that shares advertisements over the radio. Due to the number of radio stations in different genres and locations, radio marketing can effectively reach various audiences and demographics by playing advertisements on multiple stations. Radio advertisements also typically have low costs, which can help marketing professionals by allowing them to run more advertisements than they might be able to if the slots were more expensive.

Television marketing

Television marketing is another type of broadcast marketing that gives companies the opportunity to promote their products during television broadcasts. This might include commercial breaks during television shows or films, segments on news broadcasts or product placement in television or film projects.

Television marketing is often attractive to marketing professionals, as it can have an extensive reach due to the high number of people who watch TV. Advertisements on television also provide the chance to use

visual elements, which can attract more customers by showing them what a product looks like and connecting specific imagery with a company.

Email marketing

Email marketing

is a form of interactive digital marketing that involves sending emails directly to consumers. An email marketing campaign might work by sending informational or promotional emails to existing customers to encourage them to make more purchases with a company. Another email marketing method is to create a newsletter that consumers can subscribe to and receive periodically to learn about company updates or new products. Many marketing professionals take advantage of email marketing due to how cheap and easy it is to use.

Social media marketing

Social media marketing is a form of digital marketing that allows consumers to interact with advertisements and promotions on the internet. There are many different social media platforms, so companies that use social media marketing can run several campaigns at once on various websites. This can help a product or service reach a wider audience, as audience members who do not use one social media platform might have a profile on another.

Social media marketing is also effective because it offers interactive elements on advertisements, such as leaving a comment or sharing a post, which can help companies attract new customers and interact with consumers by answering questions and listening to feedback.

c. Influencing factors of media strategy.

In this competitive world, the challenge is to sustain the position and to make it happen, continuous efforts are required strategically and creatively. Consumers' tastes and preferences keep changing as per time. On the other side, business owners and marketers have a close watch on consumers' tastes and preferences. Therefore, the business owners observe this change and accordingly launch products or services. Marketers and advertisers promote these products and services in such a way that it connects easily and creates a boom in the market and becomes an instant hit. It is all about launching the right product at the right time in the right market and to the right audience. So, let us understand what are the main things that make an ad campaign successful.

1. Develop the right strategy

The right strategy always works well. To mark your presence it is mandatory to promote your product differently. It is important and necessary to study the market and the competitors' study, and only then, you can survive. Your strategy should hit the goal. The strategy includes four Ps i.e. Product, Price, Place, Promotion. If all these four Ps are right, then it becomes easy to get into the competitive world.

2. Implement as per the strategy

Once you have the right strategy on paper, it needs to be implemented exactly what was sound in the meeting room. To make an ad campaign effective, before starting the campaign, some advertisers do a pilot project or you can say a trial and error other than the main targeted area or cities. With this approach, they can come to know the facts and figures, hence they plan accordingly. The other method is A & B testing, a group of people are called and they do copy test with them and see how it works. Therefore, this will help to hit the target.

3. Measure the effectiveness

After running the ad campaign, it is important to measure how the campaign was in terms of return on investment, in terms of revenue generation, in terms of reach, in terms of crowd engagement, in terms of

awareness, in terms of a competitive fight, word of mouth, bookings, registrations, movement in footfalls, walk-ins, etc. Therefore, all these factors are measured to know where the product stands.

4. Choose the right communication partner

At times, a good product may not get the right response as expected by the business owners and the agency. There could be many reasons like not using the right communication medium, not developing the right strategy, inappropriate brand ambassador, poor execution of concepts, wrongly representation of the product, etc. Therefore, it is very important to choose the right agency partner, make sure that they understand the basic need of the product and the envision of the product and the company.

5. Stick with the product philosophy/Vision

Every marketer wants to gain or retain a safe position, and make it so they spend lots and lots of money on advertising. They highly invest in celebrity ambassadors and sometimes it does not work or goes against the product philosophy. Sometimes it is better not to communicate with the consumers/target audience if things are not working well instead of compromising with the product philosophy. Therefore, it is advisable to stick with the product philosophy.

OR

a. Define media language and explain its types.

- **Media language** comprises all those elements which work together in order to create meaning. Unlike in the case of literary language, **text** is only one element in media language (**still images** and **colour schemes** are some other elements of printed media language which create additional meanings to the text, and add denotations and connotations to it, as much as **sounds** and **motion images** are elements of audiovisual media language). The way all these elements are organised determines the **representations** created, and therefore its **meaning**.
- Depending on the nature of the media text (printed media or audiovisual media), these elements in media language will be different. Below you can find two presentations on the elements of both **printed media language** and **audiovisual media language** as well as a revision booklet on the last, which will be useful for your media coursework production and exam revision.
- The concepts of **GENRE** and **NARRATIVE** have been allocated in different sections, due to their extension and complexity, although they should be considered **elements of media language**

GRAPHIC MEDIA LANGUAGE

b. Write about the geographical issues of media.

Environmental awareness means being aware of the natural environment and making choices that benefit the earth, rather than hurt it. Some of the ways to practice environmental awareness include: using safe and non-toxic building supplies, conserving energy and water, recycling, activism, and others.

Environmental awareness is to understand the fragility of our environment and the importance of its protection. Promoting environmental awareness is an easy way to become an environmental steward and participate in creating a brighter future for our children.

I feel that environmental awareness makes us realize the pressing need to take immediate action to stop harming the environment and start restoring the damage we have done to it. Unless there is awareness, there is no action or at least no proper action. And this action must start from the individual level and spread through the people and organizations we know.

Once we have a thorough understanding of the environmental issues such as deforestation, environmental pollution, water crisis, global warming, and climate change, loss of biodiversity, etc. Every one of our actions will come out of a place of concern for our surroundings, out of love for mother nature, out of the willingness to contribute towards sustainable development and make a positive change in the world.

