BASICS OF ADVERTISING
BA(JMC) 202

Unit 2
Creativity in Advertising

Topic 1
Creativity in Advertising: Concept and Importance

Concept of Creativity

- Creativity means to convert new and imaginary ideas into reality. It is the ability to observe the world in new ways, to find hidden patterns.

- Young (1960)- "the combination of existing or new and unexpected ways could be conceptualize as creativity"

- Frank Barron (1969)- "a discovery of something i.e. not only novel but also useful, is relevant or economical elegant or valuable"

- creativity is a creative mental state that expresses the logical desire to create something fresh, meaningful, practical, and valuable out of already-existing subjects or concepts.
- The logical side is a byproduct of the various approaches that may be used to fit a certain production.

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Concept of Creativity

- Two essential components of advertising creativity are
(1) the uniqueness of the message sent and its presentation; and
(2) the enhancements made to the consumer's life, or as it is sometimes said, the impact on the consumer's quality of life.
- Originality, uniqueness, and imagination have been identified as three of the fundamental creative skills in advertising messages that alter viewers' perspectives.
- It gives the customer fresh insights into and satisfaction with the product.
- Advertising creativity prompts communicability, excitement, and surprise from the product's commercial.
- People are encouraged by advertising to make greater use of the productive resources offered by the market.

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Concept of Creativity

- Creativity in advertising becomes a fundamental necessity to address the difficulty of promoting a specific product within an open, competitive market economy.

- The process of the creative aspect of advertising choosing and delivering the messages.
- The process of coming up with designing, creating, and executing these messages is known as advertising creativity

- the person responsible for crafting the words is known as a copywriter, copy chief, or copy supervisor.

- Rather than the amount of money invested, the quality of the message or advertisement text has a greater impact on the success of advertising.

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Creativity in Advertising

- Advertising that employs innovative ideas categorized as creative advertising. which refers to the successful advertising process itself.
- Creative concepts, in particular those that are fresh and appropriate, must be employed in commercials to guarantee a favorable impression.
- One of the main motivations for producers to approach or collaborate with advertising agencies is creativity.
- Companies are drawn to advertising agencies by their innovative and creative ideas.
- Innovative advertising need a personal element and a central concept.
- Murray (1980)- creativity needs to have implications, symbolic counterparts, and meanings related to the concepts and items for which a marketer intends to create advertising. He focuses on the tangible and practical aspects of the influence of creative advertising while evaluating creative individuals.

Creativity in Advertising

- The role of advertising creativity is to ensure that it meets the psychological, marketing, and corporate requirements of the consumer.
- New perspectives and desire with the goods are added by creative advertising.
- Advertising relies on the creative accomplishments of its practitioners, and creativity guarantees that viewers' perceptions will change.
- Advertising creativity is an art. It is focused on perception, attitude, values, personality, and motivation, which includes the reasons for purchases.
- In addition, it covers advertising text styles and components such headlines and slogans, as well as visualization approaches. In order to grab customers' attention, each of these components needs to be innovative.

Importance of Creativity in Advertising

- Brand Recognition
- Attract Customers
- Customer likeability Increase
- Impact on Budget
- Introducing the New Product

Creative Strategy

- Creative strategy is a blueprint that is created by a team that is consists of copywriters, an art director, an advertising layout artist, a graphic designer, and a creative director.

- These professionals get together to create a strategy that is going to help the advertising campaign to meets its target goals or objective.

- Types of Creative Strategy
    - 1.) Changing attitude strategies
    - 2.) Appeal Strategy
    - 3.) Positive and Negative Strategies
    - 4.) Comparative Strategy

Creative Strategy

1.) Changing attitude strategies

- formed to influence the consumer to buy a particular product.
- If a customer is interested in other brand products, then the task is to change the attitude of the customer toward this product.
- If the advertiser wants to influence the customer to its new product, then they have to specify their feature and benefits.

2.) Appeal Strategy

- Advertiser used an appeal in the advertisement to purchase the products.
- The customer goes through the process of attention, interest, desire, and action to make a purchase of the product.
- Attention gained by making creativity in advertising.
- It creates interest for the customer to look over the products that convert into desire, and finally, consumers purchase the product.

