



BASICS OF ADVERTISING

BA(JMC) 202

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Unit 1 :

Concepts of Advertising

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Topic 1 :

Advertising: Definition, Types and Functions


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Concept of Advertising

- The word advertising came from the **Latin word 'advertere'** means "to turn the mind toward" or "to turn the attention".
- All advertising contains both **information** and **persuasion**.
- Advertising is an essential tool for marketing that uses persuasion and information to sell products, services, pictures, and ideas. It is an effective tool in communication.
- **Thomas J. Barratt** was a pioneer in the field of brand marketing, and has often been called "**the father of modern advertising**".


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Definition of Advertising

- Advertising Association of the UK - "Advertising is any **communication**, usually **paid-for**, specifically intended to **inform and/or influence** one or more people."
- The American Marketing Association (AMA)- "Advertising is any **paid form** of **non-personal** presentation and promotion of **ideas, goods and services** by an **identified sponsor**".
- Seldon expressed- "Advertising is a business force, which through printed words, sells or helps sale, build reputation and fosters goodwill".
- John V. W. defined, "Advertising like salesmanship is an attempt to influence the thoughts and action of people".

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History of Advertising

- The origin of advertising as a **public announcement** is traceable to the **village drummer**.
- The archaeological record from **Greece and Rome** can be used to date early advertising.
- Babylonian merchants employed **parkers** approximately **3000 B.C.** to peddle their goods to potential clients, and they put signs above their entrances to advertise their products.
- Advertisements could be seen on the **walls of the Roman city of Pompeii**
- Posters, newspaper ads, and handbills were commonplace when Gutenberg created moveable type in the fifteenth century.
- Some of the advertising that was referred to as "Pioneering advertisements" in England were **tea (1658), coffee (1652), and chocolates (1657)**.
- **Benjamin Franklin** published the first magazine to contain an advertisement in 1741: *The General Magazine*.

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History of Advertising in India

- In ancient India, some of the typical seals used by the **Mohanjodaro and Harrapa** people were the evidence of advertising.
- The rise of the Indian Press and the evolution of advertising in India are parallel.
- The **first Indian newspaper** started by James August Hickey was full of informative advertisement.
- The **Bengal Journal** published free government advertisements in 1785.
- The development of advertising agency was founded due to the development of Indian industries provided by the Swadeshi Movement of 1907-1911.
- By **1932** there were **109 advertising agencies** in India ~ advertisement had become the main source of revenue of print media.
- Cosmetics advertisements topped the list of products marketed in 1950.
- In 1960 consumer goods continued to dominate with textile advertisement
- In 1967 radio commercials** were introduced.
- Advertising **on television** was introduced in **1976**.
- In Cable channels Asia Television Network started operating commercial in **June 1993**.

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FEATURES OF ADVERTISING


- Communication:** Advertising is a form of mass communication that reaches the public. Because it is intended for a large audience, it is a non-personal communication.
- Information:** Advertising enlightens consumers on the advantages of buying a specific product. Nonetheless, the details provided must be accurate and whole.
- persuasion :** Through persuasion, a marketer hopes to foster a positive mindset that will result in positive behaviour. The goal of any advertising campaign is to turn prospects into paying consumers. Thus, it is simply a persuading method and an indirect form of salesmanship.
- Profit Maximization:** Real advertising aims to increase sales rather than raise costs in order to maximize profits. In this manner, it prevents the product's price from rising. As a result, it uses a higher sales strategy as opposed to a higher cost strategy.
- Non-Personal Presentation:** While advertising is primarily impersonal, salesmanship involves personal selling. Advertising is intended for everyone, not just for specific people.

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FEATURES OF ADVERTISING

- Identified Sponsor:** The person or business that covers the cost of the advertisement is referred to as the sponsor. The brand name of a reputable business might boost product sales. Because of its affiliation with a reputable corporate organization, the product has good market share.
- Consumer Choice:** The ability to choose is facilitated by advertising. It lets customers buy products based on their preferences and financial needs. A wise decision results in a contented and happy customer.
- Art, Science, and Profession:** Since advertising involves creativity, it is an art form. Because it has a corpus of systematic knowledge, advertising is a science. With its own professional groups and codes of behavior for members, the advertising industry is today recognized as a legitimate profession.
- Element of the Marketing Mix:** An essential component of the Promotion Mix is Advertising. It has been shown that advertising works quite well to sell products and services. Big manufacturers advertise for crores of rupees.
- Element of Creativity :** A successful advertising campaign requires a great deal of imagination and innovative thinking. When an advertisement aligns with customers' expectations, this kind of innovation paves the groundwork for a successful campaign.