Media and environmental awareness

As far as the environmental issues are concerned, media either as a risk communicator or as a promoter of data, information, and good practices of any kind, should smooth the progress of people to become more environmentally responsible and cultivate environmental awareness. Additionally, media could help people associate reasons and effects, thus to get informed and to reflect upon the given information, in order to understand the origins and the causes of the major environmental problems. Mass Media plays an important role in creating environmental awareness among people.

All the aforementioned could be accomplished by the use of digital media, and especially the Internet. Firstly, the blending of text and multimedia contributes to the presentation and decoding of complicated situations and events, and secondly, the proper choice of internet-based approach could be low cost and “green”. The power of pictures and videos to illustrate captivates or shock, is undoubted, linked to understanding. Via the Internet, people have instant, cost-free, and unlimited access to a great number of environmental documentaries or professional and amateur videos regarding nature and its protection via apposite websites, like www.youtube.com or similar. Blogs, Wikis, Forums and educational portals: such websites, on the one hand, give access to a vast amount of information regarding the planets and their protection, without any consumption of paper and ink, and on the other hand, provide a virtual space of communication and exchanging of information and ideas, without the burden of traveling. Virtual environments and e-museums: which represent an attractive alternative for the enhancement of environmental awareness, as the user has the opportunity to navigate and sometimes interact with the presented environment.

Types of media for environmental awareness

- Radio happens to be the cheapest and easily accessible. The signals and frequencies of radio are covering almost the whole country. Thus it can be used as a significant medium of creating environmental awareness. The latest drive of radio channel FM 93.5 “MOUNT GHAZIPUR” has created awareness among Delhites regarding the hazards of culminating waste on our environment. The weekly half-hour radio magazine Living Planet tells environment stories from around the world, digging deeper into topics that touch our lives every day;
- Television is another very good mode to communicate environmental issues among the society. Certain television channels like Discovery Channel, National Geographic Channel, animal planet Channel broadcast exclusively on endangered species, wild and sea life. Doordarshan Channel is being telecasted all over India and has regular programs on Environment. “Earth Matters” focuses on one special environmental problem. It offers information on the sources, explains the consequences of the problem considered and gives suggestions for the solution by changing individual behavior;
- Print media is a powerful ally in educating the public on environmental matters. Newspapers, journals, magazines, etc. play a key role in providing relevant information with required facts and pictures to the community. Articles and analyses explore the environmental awareness in the common man about environmental problems. Sometimes separate column is there for environmental issues;
- Social Media. Today’s young generation makes ample of use of social media and internet platforms. They have emerged altogether as a new form of media. Facebook, Twitter, WhatsApp are connecting today’s generation. Certain global environmental issues can be discussed on these platforms continuously. Government agencies and industries are also utilising social media as a preferred tool of communication with the mass. Green on Facebook: One Page for Eco Resources, Adopt a Tiger Through the World Wildlife Fund, etc are some facebook pages on environment.

Role of media for environmental awareness

- Provides geographical knowledge – Newspapers, radio, television, and even the internet are providing a comprehensive understanding of geographical knowledge to people. What is happening in the world today, which place has been ignored and the relevant representations made through different forms of media produces deep effects on the people;
- Identification of forces affecting nature – Currently, human beings are building an artificial man made environment by over utilising the natural resources in the name of economic and social development. Media can report and educate people about certain forces and activities that adversely affect our environment;
- Conservation of natural resources -Our primary target is not only controlling the wastage of various sources of energy like oil, gas, coal, etc. the main focus should be on certain relative aspects which serve as a means of environmental protection;
- Dissemination of environmental information – Electronic media and print media are a major medium of spreading information about environment among the population. Media educate people about various environmental concerns and ways to address them;
- Vocational information -Media also helps in providing vocational and professional information to a larger group of the community. Recent programs on guidance about conversion of waste and garbage into compost by households to save environment is an illuminating illustration;
- Spreading awareness and civic responsibility -Media create awareness among people and enlighten them about different problems of society. Media educates people about their roles in changing society through certain events and programs. Helps to know how people can contribute towards environmental protection and sustainability and build healthy environment.

c. How to write a social marketing case study?

A case study is basically a long testimonial or review. Case studies commonly highlight what a business has achieved by using a social media service or strategy, and they illustrate how your company's offerings help clients in a specific situation. Some case studies are written just to examine how a problem was solved or performance was improved from a general perspective. For this guide, we'll be examining case studies that are focused on highlighting a company's own products and services.

Writing an effective case study is all about the prep work. You've got to get all of the questions and set up ready so you can minimize lots of back and forth between you and the client.

1. Prepare your questions

Depending on how the case study will be presented and how familiar you are with the client to be featured, you may want to send some preliminary questions before the interview. It's important to not only get permission from the company to use their logo, quotes and graphs but also to make sure they know they'll be going into a public case study.

Your preliminary questions should cover background information about the company and ask about campaigns they are interested in discussing. Be sure to also identify which of your products and services they used. You can go into the details in the interview.

Once you receive the preliminary answers back, it's time to prepare your questions for the interview. This is where you'll get more information about how they used your products and how they contributed to the campaign's success.

2. Interview

When you conduct your interview, think ahead on how you want it to be done. Whether it's a phone call, video meeting or in-person meeting, you want to make sure it's recorded. You can use tools like Google Meet, Zoom or UberConference to host and record calls (with your client's permission, of course). This ensures that your quotes are accurate and you can play it back in case you miss any information. Tip: test

out your recording device and process before the interview. You don't want to go through the interview only to find out the recording didn't save.

Ask open-ended questions to invite good quotes. You may need to use follow-up questions if the answers are too vague. Here are some examples.

- Explain how you use (your product or service) in general and for the campaign. Please name specific features.
- Describe how the feature helped your campaign achieve success.
- What were the campaign outcomes?
- What did you learn from the campaign?

Since we're focused on creating a social media case study in this case, you can dive more deeply into social strategies and tactics too:

- Tell me about your approach to social media. How has it changed over time, if at all? What role does it play for the organization? How do you use it? What are you hoping to achieve?
- Are there specific social channels you prioritize? If so, why?
- How do you make sure your social efforts are reaching the right audience?
- What specific challenges do organizations like yours face when it comes to social?
- How do you measure the ROI of using social? Are there certain outcomes that prove the value of social for your organization? What metrics are you using to determine how effective social is for you?

