

## **MK0016- Advertising Management and Sales Promotion**

### **Explain the different types of Advertising copy.**

Definition of Advertising copy

Explanation of types

**Answer:**

An advertisement copy is the text used in the advertisement, be it print, radio, television or other form of advertisement. The text so used can be in the form of dialogs, some catchy phrase, a company's motto or slogan or any word.

We all have at some point or the other have come across advertisements, be it print media, radio ad, television ad or any other form of advertisement. The thing which helps us remember the advertisement may be different like a distinct music, some specific art, the celebrity or its text. Advertising copy is one of the peculiar aspects of the advertisement which helps us remember the advertisement and helps us gauge what the advertisement wants to communicate.

## **CLASSIFICATION OF ADVERTISEMENT COPY**

1. **Descriptive Copy** - This type of copy describes the pertinent and relevant characteristics features of the product. It is very simple and of non-technical nature.

2. **Scientific Copy** - Such types of copies are technical in nature and generally used by drugs and pharmaceutical firms elaborating the propositions of properties and constituents of the product.

3. **Institutional Copy** - Institutional advertisement copy aims at selling the name of the advertiser or the institution that is producing or selling the products or services.

4. **Topical Copy** - Herein an attempt is made to appeal to the general public by linking the theme of the copy with some current event but it should not look absurd

5. **Reason why Copy** - This type of advertisement copy offers the readers reasons why they should buy the advertised goods

6. **Human Interest Copy** - It makes its appeal to the emotions and the senses rather than to the intellect and judgment.

**Humorous Copy** - It exploits the sense of humor of the people.

**Fear Copy** - It appeals to the sense of fear and arouses the interest of people to save their lives, properties and other belongings.

**Story Copy** - In such a copy a story is narrated in a very interesting manner to create an impression in the minds of the people about the product.

**Predicament Copy** - It is often used to advantage when it shows an article of merchandise in a case that provides a dramatic explanation of its advantages.

7. **Colloquial copy or Conversational Copy** - The colloquial copy presents the message in the way of conversation.

8. **Personality Copy** - This copy attempts to encase the opinion of personality - real or imaginary - about the product.

**9. Prestige Copy** - This pattern is usually for in institutional advertising which aims at creating an atmosphere about the product or the firm and may not directly advise the product for sale.

**10. Educational Copy** - The copy is designed to educate the general public about the attributes of the product. Usually introductory appeal is made in this style when the product is introduced in the market for the first time;

**11. Suggestive Copy** - A suggestive copy tries to suggest or convey the message to the readers directly or indirectly to pursue them to purchase the product.

**12. Expository Copy** - Just opposite of suggestive copy it expository copy.

**13. Questioning copy** - Questioning copy as the term suggests. In Corporate a series of questions expected to be answered by them readers.

**Discuss the DAGMAR approach in setting objectives and measuring effectiveness of advertising.**

Meaning of DAGMAR approach

Explanation of DAGMAR approach

**Answer:**

A marketing approach used to measure the results of an advertising campaign. DAGMAR is an acronym: **Defining Advertising Goals for Measured Advertising Results**. The approach involves setting specific, measurable objectives for a campaign to determine if specific objectives were met. Specifically, DAGMAR seeks to communicate a specific message through four steps

### **Communication Process in DAGMAR Approach**

#### **1. Awareness**

Before the purchase behaviour is expected from target audience it is necessary to make the audience aware with the product or company. The initial communication task of the advertising activity is to increase the consumer awareness of the product or offer.

#### **2. Comprehension**

Only Awareness is not be sufficient to stimulate a purchase, sufficient knowledge and information about product or organisation is necessary. This step involves the target audience to learn something about product, organisation, or offer. Here communication task of advertising activity is to make consumer learn about product - product characteristics, benefits, or uses.

#### **3. Attitude or Conviction**

At this step a sense of conviction is established. By creating interest and preference, buyers are moved to a position where they are convinced that a particular product in the class should be tried at the next opportunity. At this step communication task of advertising activity is to mould the audience's beliefs about the product and this is often done through messages that demonstrate the product's superiority over a rival or by talking about the rewards as a result of using the product.

#### **4. Action**

Finally, communication must encourage buyer to engage in purchase activity.

**Advertising is a paid form of communication. It has gained its significance since it attempts to build a positive attitude towards a product. Explain the characteristics and objectives of advertising.**

Definition of advertising

Characteristics  
objectives

Answer:

**Meaning of Advertising** - Advertising is an activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.

Advertising is a paid form of a non-personal message communicated through the various media by industry, business firms, nonprofit organisations, or individuals. Advertising is persuasive and informational and is designed to influence the purchasing behaviour and/or thought patterns of the audience. Advertising is a marketing tool and may be used in combination with other marketing tools, such as sales promotions, personal selling tactics, or publicity.