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OBJECTIVES OF ADVERTISING

- To introduce a new product by creating interest for it among the prospective customers.
- To support personal selling program.
- To reach people inaccessible to salesman.
- To enter a new market or attract a new group of customers.
- To light competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.
- To enhance the goodwill of the enterprise by promising better quality products and services.
- To improve dealer relations. Advertising supports the dealers in selling he product. Dealers are attracted towards a product which is advertised effectively.
- To warn the public against imitation of an enterprise's products.


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IMPORTANCE OF ADVERTISING

1. **Promotion of Sales:** By educating and convincing people to purchase things and services, it promotes the selling of such goods and services. A successful marketing strategy aids in gaining new clients in both domestic and foreign markets.
2. **New Product Introduction:** It facilitates the release of new goods onto the market. Through advertising, a company may introduce the public to both itself and its goods. Without the aid of advertising, a new business cannot influence potential clients.
3. **Creation of Good Public Image :** It enhances the advertiser's standing. Through advertising, a company can share its successes in an attempt to meet the expectations of its clients. This improves the company's goodwill and reputation.
4. **Mass Production:** Large-scale production is made easier by advertising. Large-scale manufacture of goods is encouraged by advertising since the company is aware that it can achieve large-scale sales with its assistance. By using different production variables more efficiently, mass manufacturing lowers production costs.

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IMPORTANCE OF ADVERTISING

5. **Research:** Research and development operations is stimulated by advertising. Nowadays, advertising is a cutthroat kind of marketing. Through advertising, every company aims to set its product apart from the alternatives on the market. This forces all businesses to conduct an increasing amount of research in order to discover new goods and their new applications. A company will soon be forced out of the market if it does not do research and development.
6. **Public Education:** Advertising informs the public about new items and their applications. Advertising that emphasizes a product's usefulness helps consumers learn more.
7. **Support for the Press:** Magazine and publisher revenue from advertising is a significant source of income. Selling them at a reduced price allows them to expand the publication's reach. Also, people profit when they may purchase publications at a reduced cost. TV networks also make money from advertising.

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MARKETING MIX

- This term “marketing mix” was coined by Prof Neil H Borden of Harvard Business School during his presidential address at American Marketing Association in 1953
- Philip Kotler, marketing mix is “set of marketing tools that the firm uses to pursue its marketing objectives in the target market”.
- In 1960, Edmund Jerome McCarthy in his book entitled *Basic Marketing: A Managerial Approach* proposed 4P’s conceptual framework for marketing decision making process which used four elements of marketing mix

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MARKETING MIX

(Extended) Marketing Mix and Promotion Mix

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MARKETING MIX

Marketing mix- 4P’s

- Promotion**
 - Sales Promotion
 - Advertising
 - Public Relations
 - Direct marketing
- Product**
 - Features
 - Quality
 - Branding
 - Packaging
 - Services
 - Warranties
- Place**
 - Channels
 - Market coverage
 - Assortment
 - Location
 - Inventory
 - Transport
- Price**
 - Price strategy
 - Pricing
 - Allowances
 - Discounts
 - Payment terms

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ROLE OF ADVERTISING IN MARKETING MIX

- Marketing mix consist of four important variables of marketing, i.e. 4Ps- Product, Price, Promotion and Place. Apart from the traditional 4 Ps, there are also other variables, i.e. Packaging, Position, and Pace.

1. Advertising and Product
2. Advertising and Price
3. Advertising and Place
4. Advertising and Promotion
5. Advertising and Pace
6. Advertising and Packaging
7. Advertising and Positioning


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Advertising and Product

- A product is a group of physical compounds, including attributes like color, size, form, and quality.
- Customers need to be aware of and educated about the different facets of the product.
- Advertising is an efficient way to do this. advertising serves as an educational and informational tool.

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Advertising and Price

- A company could launch a superior product with more features than rivals. In that instance, the cost would undoubtedly be substantial. However, a high price would undoubtedly be one that purchasers would not be prepared to pay. Customers can be persuaded by advertising that a brand is superior and hence worth the money. One way to achieve this is by linking the product to notable individuals, circumstances, or occasions.
- On the other hand, if a company sells inexpensive goods, its advertising should emphasize this advantage by employing powerful phrases. It is preferable to persuade the buyer rather than simply convince them. Thus, persuasion and conviction are roles played by advertising.

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Advertising and Place

- Place refers to the actual distribution channels and retail locations where the products are offered.
- It is the responsibility of the marketer to ensure that the products are offered in the most convenient locations at the most appropriate times for the customers.
- Advertising is crucial for enabling efficient distribution and market development. Consequently, advertising aids in efficient distribution and market growth.