As the conversation continues, you can ask more leading questions if you need to to make sure you get quotes that tie these strategic insights directly back to the services, products or strategies your company has delivered to the client to help them achieve success. Here are just a couple of examples.

PART-II

Answer any FIVE of the following questions

5 x 5 = 25M

6. a. explain the objectives of advertising.

Objectives of Advertising

1) Introduce a product

The most common reason Advertising is used is to introduce a new product in the market. This can be done by existing brands as well as new brands. Have a look at the latest iPhone in the market or a Samsung smartphone and you will find a lot of advertisement for these new products. The objective of advertising here is to tell customers – “Here is the new product we have launched”

2) Introduce a brand

There are many startups in the market today and many of them are services. Services are generally marketed as a brand rather than marketing their individual service product. Thus, Uber will market its own brand and introduce that Uber has started servicing customers in a new market. Same goes for Oracle or Accenture – Companies which market their brand and their presence in the market rather than marketing an individual product.

3) Awareness creation

According to the AIDA model, the most important job of advertising is to get attention which is nothing but Awareness creation. Advertising needs to capture the attention of people and make them aware of the products or their features in the market.

b. Explain the role of advertising in the society.

Advertising is a form of communication that typically aims to persuade potential customers to purchase or consume a product or service.

While some critics argue that advertising is harmful to society, it can also be argued that advertising plays an important role in our economy and society. Advertising helps businesses promote their products and services, which can lead to increased sales and profits. Additionally, advertising can raise awareness about important issues and products, and it can persuasively communicate messages about social issues.

Some opponents of advertising argue that it is a waste of resources and that it contributes to consumerism and materialism. However, others argue that advertising is necessary for businesses to compete in today's economy and that it can be used to promote positive messages about social issues.

Importance of Advertising to Society

Role of advertising in society is a critical component of any society as it allows businesses to generate revenue which, in turn, fuels economic growth. Advertising also allows businesses to reach new customers and promote their products or services. Additionally, advertising helps to create jobs and support local economies.

Without **advertising and society**, businesses would struggle to generate revenue and grow. This would ultimately lead to fewer jobs and a weaker economy. **Importance of advertising to society** also plays an important role in promoting social causes and messages. For example, public service announcements about the dangers of smoking or the importance of voting can help to raise awareness and encourage positive behavior change.

c. Explain the characteristics of social advertising.

Social media advertising is an offshoot of digital marketing where paid ad campaigns are run on social media platforms to reach target audiences. Marketers and advertisers can promote their brands and inspire sales through the social channels that users frequently use.

Consider the following social media advertising statistics:

1. 26% of users who click on Facebook ads end up buying the advertised product

7 million+ businesses use Facebook for advertising

1. According to the CMO survey, brands will almost double their budget allocated to social media advertising by 2023.

These compelling stats provide a clear picture of how integral social media advertising has become for organizations to grow their business.

Example of Facebook Ad

This is social media advertising in action.

In the online world, it is getting increasingly complicated to get your message noticed, as user attention is increasingly becoming a scarce resource. Social media advertising is significantly impactful as it allows you to deliver your message to your ideal buyers throughout their purchase journey. For instance, before the release of a new product, a B2C brand can run a brand awareness campaign to garner pre-buzz. Similarly, a B2B organization can re-engage their audience through remarketing campaigns to sell a high-ticket product.

Social media advertising distinguishes itself from traditional advertising with sophisticated targeting capabilities. Traditional advertising adopts the carpet-bombing approach, wherein brands deliver ads to the maximum people possible, regardless of whether they're interested or not. Social media, on the contrary, enables brands to connect with the ideal buyers based on their geographic, demographic, psychographic, and behavioral characteristics/traits.

7. a. What are the essential of good advertising?

Some of the essentials of a good advertisement copy are: Attention Value: Every advertisement copy should be designed with a high degree of attraction of the viewers. Use of catchy slogans, colorful pictures, design borders, etc in the ad copy will attract the attention of the viewers, towards product or service. Memorizing value: The advertisement copy should be such that it should last for long in the minds of people. For example the advertisement for. “Washing powder Nirma” is remembered even today. Suggestive value: The ad copy should highlight the need and necessity of the product/ service. For example, “Boost is the secret of my energy.” Suggests that boost is a healthy drink and gives good energy throughout the day. Educational value: The ad copy should educate the customers by giving useful information about the usage of the product. For eg.advertisement for “Iodex” in TV gives the various purpose for which it can be used and how to use it. Sentimental Value: Human behavior is affected by sentiments. Hence the ad copy should be prepared in such a way that it does not cause any damage to their sentiments.Read more on Sarthaks.com - <https://www.sarthaks.com/645517/what-are-the-essentials-of-a-good-advertisement-copy>

b. Write about the media of advertising.

Advertising in the media is crucial for every brand. Each channel is an intermediary between a brand and its customers. Finding a perfect channel allows brands to present their product successfully, communicate their value, and maintain trustful relationships with the target audience.

With the correct channel and well-thought-out advertising message, companies build brand awareness, create buzz around their brand, showcase and demonstrate the benefits of their products, increase their sales volume and revenue, and collect clients’ personal information that allows them to craft highly relevant and personalized offers.

To reach these goals, you need to choose the best channel or a mix for your brand. So, let’s discover the types.

Types of Advertising Media

We’ll divide all advertising media types into online and offline channels.

Offline advertising media include the following channels:

- newspaper advertising;
- TV advertising;
- radio advertising;
- leaflets and flyers;
- brochures;
- posters;
- direct mail;
- business cards;

c. write about the evolution of advertising agencies.

Developing and implementing an integrated marketing communications programme is usually a complex and detailed process involving the efforts of many persons. As consumers, we generally give little thought to the individuals or organisations that create the clever advertisements that capture our attention or the contests we hope to win.

