

CHAPTER 1: The Field Of Advertising

Lesson 1: Introduction

Learning Objectives

- Within this lesson you will understand the basics of advertising
- This lesson will give you an insight about advertising as a communication process.

I would like to welcome you to the creative side of this world. I know that creativity is there in all of you and that is exactly what I plan to extract from you all. So, are we ready to get bowled by Sachin Tendulkar. That my friend is the beauty of advertising, expect the unexpected and again be surprised to see that the unexpected got the results.



Okay, now let us see what advertising is all about.

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

In India the advertising business is growing at the rate of 30% to 35% annually. The total advertising expenditure in India is about \$5 Billion. It is a 1200 crore industry, even when billings are Rs. 8000 plus crores. It is 90% of India's GDP.

Today we see our senses bombarded with lots of advertisements. Be it the newspapers, magazines, the television or even so many hoardings which line up any street or highway, there are lot of advertisements to be seen. In fact the quantity and the quality both are increasing day by day. It has become an important tool at the hands of the marketers to sell their products. Some advertisements are criticized for being false, misleading, and deceptive and for concealing information. Advertisements can also manipulate the consumer to go in for unnecessary buying spree. So it is important to understand what advertising is all about.

Now, let us say that a firm has developed a product, which will satisfy the market demand. So essentially he has to reach out to the public or to his target market and inform them about his product. For optimum exposure he has to make sure that he reaches out to the maximum number of people. So mass communication would be the best way to reach out to the people hence the medium of advertisements to reach out to the masses. It should be however understood that advertising itself couldn't sell the product it merely assists in the selling process. Advertising also cannot rejuvenate or restore a poor product it only helps in the selling process through the means of communication.

Matrimonial advertisements, recruitment advertisements, tenders, classified advertisements, notice, public announcements are also examples of advertisements.

Basically you must understand that advertng is an announcement to the public of a product, service or idea through a medium to which the public has access. The medium may be print (newspapers, magazines, posters, banners and hoardings), electronic (radio, television, video, cable, phone, internet) or any other. An

advertisement is usually paid for by an advertiser at rates fixed or negotiated with the media.

The American Marketing Association, Chicago, defines advertising as *“any paid form of non personal presentation of ideas, goods and services by an identified sponsor.”*

So a **form** could be a presentation. It may be sign, a symbol, an illustration, an ad message in a magazine or newspaper, a commercial on the radio or on television, a circular dispatched through the mail or a pamphlet handed out at a street corner; a sketch or message on a billboard or a poster or a banner on the Net.

Non-personal would mean that it is not on a person-to-person basis.

Goods, Services, Ideas for action would mean making a consumer’s work easy in knowing about the product of the firm. It could be a television, or a banking service or filing your tax returns, which the firm or the marketer wants the consumer to know about. An idea could also be political parties letting the people know about their party and why they should vote for their party. Adult education, beware of AIDS, donate your eyes are but a few examples of ideas.

Paid by an identified sponsor would imply that the sponsor has control over the form, content and scheduling of the advertisements. The sponsor could be identified by the company name or the brand of the particular product.

“Salesmanship in print”

“Advertising as a substitute for the human salesman”

“Advertising is the business of creative thinking for commercial advantage”

The above are few definitions of what advertising is all about.

To **Communicate**, to **Persuade**, to **Influence** and to **Lead** to some **action** is what advertising is all about. Human nature and advertising are closely related. A man who wears shirt-trouser instead of dhoti is advertising that he is westernized; a woman who wears a lipstick wants to advertise that she wants to look beautiful; a boy who rides a beautiful bike wants to advertise that he wants to be noticed. So we see that people want to notice for anything that they do. That is what advertising does. It pulls people towards the product like the flowers attracts the bees towards it.



Advertising is a career for many. I am sure you might want to make it a career. It is getting professionalized. Competition, growing marketing expenses, product failures, liberalization, globalization and the emergence of new electronic media has given an impetus to advertising activity.