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Advertising and Promotion

- Advertising, publicity, personal selling, and sales promotion strategies are all included in promotion.
- Today's businesspeople must contend with intense competition.
- Effective advertising is essential for every vendor to thrive in this cutthroat business environment.
- Advertising may be a powerful tool for advancing seller claims and refuting competition claims.
- Sellers may fight against competition and foster brand loyalty and image by using effective advertising.

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Promotion Mix


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Promotion Mix

Advertising	<ul style="list-style-type: none"> • Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. • Examples: broadcast, print, internet, mobile
Sales Promotion	<ul style="list-style-type: none"> • Short-term incentives to encourage the purchase or sale of a product or service. • Examples: discounts, displays, coupons, demonstrations
Personal Selling	<ul style="list-style-type: none"> • Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships. • Examples: sales presentations, trade shows, incentive programs
Public Relations	<ul style="list-style-type: none"> • Building good relations with the company's various publics by obtaining favorable publicity, building good corporate image, and handling or heading off unfavorable rumors, stories, and events. • Examples: press releases, sponsorships, events, web pages
Direct Marketing	<ul style="list-style-type: none"> • Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships. • Examples: catalogs, direct-response TV, kiosks, the internet, mobile marketing


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Advertising and Pace

- Pace describes how quickly marketing choices and activities are made.
- It includes, among other things, releasing new goods or brand editions more quickly than in the past.
- Advertising is crucial in educating, enlightening, and convincing consumers to purchase new brands when they become available.


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Advertising and Packaging

- The primary goals of packing are to safeguard the item during transportation and maintain its quantity and quality.
- These days, marketers work very hard to create eye-catching packaging since they are valuable for advertising.
- A packaging with a unique design grabs the buyers' attention.
- Additionally, it offers a quality guarantee, giving buyers more confidence to purchase the goods.


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Advertising and Positioning

- The goal of product positioning is to establish and preserve a unique brand perception in consumers' minds.
- Marketing professionals may use advertising to communicate the brand's positioning and, in turn, sway the target audience's purchasing decisions.

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Role of Advertising in Society

Advertising is an essential element of our daily lives. It is a widely used marketing strategy in society. The function and goal of advertising have evolved with time, even as the strategies used by marketers to promote have varied over the years. The current civilization could hardly exist without advertising. Society benefits from advertising in the following ways.

- Encourage Purchasing
- Reflect Cultural Trends
- Promotes Economic Growth
- Improves Standard of Living

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Role of Advertising in Society

Encourage Purchasing
The primary purpose of advertising is to persuade consumers to buy products and services. Advertising is more important to some sectors than to others. Due to the large array of competing products, a mobile firm, for example, needs to market more actively than a power provider that faces little to no competition.

Reflect cultural trends
By conveying messages from other cultures, advertising helps to close the gap between people. It introduces diversity into social life.

Promotes Economic growth
Advertising helps the economy grow overall by boosting demand and promoting economic activity. It also increases consumers' inclination to purchase, which boosts the economy overall.

Improves standard of living
Advertising is a commercial endeavor. It gives folks the chance to increase their income. People are encouraged to purchase more material goods, which raises their level of living.

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Topic 2

Models of Advertising Communication

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Models of Advertising

- When it comes to advertising, theories and models can be helpful in understanding how communication works by examining consumer psychology, behavior, and socio-demographic structure.
- There are various models and theories that offer different approaches to advertising, making it a complex but fascinating phenomenon.
- These advertising theories explain the effectiveness of advertising in influencing customer behavior and achieving its goals.


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AIDA Model

- Model Developed by- **E.K. Strong**
- AIDA stands for **Attention, Interest, Desire and Action**
- Strong created the AIDA behavioral model in **1925** to explain the purpose of advertising, which is to make the consumer aware of a product, generate interest, and ultimately lead them to take action.
- This model suggests that there are four cognitive stages that a buyer goes through before making a purchase.
- These stages involve a back-and-forth movement until the consumer finally decides to buy the product.

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THE PROCESS OF AIDA

Attention:

- Capturing the attention of the target audience is one of the toughest challenges for advertisers. With so much content vying for people's attention can be difficult to stand out.
- it becomes essential for advertisers to create highly attractive and eye-catching ads that can break through the clutter and noise.
- This can be achieved through the use of images, colors, layout, typography, size, celebrities, models, Headline, and more.