But for those involved in the marketing process, it is important to understand the nature of the industry and the structure and functions of the organisations involved.

There are many different techniques and sources that companies use in developing their advertising programme. Many companies have their own active advertising department which develop the ad message and select the proper media for its execution.

Other there are full service advertising agencies which develop the entire advertising programme from the conception of idea to the evaluation of the message effects, in consultation and co- operation with the advertiser.

There are special service groups which operate as consultants and who aid either the advertiser, the agency or the media in the development of ads.

“An ad agency is an independent company set up to render specialised services in advertising in particular and in marketing in general.”

Previously ad agencies started as space brokers for handling of the advertisements placed in the Newspapers. Through the years, however, the functions of agency have changed. Their main job today is not to aid media but to serve advertisers.

he advertising agency developed around 1840 when some individuals started to work as sales representatives. They sold space for their client newspapers on a commission basis. Some bought a set number of pages from the newspaper and sold the space at higher prices to make a profit.

They were called space brokers who believed in price cutting. The space broker stage lasted the period from 1840 to 1876. There was little emphasis on advertising planning and media schedule during this period.

In 1875 N.W Ayer offered an open contract to advertisers, J. Walter Thompson set up shop in Mumbai in 1929 as a part of the UK based agency for eastern operations. It was India’s first advertising agency. E.J. Peter Fielden headed JWT India for the long 37 years, operating out of a room in the Taj Mahal Hotel, JWT worked on Dond’s General Motors, 501 soap (TOMCO) Horlicks, Vaseline, Brown and Poison.

It made its first ad film in 1931 for General Motors, Chevrolet, Kodak, one of its brands, was the first to advertise on radio. The use of demonstration vans with projector units for Horlicks was another pioneering move. Advertising commission, which ranged from 10 to 35 per cent (drool, drool), was brought down to 15 per cent by consensus among all the agencies in the 1960s.

When JWT left a closed and overly nationalist India in the early 1970s, it did not cut off the connection with H.T.A. Training process and information—sharing continued.

In 1993-94, Khanna convinced employers who owned majority stock in HTA to part with 49 per cent of it so JWT could come in. The remaining 51 per cent of HTA’S Rs. 4.9 lakh equity pie is held by senior employees (who cannot sell it, and must relinquish it on leaving)

8. a. Explain the need importance of advertising agency.

The simplest answer is that an advertising agency is a service provider which is involved in the creative process of designing, planning, and handling advertisements for other businesses and organizations. The main focus of an advertising agency is creating the best possible means of communication to achieve business goals promoting sales or awareness. An advertising agency works towards creating the need, awareness, demand of a product portfolio. **Brand awareness**, recruitment, inviting tender bids, calling for admissions, etc are also purposes of advertising. The role of an advertising agency includes the following:

1. Collecting information about the product or services offered by the client and creating an advertising strategy and advertisements around it.
2. In-depth market research about the products and survey of potential and existing customers.
3. Creating a plan for product promotion through various media channels including print, mass, and social media.

4. Checking the response of advertisements aired from potential and existing customers and tailoring content or future line of action based on that.

Importance of Advertising Agency

Let us look into the **importance of advertising agency** from a business perspective and the various advantages and benefits of an ad agency for business growth.

1. The Cost-effective Solution

Hiring an ad agency is a profitable solution as they will take a holistic approach to your marketing, advertising, and branding needs. You will reap more benefits than the amount you invested in availing of their services. You will get the services of skilled and experienced professionals including graphic designers, content creators, and mass media experts as a package deal.

2. Better Employee Management

Some businesses may be tempted to cut costs by passing on the advertising responsibilities to their existing employees. Advertising expertise may not be included in the skill set of the employees entrusted with the responsibility. This extra burden will surely decrease the efficiency of the employee concerned which may have a direct effect on the business performance. It is better to avail of the services of an advertising agency than burden your employees and jeopardize your business. In this way, you and your team will be solely engaged in your core competency and grow the business.

3. Cutting Edge Business Solutions

One of the biggest advantages of an advertising agency is that you get to avail the most effective solutions for your business. Since an advertising agency is an expert in the field, it keeps itself informed of the latest developments, consumer tastes, and trends in mind. The ad agency specialists are continuously exposed to the advertising environment and also get frequently updated through regular training and attending seminars. The agency will also make use of required software and tools and commission or get hold of market research and detailed reports. This all translates into cutting-edge solutions best suited for your business needs.

4. Easily Scalable Advertising Needs

If you have hired an advertising agency, then you can easily scale up your advertising needs if required in the future. The advertising agency you hired beforehand already knows about the products and your customer base. They already have the relevant information and prior experience and will easily scale up their operations when required.

b. What is independent or in house agency?

Definition: An in-house agency is owned and operated by its one and only client: the advertiser. Instead of a company outsourcing its advertising and collateral to an agency, its marketing and communications requirements are mainly handled by its own in-house agency. Some material may still be directed to outside agencies, usually on a per-project basis.

Fact: A recent study by Harvard Business School found that almost half of U.S. advertisers, large and small, operated some form of in-house unit, a trend apparently on the increase.

Fact: The Association of National Advertisers (ANA) study reports that full-service in-house agencies are a rarity. Most in-house units perform only limited or specialized functions.

An In-House Agency's Primary Purpose is Saving Money to Corporate Management

As marketing budgets tighten, there is increasing interest in corporate management to give serious consideration to the internalization of at least some marketing and advertising services. While others are considering establishing full-service in-house agencies capable of increasing sales while lowering costs (agency commissions, media placement fees and vendor costs) and improving the bottom line.

Often there is a pendulum swing when it comes to using outside versus in-house resources. When outside agency costs are viewed as too expensive, companies will establish an internal team. And, if inside costs become or appear excessive, corporate management will revert back to outsourcing these capabilities.

As the leader of your company's in-house agency, corporate management is relying on you to establish the proper infrastructure that meets the needs of their internal clients, with all of the strengths found in outside agencies. Naturally, you are expected to do all this while containing and managing costs.

c. What is an advertising strategy.