Creative Strategy

3.) Positive and Negative Strategies

- A positive advertising shows that the product will come up with various features, provide pleasure, provide more comfort, new features, and offers associate with the product.
- Negative marketing is a tactic that traditionally taps into negative emotions.
- They focus on avoid other brand products by making fear of damage, pain, destruction, unpleasant experience, etc.

Creative Strategy

4.) Comparative Strategy

- any form of advertising in which a trademark owner draws a comparison between his product, service, or brand and that of a competitor (Romano, 2005).
- It involves both direct and indirect comparisons.
- In a direct comparison advertisement, the competing brand is clearly named and its attributes or benefits are compared. For Example: Lifebuoy kills more germs than Dettol antiseptic liquid".
- In a indirect comparison advertisement involves a subtler comparison such as the "leading brand" or "Brand ABC" which does not clearly name the competing brand.

Creative Strategy

4.) Comparative Strategy

- Example of a direct comparison: In 2013, Pepsodent released an advertisement that directly compared Pepsodent Germicheck with Colgate Strong Teeth with a claim that Pepsodent Germicheck is 130% better in fighting germs than Colgate Strong Teeth. It conveyed that Colgate Strong Teeth was no longer a good product.

- These kind of comparative advertising are common in India.
- In 2016, The Godrej Consumer Products Limited received an unfavorable verdict from the Consumer Complaints Council. The council upheld a complaint against the company's Godrej No 1 Soap, stating that GCPL failed to substantiate its claim of being the purest soap in India. The advertisement had claimed that the soap was "India's No. 1 Purest Soap," but the council found no comparative data to support this claim. Additionally, the council noted that the advertisement denigrated other soaps in the same brand category.

Case Study

- **The Pepsodent-Colgate AD (2013):**
- https://www.youtube.com/watch?v=R347lsr23X8

Case Study

The Pepsodent-Colgate AD (2013):

1. Introduction
- On August 21, 2013, the Delhi High Court dismissed Colgate's injunction petition against Pepsodent.

- The Pepsodent-Colgate ad war began on August 9, 2013, with the release of Pepsodent's latest advertisement that referenced Colgate and claimed 130% better protection.

- This prompted Colgate to file a case in the Delhi High Court on August 13, 2013.
- However, the court was not convinced that Pepsodent's advertisement denigrated Colgate or proved that it was superior to Colgate.

Case Study

The Pepsodent-Colgate AD (2013):

2. Facts Related to case:

In August 2013, an advertisement for HUL's Pepsodent Germicheck was released, which compared its germ-fighting abilities with Colgate Strong Teeth. HUL claimed that Pepsodent Germicheck had a "130% superior" germ attack power over Colgate Strong Teeth after four hours of brushing. However, Colgate objected to this claim and sought an interim injunction against HUL on the following grounds:

1. HUL's claim that Pepsodent Germicheck had 130% superior germ attack power was a false statement and violated several provisions of the Code of Advertising Standards Councils of India, 1985 ("ASCI"), as well as the Drugs and Cosmetics Act, 1940. It amounted to "misbranding".

Case Study

2. The advertisement portrayed a negative image of Colgate's product and falsely conveyed that the use of Colgate could cause cavities. During the course of arguments, the advertisements were viewed in the court several times, and it was observed that the TV commercial portrayed Triclosan, an ingredient in Pepsodent, staying in the mouth for four hours after brushing and qualifying for a "preventive cavity test". However, Colgate contended that no such test exists in the world. Additionally, the Colgate Boy was shown brushing his teeth improperly, with cavities visible, and appearing unhappy, implying that Colgate's toothpaste could cause cavities.

3. Colgate argued that HUL had a history of introducing false and misleading advertisements to dishonestly increase its market share. Colgate claimed that HUL had a track record of making false claims regarding its products.

Case Study

4. The argument was made that the words "Pepsodent now better than Colgate Strong Teeth" in the print advertisement were intended to imply that Colgate Strong Teeth was no longer a good product. Furthermore, it was claimed that the use of the word "Attaaaack" in the ad was an attack on Colgate and not on the cavity-causing germs.