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THE PROCESS OF AIDA

Interest:

- Once attention is captured, the next step is to pique the viewers' interest, encouraging them to learn more about the brand.
- An attractive subheading can help to achieve this.
- Simply arousing interest is not enough unless it leads to desire. Hence, the advertising message should be clear and straightforward.
- It should be engaging, However, a cluttered advertisement might defeat the purpose. The primary message should be bold and clearly conveyed.

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THE PROCESS OF AIDA

Desire:

- Advertisers aim to create a clear understanding of the product's benefits and unique features in the minds of consumers.
- This is done by providing all necessary information required to make an informed purchase.
- The desire to buy the brand is usually created through the use of body copy, which explains the necessity of the product, its features, and facts and figures.
- Proper appeals and selling points should be used by advertisers to create the desire for the product.
- The sales appeal is what creates the desire for the product

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THE PROCESS OF AIDA

Action:


- At this stage, the advertiser can analyze the effectiveness of their advertisement.
- If the ad has successfully grabbed the attention, generated interest, and created a desire among the audience, then it should motivate them to take action, such as making a purchase.
- Finally, the advertiser provides their contact information, such as shop address, toll-free numbers, or website address, expecting the viewers to take immediate action.

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AIDA

ATTENTION
Headlines immediately answers a question. What is this? A BMW ad.



INTEREST
What exactly is being sold? What is so special about this? They're immediately given the answer. A six speed transmission high performance vehicle.

DESIRE
The consumer is hypnotized by the way the car looks.

ACTION
"Special lease and financing" is put there to let the consumer know to go out and buy. See what deals are available through BMW Financial.

Circle BMW
800 People, 80 Cars
Specialized, Not Generic
Circle BMW
Circle BMW.com

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AIDA




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The DAGMAR Model

- Developed by- **Russell Colley in 1961**
- Stands for- **“Defining Advertising Goals for Measured Advertising Results”**
- According to Colley, “Advertiser’s job, purely and simply, is to communicate to a defined audience, information and a frame of mind that stimulates action. Advertising succeeds or fails depending upon how well it communicates the desired information and attitudes to the right people, at the right time and at the right place.”
- DAGMAR concentrates on measuring the outcomes of an advertising campaign and assists in determining the goals of advertising.
- It provides a clear framework for planning and evaluating advertising campaigns and can be useful for marketers in developing effective marketing communication strategies.
- Examples of DAGMAR objectives:
 - Increase website traffic by 50% within the next 6 months.
 - Increase sales of the product by 10% within the next quarter.

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The DAGMAR Model

Following are the objectives of advertising as per this approach:

Awareness:

- Making the target audience aware of the product or service is the first step.
- The objective is to increase the target audience’s knowledge of the product or service and create a favorable attitude towards it.
- It’s critical to be aware that a good or service exists that satisfies customer demands, and ads aid in this process.
- The primary communication goal of the advertising effort is to raise customer awareness of the good or service.
- Marketing initiatives must continue to be present in the intended market in addition to raising awareness.

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The DAGMAR Model

Comprehension:

- Ensuring that the intended audience is aware of the salient characteristics and advantages of the good or service is the second step.
- Understanding the product is the focus of comprehension, and this can only happen when customers are given the appropriate information about it.
- Information regarding the price, availability, any offers, benefits and features of the product, which will help the target audience in taking informed decision before a purchase.

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The DAGMAR Model

Conviction:

- Conviction is the third step where the customer gets ready to buy the product.
- Advertising creates interests and persuades the consumers to try that product primarily by molding their belief system.
- Customers are persuaded that an item in the class should be purchased at the next chance by generating interest and preference in it.
- At this point, the communication objective of an advertising activity is to shape the audience's perceptions of the product. Typically, this is accomplished by talking about the benefits of utilizing the product or by showcasing the product's advantages over competitors.
- For example: Mountain Dew positioned itself for the people who love adventures and placed itself superior to other soft drinks by saying that it is not for the weak hearted.

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The DAGMAR Model

Action:

- The fourth and final stage is to encourage the target audience to take action and purchase the product or service.
- The goal is to generate a sense of urgency and offer rewards for the target audience to buy.