1. Product

The product element refers to the item or service that a company offers to its customers. It includes the physical product, packaging, branding, design, quality, features, and benefits.

The goal is to **create a product that meets the needs and wants of the target market**, and offers unique value that sets it apart from competitors.

For example, a company may differentiate its product by emphasizing quality, offering a unique design, or providing a superior customer experience. Branding plays a key role in this segment of the marketing mix.

2. Place

The place refers to the location where customers can purchase the product or service and how they'll access it. It includes distribution channels, logistics, market coverage, and levels of service.

You want to ensure that **the product is easily accessible and available at the right time and place, for the right people**. So, this is a critical principle to think through.

For instance, a company may sell its product through multiple channels such as brick-and-mortar stores, online marketplaces, or through a direct-to-consumer model.

The company may also need to consider factors such as inventory management, order fulfillment, and shipping options to ensure that the product is available when and where customers need it.

3. Price

The price component indicates the amount that customers pay for the product or service. It comprehends the cost of goods, profit margins, pricing strategy, discounts, and promotional offers.

The marketing strategy should **set a price that is competitive and reflects the value of the product, while also aligning with the business profit goals**. Pricing affects how your goods are perceived by consumers, and can impact your brand's reputation as affordable or lux.

For example, a company may use a skimming pricing strategy, where they set a high price to appeal to customers who are willing to pay a premium for a unique product or experience.

Alternatively, they may use a penetration pricing strategy, where they set a low price to gain market share and attract price-sensitive customers.

9.a. Explain the objectives of the ascii.

The Advertising Standards Council of India (ASCI)

The Advertising Standards Council of India (ASCI) established in 1985 is a voluntary self-regulatory council, registered as a not-for-profit Company under section 25 of the Indian Cos. Act with the objective of ensuring that all advertising should be legal, decent, honest and truthful along with a sense of social responsibility to the consumer and to the rules of fair competition.

The sponsors of the ASCI, who are its principal members, are firms of considerable repute within industries in India, which comprise of advertisers, media, and advertising agencies and other professional or ancillary services connected with advertising practice. The ASCI is not a Government body, nor does it formulate rules for the public or for the relevant industries.

It has adopted a Code for Self-Regulation in Advertising. It is a commitment to honest advertising and to fair competition in the market-place. It stands for the protection of the legitimate interests of consumers and all concerned with advertising ♦ advertisers, media, advertising agencies and others who help in the creation or placement of advertisements.

Objectives of ASCI:

The main objects to be pursued by the Company on its incorporation are: To monitor administer and promote standards of advertising practices in India with a view to.

- i. Ensuring the truthfulness and honesty of representations and claims made through advertising and safeguarding against misleading advertising.
- ii. Ensuring that Advertising is not offensive to generally accepted norms and standards of public decency.
- iii. Safeguarding against the indiscriminate use of advertising for the promotion of products or services, which are generally regarded as hazardous to society or to individuals or which are unacceptable to society as a whole.
- iv. Ensuring that advertisements observe fairness in competition and the canons of generally accepted competitive behaviour.
- v. To codify adopt and from time to time modify the code of advertising practices in India and implement, administer and promote and publicize such a code.
- vi. To provide facilities and machinery in the form of one or more Consumer Complaints Councils having such composition and with such powers as may be prescribed from time to time to examine complaints against advertisements in terms of the Code of Advertising practices and report thereon.
- vii. To give wide publicity to the Code and seek adherence to it of as many as possible of those engaged in advertising.
- viii. To print and publish pamphlets, leaflets, circulars or other literature or material that may be considered desirable for the promotion of or carrying out of the objects of the Company and disseminate it through any medium of communication.

b. What is dagmar approach?

DAGMAR is an advertising model proposed by Russell Colley in 1961. Russell Colley advocated that effective advertising seeks to communicate rather than to sell. Advertisers discover whether their message conveyed enough information and understanding of a product to their consumers and also its respective benefits from clear objectives

AWARENESS

- Awareness of the existence of a product or a service is needful before the purchase behaviour is expected. The fundamental task of advertising activity is to improve the consumer awareness of the product.
- Once the consumer awareness has been provided to the target audience, it should not be forsaken. The target audience tends to get distracted by other competing messages if they are ignored.
- Awareness has to be created, developed, refined and maintained according to the characteristics of the market and the scenario of the organization at any given point of time.
- The objective is to create awareness about the product amongst the target audience.

c. what is the advertising communication system?

Advertising is the backbone for any business. It is a form of mass communication, a powerful marketing tool.

When a market or a firm has developed a product to satisfy market demand after thoroughly analyzing the market, there is a need for establishing contact with the target market to eventually sell the product.

Advertising helps in reaching to the target market.

Advertising can thus aptly be called as the MOTHER OF ALL COMMUNICATION. Advertising is all around us. We are bombarded with ads (commercials) over TV, radio & in the print. When we go to our colleges, offices we are exposed to many bill boards, which tell us to drink more milk, donate are eyes, gives you more information, tells you to do family planning etc. On an average, an Indian citizen is exposed to more than 20 commercials per day.

In modern times, advertising prevails in all walks of life. It has acquired the distinction of being the most visible & glamorous method of marketing communication. It is the world's fifth largest industry. Oil, Automobiles, Computers & Agriculture follow advertising in that order. Today it is a million dollar business.

“Advertising” = “means to inform” COMMUNICATION DEFINED

The steps between source and a resource that result in the transference and understanding of meaning

Advertising communication always involves a perception process and four of the elements shown in the model: the source, a message, a communication channel & a receiver. In addition, the receiver will sometimes become a source of information by talking to friends or associates. This type of communication is termed word-of-mouth communication and it involves social interactions between two or more people & the important ideas of group influence & the diffusion of information.

The source of a message in the advertising communication system is the point of which the message originates. There are many types of “sources” in the context of advertising, such as the company offering the product, the particular brand or the spokesperson used.