5. Colgate was concerned that it would lose market share if HUL was not prevented from circulating these advertisements.

Case Study

The Pepsodent-Colgate AD (2013):

Reply by HUL:

1. HUL cited the decision in Dabur India Limited vs. Colortek Meghalaya Pvt. Ltd. to demonstrate that courts have allowed comparative advertising.

2. HUL requested that the court not take a hyper-technical view and not analyze the advertisement like a statute or a clause of an agreement. HUL claimed that their intention was not to denigrate Colgate's product or brand.

3. HUL argued that the purpose of these advertisements was to compete with Colgate in the same price segment that Colgate Strong Teeth was being sold in. HUL aimed to demonstrate that Colgate's superior product was always marketed as a premium product.

Case Study

The Pepsodent-Colgate AD (2013):

3. Judgement by the court:

- The case against HUL was dismissed by the court, which stated that there was no denigration of Colgate's product.

- The court highlighted that comparative advertising is permissible as long as the competitor's product is not disgraced.

- The expressions used in the advertisement only showed that Pepsodent was a better product, but did not disparage Colgate's product. The court also noted that the teeth of the Colgate Boy had not been zoomed into, and no cavities could be seen. The word "attack" in the print ad was related to Pepsodent's germ-fighting capability and was not an attack on Colgate. Additionally, the court held that as there is a comparison of products, and an attempt is made to show that one is better than the other, both boys cannot have happy faces.

Case Study

The Pepsodent-Colgate AD (2013):

4. Conclusion:

- According to ASCI, comparative advertising is acceptable if the advertiser does not disparage the goods or services of the other.

- Disparagement of a competitor's product, whether specific or generic, is equally objectionable in a court of law.

- Comparative advertising is something that the challenger brand should undertake. A brand owner has to keep in mind how strong the competition is.

- Competitors need to stay on top of the changes in the market, and comparative advertising is bound to become more aggressive and competitive.

- Most brand owners believe that it is their right to keep consumers informed. If Pepsodent is 130% superior to Colgate, then it is Pepsodent's right and duty to keep consumers informed.

Topic 2

Elements of Advertisement

Elements of Advertisement

Copy:

- A written piece in any advertising is referred to as a copy.
- It might have many words or just one.
- There are captions, subheadings, and headers in a copy.
- An copy is the text used in the advertisement, be it print, radio, television or other form of advertisement.
- The content provides context for the illustration and outlines the benefits, drawbacks, applications, and other details about the product.
- A copy is the core of any advertising. It has the responsibility of persuading the purchasers.
- Ucheanya- "advertising copy is to perform the function of development of familiarity with the brand name, shapes, motive and desire to build believability and to provide a reason for selecting a particular brand over all other competing brands."

Elements of Advertising Copy

Elements of Advertising Copy :

- **Main Headline :** The headline of an advertising is the first or top line that is typically printed boldly and in a bigger font size. The headline's main purpose is to attract attention right away.

- **Sub-Headlines :** A few advertisements have multiple headlines. One is a sub handline, while the primary headline is the first one. There could be underlines that come after the main headline and overlines that come before it. The purpose of the sub headlines is to supplement or complete the main headline's meaning.

- **Body Copy :** It points to the commercial message's text. The copy text includes positive details about the product and its attributes. Effective copywriting has the power to turn readers into prospects and those prospects into customers.

Elements of Advertising Copy

Elements of Advertising Copy :
· **Captions :** Captions are an element of copy text. The font size of a caption is smaller than the body copy to indicate the sales points.

· **Blurb or Balloon:** Short phrases that appear to be spoken by the individuals featured in the advertisements. Generally used in comic strip-style copy.
• **Box and Panels:** used for containing important information about the product,. For example: special offers
· **Slogans :** Slogans are used in the majority of commercials. It is a brief, memorable sentence that summarizes the advertising message. The phrase should ideally just be three or six words long.

· **Logo :** Signature cuts, often known as logos, are unique designs of the marketer or their products that help with identification. There is no set rule for where a logo should be positioned. Nonetheless, the logo is typically positioned in the lower right corner.

Characteristics of Copy

(a) Brevity: Copy should be concise as readers have limited time and need to read quickly. Thus, basic language and simple terms should be used in copies. The message needs to be clear and precise.