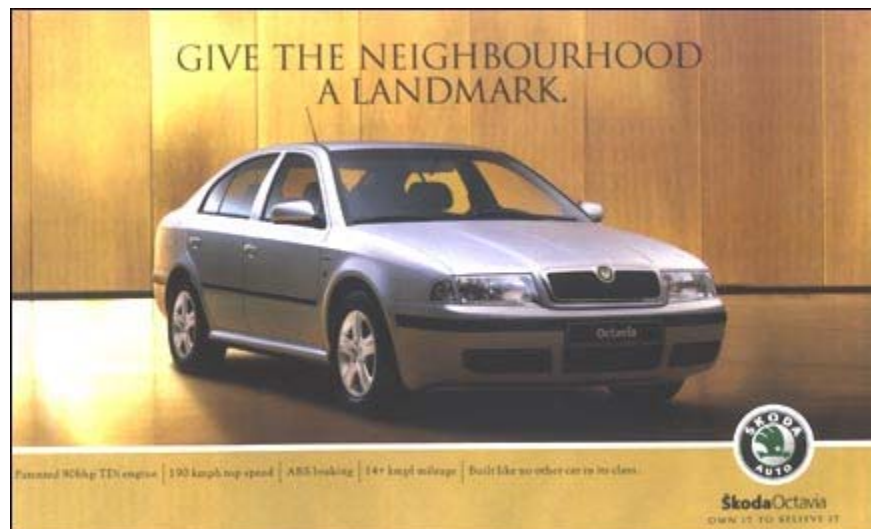
You must understand however that advertising is a communication process. You have a certain message and that is 'Decoded' by a party (Sender) to be 'Encoded' by another (Receiver).

We must understand that the message so encoded should be so clear that the person should not distort the meaning of it. This means that what you are trying to say and what the other person makes out of the message should be the same. You should not make the other party confused. So it means that the message should:

1. Gain attention of the receiver.
2. Be understood.
3. Be able to stimulate the receiver and suggest appropriate method to satisfy their needs.

So the sender must know his receivers or the audience and the kind of response they are likely to elicit. This response he can get by maintaining a proper feedback mechanism. The feedback can also have some “Noise elements”. These could be poor message planning, busy audience members or careless feedback of response.

We talk about the 4 P’s of Marketing – Product, Price, Promotion and Place. In a way we can say that the entire process of Marketing is a Communication process. For example what do we want to say about a particular product – is it youthful, young, matured, secured, - that is what is the profile of the customers that we are looking at. Once we have identified a group and further identified a few characteristics about them then we can incorporate those very characteristics in our message formulation. This would be under the context of Product. That is the distinctive image you want to associate the brand with.



Within the context of Price, quality plays a major role. When you think about Mercedes Benz at a price tag of Rs. 70 Lakhs, there is certainly a difference you perceive when you are given an automobile with a tag price of Rs. 3 Lakhs.

The Place would mean the interaction between the buyer and the seller. It is like you advertise your brand of television but when the buyer goes to the shop he does not get it there. So the place would mean the distribution channels.

Promotion would encompass the method and the medias used to reach out to the people. Even in rural areas, where there may not be many televisions in households, but through the local shows and with the help of 'Nautakiwalas' you promote your product. The local salesman coming to your house to sell shawls from Kashmir is another example of promoting your wares.

Advertising as such is related closely to other subjects of marketing too. Be it Personal Selling, Sales Promotion, Publicity or even Public Relations, advertising plays a significant role in reaching out to the selected target audience.

Communication Model

As we have understood that the sender identifies the receiver(s) and develops a message, the basic of the sender is that the customer or the target audience should buy the product or the service. For this we must understand whether a particular message so created has been effective in reaching out to them. So what makes an advertisement effective? Below are the key points on the effectiveness of a message.

1. Attract Attention
2. Secure Interest
3. Build Desire for the product
4. Obtain Action

The above has been formulated as the AIDA Model.

Attention could be the form of the layout of a print advertisement or the way an advertisement is made in the form of moving pictures, the colors used, the models used and the copy written, the movements used and the contrasting element used.

We are bombarded by so many advertisements that there are a few we see and while a few we don't. The advertisement, which arouses interest in us and provokes us to

think or feel about a product, is what an advertiser looks at. It basically means to catch the eye of the public.



Desire would mean the buying motive. When you feel that you want to possess the particular product or be associated with it.

Action would normally mean the acquisition of the product.

Within the AIDA framework, Attention would refer to the cognitive stage, both Interest and Desire would relate to the affective stage and Action would be a behavioral activity.

Within the framework of advertisements the following should be kept in mind:

- Understanding the Objective(s) of the advertisement (MISSION)
- Defining the Target Audience (MARKET)
- Understanding the Budget (MONEY)
- Understanding the Message (MESSAGE)
- The Media used for putting the advertisement (MEDIA)
- Seeing whether the advertisement was Effective (MEASUREMENT)

The above would commonly be termed as the 6 M's of Advertising.

The Mission statement would refer to the Aim of your advertisement. Is to improve sales, is to launch a new product, it for recall, is it for some short term offers, is it to gain attention, etc.

The Market analysis would incorporate the type of buyer you want to sell the product to. For a cosmetic company it is but natural they would show women and not men in their advertisement. For Horlicks they would show children having the product.