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The DAGMAR Model

The DAGMAR Model
 (Defining Advertising Goals for Measured Advertising Results)
 also known as 'Hierarchy of Effects' model

UNAWARENESS
Transform the customer's unawareness of the product to the awareness of the existence of such a product


AWARENESS
Transform the awareness of each a product to the comprehension of the benefits of the product and what the product is

COMPREHENSION
Transform the comprehension of the product to the understanding of the benefits of the product over contemporary products

CONVICTION
Via the transformation above direct the customer to the purchase of the product

ACTION


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Disadvantages of the DAGMAR Model

- **Complex Process:** The DAGMAR method is a complex and detailed procedure that involves much preparation, investigation, and evaluation. For small enterprises with limited resources, this might not be possible.
- **Limited Focus:** The DAGMAR method primarily addresses the cognitive element of advertising and does not include other elements, such as emotional or social variables, that could have an impact on customer behavior.
- **Overemphasis on Measuring Results:** Evaluating the success of advertising campaigns is a key component of the DAGMAR strategy. This might result in a focus too much on immediate outcomes at the price of developing long-term relationships with customers and a strong brand.
- **Limited Scope:** The DAGMAR method may overlook other facets of marketing communication, such as sales promotions, public relations, and personal selling, as it is restricted to the advertising component.


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Difference Between DAGMAR and AIDA

- **Focus and Purpose**
The DAGMAR model highlights how crucial it is to provide advertising campaigns well-defined, quantifiable goals. Its objectives are to create advertising objectives, set standards, carry out communication activities, and track outcomes in order to assess how successful advertising campaigns are. The attention, interest, desire, and action processes that customers go through in order are the main goals of the AIDA model. Its goal is to draw in customers, pique their curiosity, create desire, and eventually persuade them to do a particular action.
- **Structure**
Setting and measuring goals is done in a more systematic manner with the DAGMAR paradigm. The AIDA model outlines the steps from grabbing attention to motivating action and offers a step-by-step progression for customer involvement. Its main goal is to emotionally connect with the audience and lead them step by step towards the intended outcome.


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Difference Between DAGMAR and AIDA

- **Scope**
By placing a stronger emphasis on goal-setting, accountability, measurement, brand recognition, lead generation, and hitting sales objectives, the DAGMAR approach adopts a more comprehensive viewpoint. It takes into account variables including resource allocation, media selection, and audience targeting. The communication component of advertising and how to successfully guide customers through the phases of attention, interest, desire, and action are the main concerns of the AIDA model. To pique consumers' attention and inspire them to act, it focuses on developing compelling messaging and captivating narratives.
- **Flexibility**
A methodical way to organize and assess advertising campaigns is offered by the DAGMAR model. Because of the AIDA model's adaptability to a range of advertising channels and formats, marketers may tailor their campaigns to suit diverse platforms while adhering to the fundamental concepts of attention, interest, desire, and action.

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Maslow's hierarchy of need model

- Developed by: **Abraham Maslow** in 1943
- It is a **psychological theory** of motivation that consists of a **five-tier model** of human requirements.
- Often shown as hierarchical tiers within a pyramid
- The needs are **physiological, safety, love, esteem, and self-actualization**, going up the hierarchy from the bottom.
- Prior to addressing needs higher up in the hierarchy, people must attend to needs lower down.


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Maslow's hierarchy of need model

- **Physiological needs:**
Humans cannot survive without their basic physiological demands, which include things like food, water, sleep, and oxygen. The physiological necessities of existence are clothes, food, and shelter.
- **Safety needs:**
People are afraid all the time. As a result, they emphasize how crucial safety is. In terms of one's health, finances, job stability, or physical state.
- **Social needs:**
Humans value, social relationships and family time above everything else.

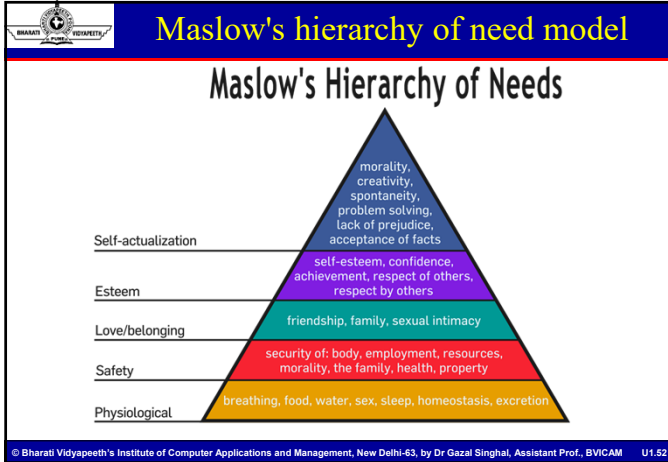
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Maslow's hierarchy of need model

- **Esteem needs:**
One of our main concerns is the desire to be respected by others, which involves having a sense of accomplishment, confidence, and self-worth.
- **Self Actualisation:**
This is developing something and reaching one's greatest potential. After the basic requirements of biology, safety, society, and self-esteem are met, the urge to become self-actualized is indicated by the need to meditate and search for oneself.