(a) Clarity: A copy ought to be understandable on its own. The message to be presented must be clear upon first reading.

(c) Aptness: The message ought to be directed towards the potential. It ought to seem respectful in tone. To capture readers' interest, it's important to direct their focus on the product and prepare the message effectively.

(d) Interesting : A copy should be interesting-provoking. It should stimulate readers' interest in reading the message. The choice to read the message in its entirety should be made by the reader.

Characteristics of Copy

(e) Sincerity: quoting figures are effective ways to convey sincerity. Avoid making generalizations or wrong assumptions. Sincerity may be attained by including one or two images in the text to make the point instantly appealing.

(f) Personal: The message needs to be addressed to each reader specifically, giving the impression that it is meant only for them. The reader's or listener's attention is captured and held by this direct, personal approach.

(g) Convincing: Copy aims to inspire a desire and conviction in readers to purchase the product. This means that the copy should be persuasive enough to lead the readers towards buying the product.

Elements of Advertisement

Types of Copy :

1. Scientific Copy: written for technological items that include detailed information on all technical aspects as well as features, benefits, applications, and contents. It is prepared for computers, machinery, etc. The target audience for scientific copy is knowledgeable consumers who are familiar with the product.

2. Descriptive copy: it is a non-technical copy, can be easily understand by a layperson. A professional expert is not required to make a copy. This is simply an announcement of new products.

3. Narrative Copy: A fictional tale that describes the product's benefits, advantages, and aftereffects. The narrator uses humor to keep the narrative entertaining.

Elements of Advertisement

4. Topical Copy: This copy establishes a relationship between the product and a specific event. For example, a watch business may advertise that individuals who successfully climbed Mount Everest wore the company's watches, demonstrating their exceptional quality.

5. Personality Copy: This copy capitalizes on the opinion of a well-known individual. The statements are made by prominent figures such as athletes, film actors, and politicians. Their remarks serve as certifications of exceptional quality, thereby increasing sales.

6. Informal Copy: this copy use casual language may be utilized to express the message. The copy includes all of the terms that are commonly used in speech.

Elements of Advertisement

7. Reasoning Copy: It explains to the buyer why he should buy a thing. This content informs the buyer about the specific product that must be purchased.

8. Questioning Copy: In this form, the text asks readers one or more questions without expecting an answer, merely for the sake of responding to them. For example, do you wish to go on a summer holiday?

9. Prestige Copy: This kind emphasizes the customer's position and prestige. It provides a favorable environment by shifting the customer's position to sell the product. These copies are typically used to market premium things.

Elements of Advertisement

Headline:
- A word or phrase that appears above the advertising message in big letters is called a headline.
- The headline provides a concise overview of the copy's contents.
- An effective headline sparks curiosity and draws readers in. it is an effort to persuade the reader to read the advertisement.
- Typically, the headline appears 10010 times throughout the whole text. According to some advertising professionals, the headline should receive 50% to 75% of the credit for an advertisement's effectiveness.
- The headline is the sole thing that draws attention as readers read through a newspaper or magazine. Therefore, the most responsibility for drawing readers to the advertising rests with the headline.

Elements of Advertisement

Role of Headline:
A headline has a big impact on advertising because it serves several crucial purposes:
- To draw readers' attention to the advertisement;
- to swiftly and simply grab the target audience's attention and convince them to finish reading the advertisement;
- to create people's interest in the advertisement;
- to increase the meaning of the copy and the illustration;
- to present a distinctive selling offer;
- to separate effective commercials from ineffective ones;
- to act as the central idea of the entire advertisement.

According to David Ogilvy- The headline is the most important element in most advertising. The reader's decision over whether to read the copy is made by the headline.

Elements of Advertisement

Key Elements of an Effective Headline:

- **Original:** the headline ought to be distinct and not a copy of another headline. The headline's originality draws readers' attention differently.

- **Concise:** An effective headline should be no longer than eight to ten words, or no more than two lines.

- **Specific:** The heading ought to make sense to the text and graphics. It should clearly and concisely communicate the advertising message.

- **Provocative:** An effective headline should compel viewers to read the full advertising, including the copy.