10.a. What are the types of creative thinking?

Creative thinking may feel like a superpower reserved only for a “creative person.” Thankfully, creative geniuses aren't the only ones who can have innovative ideas.

At its core, creative thinking is intentionally gaining new insights and different ideas through existing information.

Often, creative thought involves tapping into different styles of thinking and examining information from different viewpoints to see new patterns. Anyone can foster a creative mind with some practice!

Using a wide variety of brainstorming strategies can help you discover new solutions for issues in every area of your life, including at work.

In fact, 61% of employees say they're expected to come up with creative ideas or new ways to do things at work. But, with only 30% of employees saying they're given time to think or discuss new ideas daily, it's becoming increasingly important to develop our creative thinking muscles.

Types of creative thinking

Fostering creative thinking starts with changing your perspective. Learning new and different styles of thinking can help give birth to powerful idea generation.

Aesthetic thinking, divergent thinking, lateral thinking, convergent thinking, and inspirational thinking are five types of innovative thinking to get the ball rolling.

b. What is the difference between a slogan and a tagline?

The term '**slogan**' can be understood as any concise and easily remembered statement used in campaigns to advertise something. On the other hand, a **tagline** is a simple, powerful and remarkable description of about a few words which is associated with the firm.

In the era of cut-throat competition, branding plays a prominent role, because there are many companies offering the same product with the same quality, quantity, price and even with the same brand message. Hence, it becomes essential to develop a differentiated brand identity. The three main components of brand identity are – logo, brand name and slogan, wherein each one of them performs a distinctive function.

You might have noticed that slogans have become an indispensable part of our day to day life, be it a mall, bus stand, railway station, office, clubs or any other market place.

In this content, we are going to discuss the difference between slogan and tagline, which people perceived as one and the same thing but they are not.

Comparison Chart

Basis for Comparison	Slogan	Tagline
Meaning	A simple and clear phrase, used to advertise something, is called a slogan.	A tagline is a short and catchy expression, used to give a message to the general public, about the company.
Meant for	Product or ad campaign	Company
Flexibility	Flexible	Rigid
Appears in	Display Ads, Campaign Commercials or Packaging	Public-facing messaging
Time Horizon	Short term	Long term
Objective	To show or prove, that the company's product is different from that of its rivals.	To succinctly explain what the company is all about.

c. write about the importance of advertising media.

Advertising is any paid promotion of a product, service or idea meant to influence one or more people. It can take place on several mediums, such as print, radio, television and digital media. The main goal of advertising is to persuade someone to buy a product or perform an action.

Types of advertising

There are three main types of advertising, which are:

- **Above the line:** Above the line advertising is not targeted to a specific group and is created to reach large audiences. TV, radio and magazine advertisements are usually this type.
- **Below the line:** Below the line advertising is a type of advertisement that is directed toward a specific target audience. These can be mailing lists, in-store advertisements and commercials created for a specific program.
- **Through the line:** Through the line advertisement is often used for brand-building campaigns and has a mix of above and below the line techniques. They're usually widely distributed advertisements that use cookies or digital data to personalize the customer's experience.

Advertisements can also be sorted by their medium, such as television or print, or the type of technology they use, such as paid search or social media advertising.

Advertising is an important part of trade and commerce for multiple reasons, including:

Increases sales

Advertising's main goal is to increase the number of people who buy your product. You can achieve this by using advertisements to persuade customers that your product is high-quality, useful or desirable. An effective advertisement can convince customers to purchase your product, which may dramatically improve your overall sales.

Informs customers

Creating an advertisement is a simple way to inform potential customers of your product and any advantages or features it may have. You can include important information such as the function of a product, where you can buy it, price and unique qualities in a short period of time. Advertising also allows you to tell your audience about promotions such as sales, special services for new customers or special events.

Helps introduce products

When your company introduces a new product or service, you can create an ad to inform your customers about it. This allows you to show the new product to a large number of people and create an interest for the release. Telling a larger amount of people about your product release may increase the number of people who want to buy it.

Informs you about your competition

You can use advertisements to monitor your competition and learn about any developments they make. When a competitor releases a new product or feature, they may create an advertisement to inform their customers. This gives you the opportunity to develop something new of your own or create a new advertisement detailing the features of an existing product that addresses the same challenges.

Retains customers

Using advertising can help remind your customers about your brand and may encourage them to continue buying your product. A customer who once used your product may see an advertisement and remember their positive experience. This can motivate them to purchase that product again or try other services from your company.

Increases employee morale

An effective advertisement may improve the morale of coworkers who see or hear about it. People may find it easier to talk to potential customers about new products or services if the customer is already slightly aware of them. A quality advertisement may also increase a person's pride in their workplace.

Differentiates your brand

Because most products and services have multiple companies competing for customers, your company may need to find ways to distinguish itself from competitors. Advertising elements such as logos, color schemes, fonts and taglines are ways to establish a brand identity and create a difference between your product and other companies. If a customer recognizes or likes your brand design, that may increase the chances of them purchasing your product.

Increases customer trust

Advertisements can increase familiarity and trust between a company and its customers. If a potential customer sees multiple ads about your product, they may consider you a trusted brand. You can also use advertising to address any concerns, which further builds trust between your company and your customers.

11.a. What are the factors to consider while choosing types of Media?

Factors Governing the Choice:

1. The nature of product:

A product that is needed by all will encourage mass media like print, broadcast, telecast, outdoor and the like. A product needing demonstration warrants television and screen advertising. Industrial products find favour of print media than broadcast media. Products like cigarettes, wines and alcohols are never advertised on radio, television and screen.

2. Potential market:

The aim of every advertising effort is to carry on the ad message to the prospects economically and effectively. This crucial task rests in identification of potential market for the product in terms of the number of customers, geographic spread, income pattern, age group, tastes, likes and dislikes and the like.

If the message is to reach the people with high income group, magazine is the best. If local area is to be covered, newspaper and outdoor advertising are of much help. If illiterate folk is to be approached, radio, television and cinema advertising are preferred.