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Maslow's hierarchy of need model


- A person cannot conceive of being safe or wanting respect unless they are hungry or thirsty.
- One can only go towards establishing security and subsequently gaining social esteem and prosperity if their physiological demands have been met. The competition for esteem is higher than this.
- One can consider going to the higher level and need the satisfaction of achieving self-actualization once all of these have been taken care of.
- **Marketers emphasize the need to purchase their goods or services by utilizing all of these needs in the hierarchy. Advertisers focus on fundamental necessities since they make the flow of products easier and more reliable. Example:** The insurance firms capitalize on their sense of fear by using security needs.
- Use of this model in marketing:
https://www.youtube.com/watch?v=D7Xz_1Y1AYI

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Topic 3

Classification of Advertising

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Classification of Advertising

Advertising may be classified in several ways. It comprises 4 important categorization and is classed as:-

- Based on the Target audience,
- Based on geographical Area,
- Based on the Medium,
- Based on the purpose,

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Classification on the Basis of Target Audience

Depending on the categories of persons who will get advertising messages. Based on this, advertising can be divided into 4 groups:

- (1) consumer advertising,
- (2) trade advertising,
- (3) industrial advertising, and
- (4) professional advertising.

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Classification on the Basis of Target Audience

Consumer Advertising:

- The target audience for this kind of advertising is the people who purchase or utilize consumer goods and services—such as toilet soap, toothpaste, toothbrushes, tea, textiles, etc.—for their own use and the use of their families.
- This advertising is designed to promote items since it defines the consumer's own consumption.
- The organization highlights how its goods are utilized on a regular basis by consumers in these ads.
- FMCG products, such as shampoos and soaps, are one example.
- The company that manufactures the item or service or its dealer is the one that does this kind of advertising.
- Every kind of consumer goods need heavy, ongoing radio, television, and print advertising.

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Classification on the Basis of Target Audience

Trade Advertising:

- Manufacturers and wholesalers use this type of advertising to attract dealers to keep and sell the advertiser's products by encouraging dealerships to carry their specific goods or by giving incentive programs to them.
- Each producer selects a different medium based on the kind of product he makes, the sort of distribution channel he uses, and the resources at his disposal.
- It is a B2B marketing.

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Classification on the Basis of Target Audience

Industrial Advertising:

- The target audience is the industrial client.
- Industrial products producers and distributors employ this kind of advertising.
- For Example: equipment, machinery, replacement parts, and materials.
- These kinds of ads are often published in business publications, trade dictionaries, trade journals, and so forth.
- This type of advertising is also known as business-to-business.

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Classification on the Basis of Target Audience

Professional Advertising:

- Manufacturers use this advertising to influence the specialists in a certain trade or business stream.
- It is aimed at professionals who are supposed to recommend, specify, or promote the marketed items to final customers, such as physicians, professors, engineers, and others.
- Professional journals and advertisers' representatives are used for this.


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 **Classification on the Basis of geographical Area**

Advertising can be categorized by geographic area. Based on this, advertising may be divided into four groups:

- (1) Local advertising,
- (2) Regional advertising,
- (3) National advertising, and
- (4) Global advertising.


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 **Classification on the Basis of geographical Area**

Local advertising:
Local advertising is defined as advertising that is done specifically for a **single city or area**. Professionals may refer to it as **retail advertising**. Retailers may use this advertising to attract customers to visit their shops frequently rather than only for a certain brand. Examples include local newspapers, FM advertisements, and so on.

Regional advertising:
A promotional activity is referred to as regional advertising if the company limits it to a particular **region of the nation**. It is more widely distributed than local advertising. It is carried out by the **product's manufacturer or local distributor**. Regional newspapers, periodicals, radio, television, outdoor media, etc. are utilized for regional advertising. It is said to be the best kind of advertising when introducing and promoting a new product in a particular area.

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 **Classification on the Basis of geographical Area**

National advertising:
It is carried out at the **national level** by a company. The purpose of doing this is to raise the demand for its goods and services across the nation. Nearly every mass media outlet is used for national advertising. The organization may improve the growth of a certain business and establish its brand in our nation with this marketing.

Global advertising:
It is carried out by a company in **worldwide market**. Worldwide advertising is also done through **reputable international publications** like Time, and **cable TV networks**. High-end items are advertised with the help of **supermodels and movie stars**. Using the services of professional advertising firms across nations, international advertising is **quite costly**. Coca-Cola, Pepsi, and Sony are a few examples.