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Elements of Advertisement

Classification of Headlines:

- Benefits Headline: This type of headline highlights the advantages of the marketed good or service.
- News Style Headline: It highlights the benefits of the product list, performances, quality, and terms like "Now." 'At least' and so on are included in the headline.
- Advice Headline: The advice given to consumers is to buy a product or use a service that will help them. For instance, "How to bake better cakes."
- Challenging Type Headline: This sort of headline questions the customer about the quality of service, price, or performance. These headlines highlight how much better the advertiser's product is.
- Selective Headline: A selective headline targets a particular segment of the market directly. It may be specifically aimed at housewives and children.
- Situation Headline: It places the consumer in a situation and asks if they prefer to be in that situation. These headlines provide credibility to the illustration.
- Label Headline: It highlights the product's selling points in addition to its label. These headlines fit the category of introducing type or warning type.

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Elements of Advertisement

Slogan:

- A slogan is a phrase used frequently by an enterprise, organization, or marketer to help create his message.
- A slogan is meant to evoke an emotion in people's minds.
- A slogan is a crucial component of advertising text. Slogans are communication tools that are used to convey a concept quickly and clearly, just like headlines and illustrations.
- It can be applied for several years or throughout an advertising campaign.
- For every new ad campaign, some advertisers come up with and apply a new slogan.
- It recommends using the product multiple times so that readers become familiar with it by heart.

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Elements of Advertisement

- In advertising, slogans are used as headlines to summarize the advertising idea.
- They are commonly used in outdoor advertising where a slogan becomes both the headline and the sales message.
- Slogans are developed from incidents in the life of a product that optimize the product's use or value. When these incidents are expressed in a pleasing phrase, they become a good slogan.
- A slogan is repeated frequently by an organization to create an impression in the minds of customers.
- Good slogans suggest the thing they advertise and are not invented monthly by advertisers but rather develop from the product's life incidents.
- Due to the limitation on the length of copy in advertisements, slogans are used as headlines and sales messages all in one.

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Elements of Advertisement

Characteristics of a good Slogan:
- Clearly convey a sales idea
- Have a concise construction
- Consist of no more than 7 words
- Be short, simple, memorable, and suggestive of the product.

- Developing an effective slogan requires skill and effort, as the simpler the slogan, the more challenging it is to create.

- Articulating a compelling slogan is essentially about expressing precisely what you want to communicate in as few words as possible.

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Elements of Advertisement

Illustration:
- Illustration is the domain of pictures. People like to look rather than read or even listen. As a result, advertising often include illustrations or photos.
- An illustration is a image, photograph, or sketch used in advertising to visually communicate the advertisement's idea or message.
- An illustration is a visual representation used in advertising to convey a message to potential customers.
- The presence or absence of a picture in an advertisement can significantly impact its effectiveness.
- Overemphasis in the subject content can be avoided by using illustrations, and display appeal can be made plain and direct.
- The use of a picture compensates for the lack of adequate wording.

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Elements of Advertisement

Elements of Advertisement

Characteristics of a good illustration:

- It must support and enhance the copy concept, not detract from it.
- If the illustration represents the product, it must be a "faithful reproduction" of it.
- Color combinations in illustrations must be consistent with core human nature because they influence people's emotional behavior.
- It must be basic enough to deliver the ad message easily, and swiftly.
- It must have a provocative design and construction. Despite its simplicity, it must be appealing and beautiful to look at.
- It must leave a lasting effect on the reader.

Elements of Advertisement

Characteristics of a good illustration:

- It must be compatible with the lifestyle of the target user.
- It must be at the proper spot in the overall layout of an ad.
- It must be reproducible in numerous advertising media.
- It must be consistent with the headline of an advertisement and deliver a similar message to the viewer.
- An advertisement must be distinctive, novel, and unique in terms of design and presentation.
- Multiple illustrations can only be used in a purposeful and organized manner.
- Lastly, illustrations must be prominent in outdoor advertisements such as posters or billboards.

Elements of Advertisement

Functions of Illustration:

1. Quick Attention: Without any illustrations, an ad may appear dull and unappealing. Illustration allows customers to easily understand the message and convinces them to purchase the product. As a result, illustrations must catch the attention of readers.