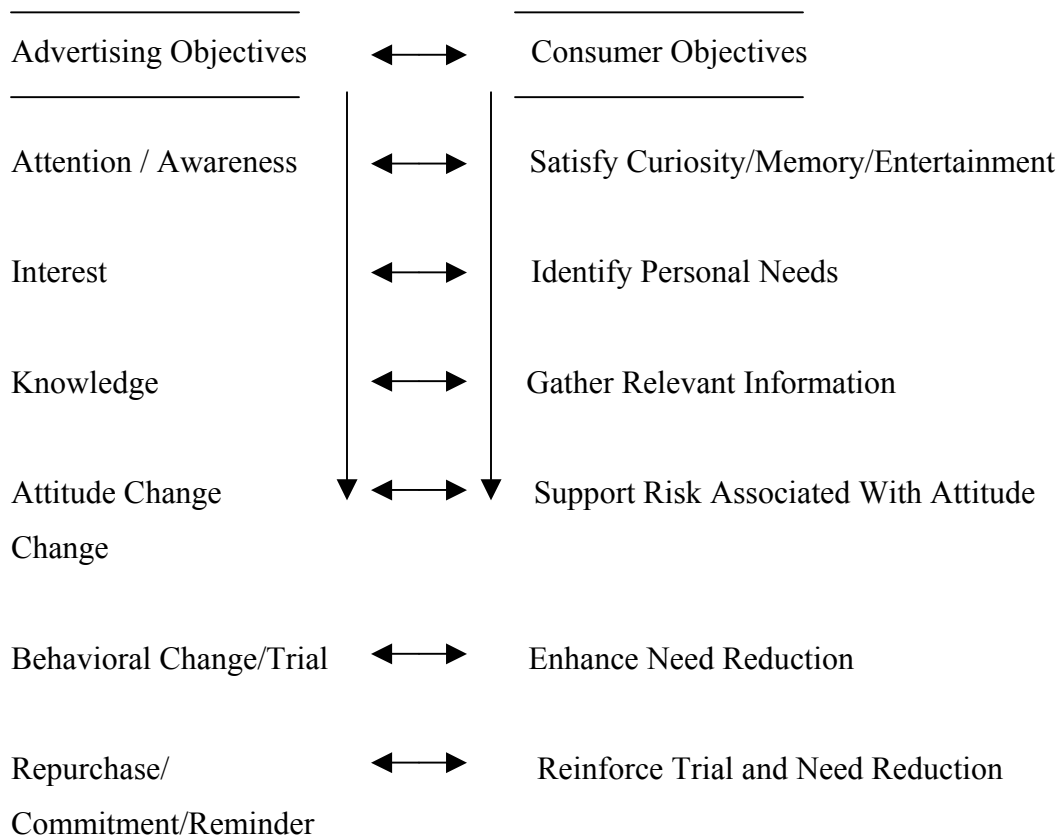
Money is the amount of budget constraint that the advertiser has in allocating the money between different medias and the expenditure to be incurred. For example, Procter & Gamble may allocate Rs. 2 crore for the advertisement of Tide detergent spread over one year.



What to say, how to say, who will say it and what type of appeals to be given in the message is what Message formulation is all about. Shahrukh Khan being the spokesperson for Hyundai Santro, the colors used in the car, the movements of the car and what the person should remember the car as are few of the elements to be kept in mind.

Characteristics of a good Advertisement –The Dual Process

Need for understanding



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Let's talk business...
Only Club World business class has truly flat beds to London
Flying from Delhi, Mumbai, Kolkata and Chennai.



BRITISH AIRWAYS

This is a very good advertisement but you are not to take the picture too seriously.

“Quote-Unquote what few stalwarts have to say about Advertising.”

- **"Advertising is the principal reason why the business man has come to inherit the earth."**
 - James Randolph Adams, quoted in John P. Bradley, Leo F. Daniels & Thomas C. Jones, The International Dictionary of Thoughts, 1969, Chicago, IL: J. G. Ferguson Publishing Co., p. 12.
- **"Advertising is of the very essence of democracy. An election goes on every minute of the business day across the counters of hundreds of thousands of stores and shops where the customers state their preferences and determine which manufacturer and which product shall be the leader today, and which shall lead tomorrow."**
 - Bruce Barton (1955), chairman of BBDO, quoted in James B. Simpson, Contemporary Quotations, 1964, Binghamton, NY: Vail-Ballou Press, p. 82.
- **"Advertising is the ability to sense, interpret . . . to put the very heart throbs of a business into type, paper and ink."**
 - Leo Burnett, quoted by Joan Kufirin, Leo Burnett: Star Reacher(1995), Chicago, IL: Leo Burnett Company, Inc., p. 54.
- **"Advertising is what you do when you can't go see somebody. That's all it is."**
 - Fairfax Cone (1963), ad agency partner, quoted in James B. Simpson, Contemporary Quotations, 1964, Binghamton, NY: Vail-Ballou Press, p. 84.
 - **"Advertising is the life of trade."**
 - Calvin Coolidge, quoted in John P. Bradley, Leo F. Daniels & Thomas C. Jones, The International Dictionary of Thoughts, 1969, Chicago, IL: J. G. Ferguson Publishing Co., p. 13.