3. The type of distribution strategy:

The advertising coverage and the distribution system that the company has developed have direct correlation. Thus, there is no point in advertising a product if it is not available in these outlets where he normally buys. Similarly, the advertiser need not use national media if not supported by nationwide distribution network.

4. The advertising objectives:

Though the major objective of every company is to influence the consumer behaviour favourably, the specific objectives may be to have local or regional or national coverage to popularize a product or a service or the company to create primary or secondary demand to achieve immediate or delayed action to maintain the secrets of the house.

If it wants immediate action, direct or specialty advertising fitting most. If national coverage is needed, use television and news-paper with nationwide coverage.

5. The type of selling message:

It is more of the advertising requirements that decide the appropriate choice. The advertisers may be interested in appealing the prospects by colour advertisements. In that case, magazine, film, television, bill-boards, bulletin boards serve the purpose.

b. The process of advertising media selection.

1. Objectives of Firm:

Company's general and advertising objectives are the prime considerations in media selection. Those media capable to meet company's expectations are likely to be selected. Advertising objectives may be to inform, remind, convince, create prestige, or to increase sales and profits. Different media have varying capacity to meet these objectives.

2. Costs Media and Company's Financial Position:

Media selection decision is highly influenced by media costs and firm's ability to pay. Company has to pay for buying space or time and preparing advertising copy fit for the media to be selected. TV, radio, films are costly in terms of buying time and preparing advertising copy. Print media are relatively cheaper in both space and preparation of advertising message. Some outdoor media are quite low in cost. As per media costs and company's financial capacity, the appropriate media should be selected.

3. Reach or Number of People Exposed to the Message:

It is an important criterion to choose among ad media. Reach means the number of different people exposed to a particular medium at least once during a specified time period. Mass media are capable to reach millions

of people by just one exposure. Television has more exposure capacity compared to outdoor media in a particular time.

Local media can expose the message to limited persons. In the same way, frequency (the number of times within a specified time period the average person exposed to the message), and impact (the impact created on audience by an exposure through given medium) are also key criteria to choose among advertising media. Reach, frequency, and impact are important variables that determine cost-effectiveness of various media.

4. Company's Advertising Policy and Approach:

Company's advertising policy and approach determine which of the media should be selected. For example, if company's policy is not to spend more money for advertisement and to offer the product at a low price, it may go for cheaper media.

5. Type of Buyers:

People to be influenced should be taken into account while selecting the media. Buyers can be classified into various classes as discussed in market segmentation. Each medium has its special viewers, readers, or audience. For the firm, it is important to know whether the target groups can be exposed by the particular medium.

c. What is video advertising?

Video advertising is a marketing strategy that involves creating a short and informative video that promotes a product and is played before, during, or after the main video. It helps tell a story, improve sales volume, create buzz, convey information concisely and captivatingly, and reach a wider audience.

12.a. What are the advantages and disadvantages of broadcast media?

Advantages of broadcast media

You might wonder what the advantages and disadvantages of broadcast media are. The former is a lot more obvious so let's start with its pros.

Multi-sensory appeal

Broadcast media makes use of audio, video, and a combination of audiovisual media. That is why people are naturally quickly drawn and hooked to it. It is effortlessly more appealing to consume broadcast media than other forms such as print media.

It's all thanks to several senses stimulated, making messages more impactful and even emotional. According to a study that analyzed the impact of audiovisual input in university academics, audiovisuals made teaching and learning more effective.

The same is true for broadcast media. When you advertise with the use of sight and sound, you tap into your customers' interest more profoundly. Therefore you create better brand retention. That is why digital media marketing makes use of not just status updates and blog articles but also videos and images with captions.

Broad reach

Another advantage broadcast media has the scope of reach that is capable of, which is immense. If you want a piece of information to reach as many people as possible in as little amount of time, broadcast media is your best bet.

Narrowcasting is a type of broadcast media advertising that targets a specific audience. This can be done by targeting a specific demographic, such as age, gender, or income level. It can also be done by targeting a specific interest, such as sports, fashion, or technology. Narrowcasting can be a more effective way to reach your target audience than traditional broadcast media advertising because it is less likely to waste your ad

budget on people who are not interested in your product or service. However, narrowcasting can also be more expensive than traditional broadcast media advertising because you are targeting a smaller audience. Here are some examples of narrowcasting:

- A car dealership that advertises on a sports radio station is using narrowcasting to target men, who are more likely to be interested in sports.
- A clothing store that advertises in a fashion magazine is using narrowcasting to target women, who are more likely to be interested in fashion.
- A technology company that advertises on a tech blog is using narrowcasting to target people who are interested in technology.

Narrowcasting can be a great way to reach your target audience and improve the effectiveness of your advertising campaigns.”

If you are a company that wants to increase brand awareness exponentially, broadcast media is a useful tool. Almost everyone has a TV and/or a radio at home. This means that if you choose to use broadcast media advertising, your potential audience is almost everybody out there.

Disadvantages of broadcast media

Now it's time to delve into the latter portion of the discussion between the advantages and disadvantages of broadcast media.

May target lower-income audience

There is a study that links high rates of watching television with poverty. You will also notice in articles that talk about habits that differentiate the rich from the poor that time spent watching TV is lesser among the wealthy.

There are many possibilities for this phenomenon. It could be that rich people can afford better entertainment that does not involve television as opposed to the lower or middle class whose only entertainment is the TV. It could also be that rich people are too busy making more money that there is little time left to sit down for some TV time.

Distracted audience

People may not realize that they are multitasking a lot of times. It is very rare to see someone glued to the radio and just listening. Also, when the news is on, people are usually busy doing other things at the same time, such as cooking dinner or doing chores.

Sometimes, people even check messages, emails, or their social media feed even when they are already seated in front of their wide-screen TV. If you want to advertise with broadcast media, you have to make your material attention-grabbing enough to be memorable; otherwise, your audience will easily forget you amidst the surrounding distractions.