**Definition of Advertising** - Advertising is defined differently by different people, some of the definitions are as follows:

According to **Richard Buskirk**, *"Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor."*

According to **Wheeler**, *"Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy."*

According to **William J. Stanton**, *"Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor."*

**Objectives of Advertising** - The real objective of advertising is effective communication between producers and consumers with the purpose to sell a product, service, or idea. The main objectives of advertising are as follows:

#### **Informative**

Objective of advertising is to inform its targeted audience/customers about introduction of new product, update or changes in existing products or product related changes, information regarding new offers and schemes. Informative advertising seeks to develop initial demand for a product. The promotion of any new market entry tends to pursue this objective because marketing success at this stage often depends simply on announcing product availability. Thus, informative advertising is common in the introductory stage of the product life cycle.

#### **Persuasive**

Objective of advertising is to increase demand for existing product by persuading new customer for first time purchase and existing customers for repurchases. Persuasive advertising attempts to increase demand for an existing product. Persuasive advertising is a competitive type of promotion suited to the growth stage and the early part of the maturity stage of the product life cycle.

#### **Reminder**

The objective of advertising is to remind customers about existence of product, and ongoing promotional activities. Reminder advertising strives to reinforce previous promotional activity by keeping the name of a product before the public. It is common in the latter part of the maturity stage and throughout the decline stage of the product life cycle.

**What is “above the line” and “below the line” activities with respect to marketing communications? Explain the concept in detail.**

Define media

Explanation of the concepts “above the line” and “below the line”

Answer:

The word **media** comes from the Latin word “middle”. Media carry messages to or from a targeted audience and can add meaning to these messages.

**Media Planning** - Media Planning is the process of designing a strategic course of action that shows how advertising space and time can be used to present the message in order to achieve the advertisers goal.

Above The Line (ATL) and Below The Line (BTL) advertising are two terms that are bandied around often these days in the advertising world and often have the lay person confused as to what they stand for. It might be worth our while to begin this by defining what constitutes the metaphoric ‘Line’. To quote Michael John Baker from The Marketing Book , the terms ‘Above The Line’ and ‘Below The Line’ came into existence way back in 1954 with the company Proctor and Gamble paying their advertising agencies a different rate and separately from the agencies who took on the other promotional activities.

What are ATL and BTL activities? They seem simple enough. Above The Line (ATL) advertising is where mass media is used to promote brands and reach out to the target consumers. These include conventional media as we know it, television and radio advertising, print as well as internet. This is communication that is targeted to a wider spread of audience, and is not specific to individual consumers. ATL advertising tries to reach out to the mass as consumer audience.

Below the line (BTL) advertising is more one to one, and involves the distribution of pamphlets, handbills, stickers, promotions, brochures placed at point of sale, on the roads through banners and placards. It could also involve product demos and samplings at busy places like malls and market places or residential complexes. For certain markets, like rural markets where the reach of mass media like print or television is limited, BTL marketing with direct consumer outreach programmes do make the most sense. Says Raghu Khanna, CEO, CASHurDRIVE, “When budget is issue and the brand wants to have a consumer connect BTL has better ROI.”

Other BTL activities could include roadshows, or moving hoardings with the ad of the product, and vehicles with promotional staff interacting with people demonstrating the product and distributing literature on the product. BTL advertising is advertising that uses less conventional methods of advertising than the specific channels of advertising that may or may not be used by ATL advertising to promote products and services. According to Iya Malhotra Bhatia, Marketing Professional, "BTL is a preferred tool when test marketing a product, sampling and also in case of a targeted campaign in relation to another bigger phenomenon. Also when TG is very niche, BTL makes more sense."

BTL promotion might include direct mail promotional campaigns, PR and sales promotions which are handled directly by the company itself or outsourced to specifically PR agencies and sales promotion agencies and may or may not be related to the advertising campaign. BTL advertising might include email campaigns, telemarketing, etc with targeted groups of potential clients. Says Megha Ghosh, Account Director, Client Services at Encompass, "BTL is preferred on several occasions but the foremost would be when you need to have a personal interaction with the consumer."

### **Describe the AIDA model of consumer response hierarchy with the help of diagram.**

Explanation of AIDA model

Diagram

**Answer:**

**AIDA Model** is a selling concept presented by Elmo Lewis to explain how personal selling works. AIDA Model outlines the processes for achieving promotional goals in terms of stages of consumer involvement with the message. The Stages are Attention, Interest, Desire, and Action.

#### **Attention**

In this media filled world, advertisers need to be quick and direct to grab audience attention. Ads are required to be eye catchy which can make audience stop and read or watch what advertiser has to say next. Powerful words and pictures are used in ads to make them attractive.

#### **Interest**

After getting attention of a chunk of the targeted audience, it is required to keep them engaged with the ad to make them understand the message in more detail. Gaining the reader's or audience interest is a more difficult process than grabbing their attention. To gain audience interest the advertisers must stay focused on audience needs.

#### **Desire**

The Interest and Desire parts of AIDA goes hand-in-hand. As advertiser builds the audience interest, he also need to help them understand how what he is offering can help them in a real way. The way of doing this is by appealing to their personal needs and wants.

A good way of building the reader's desire for advertiser offering is to link features and benefits. Hopefully, the significant features of the offering have been designed to give a specific benefit to members of the target market.

### **Action**

Finally, advertiser need to be very clear about what action he want the audience to take- trial, purchase, repurchase, or other.