- **"Advertising - a judicious mixture of flattery and threats."**
 - Northrop Frye, quoted in Robert I. Fitzhenry, The Fitzhenry & Whiteside Book of Quotations, 1993, Canada: Fitzhenry& Whiteside Limited, p. 18.
 - **"The art of publicity is a black art."**
 - Learned Hand, American jurist, quoted in Robert I. Fitzhenry, The Fitzhenry & Whiteside Book of Quotations, 1993, Canada: Fitzhenry& Whiteside Limited, p. 19.
 - **"[A]dvertising is a symbol-manipulating occupation."**
 - S. I. Hayakawa, Language in Thought and Action (1964), New York: Harcourt, p. 268.
- **"Advertising is salesmanship mass produced. No one would bother to use advertising if he could talk to all his prospects face-to-face. But he can't."**
 - Morris Hite, quoted in Adman: Morris Hite's Methods for Winning the Ad Game, 1988, Dallas, TX: E-Heart Press, p. 203.
 - **Advertising is "the lubricant for the free-enterprise system."**
 - Leo-Arthur Kelmenson (1976), quoted in Michael McKenna, The Stein & Day Dictionary of Definitive Quotations, 1983, New York: Stein & Day Publishing Co., p. 11.
 - **"Advertising may be described as the science of arresting the human intelligence long enough to get money from it."**
 - Stephen Butler Leacock, quoted in Michael Jackman, Crown's Book of Political Quotations, 1982, New York: Crown Publishing Inc., p. 1.
 - **"Advertising is the greatest art form of the twentieth century."**
 - Marshall McLuhan (1976), Canadian social scientist (quoted in Robert Andrews, The Routledge Dictionary of Quotations 1987, p. 5, London: Routledge & Kegan Paul).
 - **"Ads are the cave art of the twentieth century."**
 - Marshall McLuhan, quoted in Robert I. Fitzhenry, The Fitzhenry &

Whiteside Book of Quotations, 1993, Canada: Fitzhenry & Whiteside Limited, p. 19.

- **"Advertising is an environmental striptease for a world of abundance."**
 - Marshall McLuhan, introduction to Wilson Bryan Key, *Subliminal Seduction: Ad Media's Manipulation of a Not So Innocent America*, 1974, New York: Signet (New American Library), p. vii.
- **"Advertising is the rattling of a stick inside a swill bucket."**
 - George Orwell, quoted in Angela Partington, *The Oxford Dictionary of Quotations*, 1992, New York: Oxford University Press, p. 501.
- **Advertising is "[a] ten billion dollar a year misunderstanding with the public."**
 - Chester L. Posey, Senior V.P. & Creative Director, McCann Erickson
 - **"Advertising is, actually, a simple phenomenon in terms of economics. It is merely a substitute for a personal sales force - an extension, if you will, of the merchant who cries aloud his wares."**
 - Rosser Reeves, *Reality in Advertising* (1986), New York: Alfred A. Knopf, Inc., p. 145.
 - **"Advertising is the 'wonder' in Wonder Bread."**
 - Jef I. Richards (1995), advertising professor, The University of Texas at Austin.
- **"Advertising is the modern substitute for argument; its function is to make the worse appear the better."**
 - George Santayana
- **"Advertising is the foot on the accelerator, the hand on the throttle, the spur on the flank that keeps our economy surging forward."**
 - Robert W. Sarnoff, quoted in John P. Bradley, Leo F. Daniels & Thomas C. Jones, *The International Dictionary of Thoughts*, 1969, Chicago, IL: J. G. Ferguson Publishing Co., p. 15.
- **"The simplest definition of advertising, and one that will probably meet the test of critical examination, is that advertising is selling in**

print."

- Daniel Starch, Principles of Advertising, 1923, Chicago, IL: A.W. Shaw Company, p. 5.

○ **"Advertising is selling Twinkies to adults"**

- Donald R. Vance

○ **"Advertising is legalized lying."**

- H.G. Wells, quoted in Michael Jackman, Crown's Book of Political Quotations, 1982, New York: Crown Publishing Inc., p. 2.

○ **"Advertising is the genie which is transforming America into a place of comfort, luxury and ease for millions."**

- William Allen White, quoted in John P. Bradley, Leo F. Daniels & Thomas C. Jones, The International Dictionary of Thoughts, 1969, Chicago, IL: J. G. Ferguson Publishing Co., p. 15



The spirit should be free and creativity of yours should fly higher and higher in this ad mad world of advertising.