Inconsistent costing

While cost is an obvious advantage, it is also a disadvantage of broadcast media. Sure, you can find cheaper means to advertise, but if it does not apply to your product or business, that would be a bad spend. Worse is if you invest in expensive broadcasting and end up with little or no revenue at all.

You need to find the right balance between the type of broadcast media you choose, its cost, and its applicability to your business. Sometimes, it takes some mistakes which can cost you money to find out the exact media that will work for your business.

b. What are the steps in the media planning process?

Media planning is the process advertisers go through before buying and launching ads to gauge effectiveness and maximize return on investment (ROI). It is a critical first step in any ad campaign. The tangible outcome of the media planning process is a media plan document that will guide your ad campaign.

What are the benefits of media planning?

Media planning has several benefits, including:

- Staying more organized through your ad campaign
- Setting and tracking your campaign budget
- Better understanding your audience through the research conducted up front, which makes targeting and audience segmentation more effective
- Having a firmer grasp on what peers are doing
- Having a benchmark to compare future ad campaigns

How do I build a media plan?

There are four key elements of a media plan:

- **Research and analysis:** Your intended audience(s), market segment stakeholders, lessons learned from previous campaigns, and peers within your category
- **Marketing objectives and key performance indicators (KPIs):** Your main business objectives and key results and the analytics you will use to evaluate success, including everything from conversion rates to social media metrics to cost per click or result
- **Media strategy:** Your budget, ideal media and media to avoid (both paid and unpaid), key messages, CTA (call to action), specifications, deliverables, and timeline
- **Implementation, evaluation, and measurement:** When and how you'll launch, monitor, and measure the ad campaign's effectiveness

c. What is advertising media selection?

Advertising media selection is the process of choosing the most efficient media for an advertising campaign. To evaluate media efficiency, planners consider a range of factors including: the required coverage and number of exposures in a target audience; the relative cost of the media advertising and the media environment. Media planning may also involve buying media space. Media planners require an intricate understanding of the strengths and weaknesses of each of the main media options. The media industry is dynamic - new advertising media options are constantly emerging. Digital and social media are changing the way that consumers use media and are also influencing how consumers acquire product information.

13.a. What is media strategy?

A media strategy is a type of strategy that implements the use of a particular media to achieve advertising or marketing goals. Media strategies are frequently used in advertising campaigns to increase brand awareness and interest in a company's products or services. However, media strategies often don't solely center around promoting a product or service; rather, they work to get the right message in front of the right people to draw in more of a company's target audience both in the short term and long term.

Today, many media strategies implemented by businesses are done so on social media platforms. This is because most people spend a significant amount of time on social media and even shop for and make purchases on these platforms.

b. Write about the purpose of media analysis.

While media monitoring gives the corporate communications function oversight of what's being said about their organisation, when, where and by whom, media analysis reveals the share of voice that organisation owns, the sentiment of any coverage, whether its communications are effective, if a target audience is being reached, level of brand awareness and how it is faring next to its competitors. And the deeper benefits of

media analysis offer insight beyond these functions, into industry trends, key media access and reputational risk. Here we look at the powerful outcomes that can be achieved through a media analysis solution, and why every corporate affairs team should have one at their disposal.

The 7 benefits of media analysis

1. Measuring the effectiveness of communications

Media analysis measures communications output. Not just the quantity of press releases and posts, but rather the quality – specifically in terms of effectiveness. By looking at the response to communications, in terms of sharing, republishing and reporting, the strength of a particular comms strategy can be quantified. Media analysis shows the share of voice a particular message is receiving. This type of measurement enables the optimisation of future communications. Knowing what worked, and how well, informs how future campaigns should be designed next time around, which messaging can reliably be built upon, and what elements need to be improved. The focus here is on quality differentiation.

2. Key message testing

Measuring the effectiveness of communications also allows for key message testing. This means not just knowing which message has landed, but where and how strongly. Which media outlets have picked it up, which audiences is it resonating with, who is posting it to their social networks, and how are their followers responding? How many column inches has a story received, or in the virtual equivalent, how many hits, likes and shares has it had? In this way, communications teams can identify whether certain strategies are reaching and working for particular stakeholders. It provides a blueprint for how to target the publications most likely to be receptive, where different messaging might be needed to pinpoint media not currently being reached, and how to plan the social media strategy.

3. Knowing your enemy

There is no requirement to limit media analysis to an organisation's own communications output. Knowing what the competition is doing, and how their messaging is landing is equally valuable. Competitor analysis gives an understanding of what's being said about them, comparing it to the outcomes of the company's own coverage, and breaking down how they are achieving those results. This reveals the perception of competitors among a company's own target audience, which in turns means they can benchmark against it, choose to go one up on it, or distance themselves from any unflattering or negative issues impacting their sector. Media analysis means competitive advantage.

c. What is language?

A language is a system of conventional spoken, manual (signed), or written symbols by means of which beings express themselves. The more complex a language is, the more varied its display of functions and characteristics. The typical functions of language include communication, the expression of identity, play, imaginative expression, and emotional release.

A language is a system of conventional spoken, manual (signed), or written symbols by means of which beings express themselves. The more complex a **language** is, the more varied its display of functions and characteristics. The typical **functions of language** include communication, the expression of identity, play, imaginative expression, and emotional release.

In the case of human beings (though it may be true for non humans), **language** is also a way to belong and be recognized as members of a social group or culture. And we spread so far and wide, that geography also plays a role in how we configure language.

If we make enough clicks, we could go as far as to say that no two people speak exactly alike. Since one of the functions *is* self expression, each person adapts language to their personality. From the **pick of words** to pronunciation all the way to volume and formality or informality.

When are there enough differences for it to be considered a different language? or dialect? Is there then, a clear cut **definition of language**? Generally, systems of communication are recognized as different if they

cannot be understood without specific learning by both parties. If differences impede but don't prevent mutual comprehension, it may be a dialect. And a dialect may, if isolated too much, one day become a language of its own. So the definition, much like language, is not static.