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Classification on the Basis of the Medium

- On the basis, advertising classified into the following four categories:
 - Print media advertising,
 - Electronic or Broadcast Media Advertising
 - Outdoor media advertising,
 - Other

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Classification on the Basis of the Medium

Print media advertising:

- Print media is a long-running advertising medium. Print media includes publications such as handbills, magazines, journals, and newspapers.
- Advertisements in magazines and newspapers are a good approach to promoting a good or service.
- Additionally, print advertising gives you the option to target particular demographics based on their shared interests or geography.
- Larger display advertisements and classified ads are typically found in print advertising.
- While display advertisements might be a little pricy, the classifieds are usually extremely reasonably priced.
- Print media solely appeals to the visual sense—that is, the eyes.

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Classification on the Basis of the Medium

Print media advertising:

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Classification on the Basis of the Purpose

Institutional Advertising:

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Classification on the Basis of the Purpose

Commercial advertising:

- Another name for it is business advertising. As the name implies, the only goal of this kind of advertising is to effectively boost sales. The goal of commercial advertising is to promote products or services in order to achieve financial goals.

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Classification on the Basis of the Purpose

Non-commercial Advertising:

- Non-commercial advertising seeks to further goals deemed beneficial to the general public by advancing concepts, viewpoints, and behaviors seen to be in the best interests of the whole. These are often released by nonprofit organizations, ideally with the intention of requesting both general and financial assistance.

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Topic 4 Ethical and Regulatory Aspects of Advertising

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ADVERTISING STANDARDS COUNCIL OF INDIA

- ASCI is an organization that includes **advertisers, agencies, and media**, has developed **extensive standards**.
- Founded by **43 individuals** with varying degrees of experience in advertising, ASCI is a **nonprofit** organization.
- Members of ASCI must abide by its decisions.
- It proposes determining if an advertising is **objectionable**. In the event of a disagreement, it handles the government.
- Inspired by - **Advertising Standards Authority (ASA), U.K.**
- In the end user's best interest, it aims to gain approval of fair advertising practices.
- **Controlling the content** of each advertising is the **code's primary goal**. Manufacturers can also benefit from this as it controls their advertisements. The customers gain the most from these codes since they are neither misled or given inaccurate information.

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Objectives of ASCI

The codes of ASCI have following objectives:

1. It ensures the **truthfulness** in the advertisements and checks that **no misleading information** is presented.
2. It puts control on **offensive ads** of **public decency**.
3. It ensures **true and fair competition** and avoids artificial competition.
4. It **restricts** ads of **hazardous products** from the society.

Video Link 'All About ASCI'
<https://www.youtube.com/watch?v=qTh6BzNfEg>

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Characteristics of ASCI

The codes laid-down by ASCI have following characteristics:

1. **Extent of Application** : The codes **applies to all the advertisements** that appear by any media.
2. **Code and Consumers** : The code does **not permit** any ad **misleading** the consumers. The **untruthful** advertisements with **false information** are not allowed. If any such ad is presented, the consumers can bring it to the notice of ASCI.
3. **Aim of Code** : The code is laid down with the aim to ensure the **public protection** and guard them against false and untruthful advertisements.
4. **Responsibility of Media Owner** : Any **media owner** must **view** each advertisement offered for publication to them from the point of view of the code. If he feels that any particular ad is against the code, he can approach to ASCI and inform accordingly. If ASCI finds the violation of code, the media owner must not publish the advertisement.

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Characteristics of ASCI


5. **Ads for Children** : The ASCI code also keeps **control on ads** meant for **children**. Such ads should not contain any information or idea either in illustration or words, which might cause **moral, physical or mental harm** to children.
6. **Code and Foreign Ads** : The ASCI code is limited to advertisements Published in India only. It does **not apply** to advertisements on **foreign** medias.
7. **Identical Ads** : The code also requires that an ad should not be just a copy of other advertisements. It **should not be identical** in respect of general layout, copy clogs, visual, presentation, music, etc. This restriction is put in order to avoid confusion and misleading of consumers.

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CODE OF THE ASCI

- To Ensure the **Truthfulness and Honesty** of representations and claims made by Advertisements and to safeguard against misleading Advertisements.
- To ensure that Advertisements are **not offensive** to generally accepted standards of Public Decency. Advertisements should contain **nothing indecent, vulgar or repulsive**, which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.
- To safeguard against the indiscriminate use of Advertising in situations or for the promotion of products which are regarded as **Hazardous** to society or to Individuals to a degree or of a kind which is unacceptable to society at large.
- To ensure that advertisements observe **Fairness in Competition** such that the Consumer's need to be informed on choices in the market place and the canons of generally accepted competitive behavior in Business is both served.

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 **THE CODE FOR COMMERCIAL ADVERTISING OF DOORDARSHAN**

- Doordarshan complies with particular advertising regulations as stated in the **Doordarshan Code for Commercial Advertising**, which was submitted to the Parliament in **May 1987**.
- The Code integrates the requirements of the **Consumer Act of 1986** and the **Indecent Representation of Women Act**, and it contains **thirty-three dos** and **don'ts** for television advertising (DD).
- Advertising should be designed as to conform to the laws of the country and **should not offend** against morality, decency and religious susceptibilities of the people.
- The success of advertising depends on **public confidence** and no practice should be permitted which tends to impair this.
- The **Director-General** shall be the **sole judge of the Code**.


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 **THE CODE FOR COMMERCIAL ADVERTISING OF DOORDARSHAN**

The following advertisements should not be permitted:


1. Ads which deride any **race, caste, color, creed and nationality** or are against the **Directive Principles** or the Constitution.
2. Ads which tend to incite people to crime or cause order or adversely affect **friendly relations with foreign states**.
3. Ads which **exploit national emblem**, any part of the constitution, or the person/personality of national leaders or state dignitaries.
4. **No advertisement** shall be presented as **news**.
5. Ads which have any relation to **religion, political or industrial dispute**.

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 **THE CODE FOR COMMERCIAL ADVERTISING OF DOORDARSHAN**

6. Ads which promote **chit funds, money lenders, fortune tellers, foreign goods, and private saving schemes**.
7. **Guaranteed goods** will have to be made available to **Director-General** of Doordarshan for inspection if necessary.
8. **No disparaging or derogatory remarks** of other products or comparison with them should be made.
9. Ads which portray women as **passive or submissive**.
10. Ads which are likely to **startle viewers** — such as **gunfire, sirens, bombardments, screams, and raucous laughter**.


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Advertising Agencies Association of India

- AAAI was registered as a company in Calcutta on **September 21, 1945**.
- Four agencies from Calcutta – D J Keymer, General Advertising Agency, J Walter Thomson Co. and Press Syndicate and three agencies from Bombay – Adarts, Lintas and National Advertising Service were the signatories in the Registrar's office doing the honours.
- On **24th September, 1980**, AAAI was registered as a Society under the Societies Registration Act, 1860
- AAAI was registered as a Company under Section 8 of the Companies Act, 2013 on **26th November 2021**.
- From seven agencies, AAAI has grown manifold to its present strength of more than 100 Advertising Agencies.
- The official national body for advertising agencies, the AAAI, was established to promote its objectives.
- The Association encourages professionalism via its fundamental values, which uphold good business standards among advertisers, advertising agencies, and the different media.


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Objectives of Advertising Agencies Association of India

- To raise and improve the standard of **marketing services**, both above the line and below the line advertising by all practical means.
- To support and encourage the growth of **digital advertising, interactive media, social media and such other internet-based communications, data and marketing analytics, performance marketing** to connect with the consumers better.
- To encourage and preserve a high standard of **professionalism** in all aspects of marketing communications.
- To enlist the services of experts to promote the art and science of advertising on payment of fees or otherwise.
- To arrange for **advertising festivals, knowledge seminars, symposia, conclaves, round table discussions** etc. and to organize exhibition of advertising and other displays.


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Objectives of Advertising Agencies Association of India

- To encourage and maintain a high level of **business and professional integrity** amongst advertising agencies and their suppliers.
- To encourage and secure **friendly relations and unanimity** amongst members of the advertising profession and advertising agencies in India, on all or any one or more subjects connected with their common good; and for that matter to associate co-operate and/or affiliate the Company to the Asian or world organization or federation established with similar objects and to participate in deliberation of world or Asian organizations or meetings.
- To assist and/or promote the **welfare of persons** engaged in the business of marketing and advertising services who may need such support and to improve the standard of employment of such persons in whatever way possible; and for the purpose to join or associate, if necessary, with other organizations in the field of advertising and communication.


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Objectives of Advertising Agencies Association of India

- To conduct **survey or research** matters that have a bearing on the advertising and marketing business and which could improve the professional delivery of advertising to various advertisers, media owners and advertising agencies across all media; and to decide upon, initiate and support proper methods to deal with any contingency affecting the said business or profession, that may arise; and for such matters to cooperate and/or associate with and invest in an association or organization or society or institution of advertisers and/or media owners and take part in management thereof.
- To publish **journals, periodicals and other publications** in furtherance of objects of the company and for the benefit of its members provided that the company shall not support with its funds, or endeavour to impose on, or procure to be observed by its members or others, any regulation or restriction which, as an object of the company, would make it a trade union.

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Good Luck
 Thank You!!

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