2. Showcase the Product: An illustration depicts the product and its attributes at a glance. The illustration depicts the product's use and functionality. Demonstrations are usually visual and convey the message promptly.

3. Creates Right Atmosphere : Illustration creates the ideal ambience by combining rainfall, a river, and woodland with an image of the product. Such illustrations have a relaxing effect on consumers.

4. Communicate Message: Illustrations can swiftly convey an advertising message.

Elements of Advertisement

5. Support to Copy : Illustration is a crucial aspect of copy. Pictures convey messages rapidly and support the message conveyed in the words.

6. Symbolize Quality: The pictures employed in the ad represent power, speed, significance, strength, and so on. MRF Tyres - 'Myscled Man' represents the strength and speed of tyres.

7. Dramatize the advertisement: The illustration tells the story of the product. Illustrations support the advertisement's headline by highlighting product features.

8. Provides Technical Details: Numerous customers who purchase consumer durable products want to be informed about the technical information of the product. Commercials for computers, appliances such as fridges, and mobile phones include technical data through product images.

9. Lasting Impact: Illustrations can leave a lasting impression on the minds of consumers. Seeing is more persuasive than being told. Pictures depict reality.

10. Fights Illiteracy: In a country where many people are illiterate, the image of soap immediately communicates to everyone what the ad is about.

Elements of Advertisement

Types of Illustrations:

1. Product Alone: In this form, the product takes up the most of the graphic, such as in an advertisement for Colgate toothpaste. The goal is to increase the importance of the product and build a picture in the minds of prospects.

2. Product in a Setting: In this kind, the product is exhibited alongside a favorable context, i.e. in an environment where it will be used.

3. Product in Use or Action: The model may be shown utilizing the product or it may be shown in motion, for example: Soft drinks

4. Product Results: This category displays the product's aftereffects. The focus is on highlighting the more significant advantages or benefits. For example, an advertisement for a closet will display the available space, including shelves.

5. Dramatization of a Headline: This sort of picture supports the headline by depicting it in motion. This attracts the reader's attention.

Elements of Advertisement

6. Dramatization of a Situation: This sort of depiction depicts the outcome of a customer's use or non-use of a product.

7. Comparison: This type of depiction contrasts two great products of the same or different types. The primary aim is to connect the product to a well-established and familiar notion among consumers.

8. Magnifying Details: This style provides detailed explanations of crucial or minute characteristics. It provides unique benefits to embassies.

9. Symbolic Illustrations: By reorganizing a symbol with an idea, advertisers can help readers associate the product with its meaning.

ADVERTISING LAYOUT

Layout:
- Layout in advertising is in the same category as advertising copy. While the copy is the combination of copy parts to create an excellent message, the layout is the physical representation or sketch of the result of the copy activity.
- Layout is largely concerned with the end result of an advertisement copy.
- The layout shows the position of each section of an advertisement.
- The layout is typically in rough format.
- The creative officer who creates advertising layouts is known as a layout designer.
- A layout designer visualizes the complete copy output.

ADVERTISING LAYOUT

Layout:
- George et al.- "the physical arrangement of various parts of the advertisement, including the headline, subhead, illustrations, body copy, and any identifying marks"

- Dennis and Jenkins (1983)- "the arrangement of all units or elements into a printed useable format"

- John & Kamen (2006)- "A good advertising layout is a combination of a number of advertising design elements such as illustration, white space, logo type, trademarks, boarders etc. the elements are blended into a unit of comprehensive advertisement that the maximum effect is achieved"

ADVERTISING LAYOUT

The significance of layout:

1. It allows the advertiser to preview the exact image of the ad before printing it.
2. It guides the printer on what to do.
3. It offers the printer with an advanced picture of the completed product and how it will appear when printed.
4. It reduces disagreements and misunderstandings between advertisers and printers over marginal notations.
5. It provides a concrete proposition to the agency for making a strong presentation to its customers.
6. It allows the advertiser/client to review what the agency offered for approval. A well-planned layout facilitates decision-making.

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ADVERTISING LAYOUT

Advertising Layout Formats:

The advertising layout format describes the appearance that the layout designer plans for a certain campaign.

1.   Thumbnail or Miniature Layout:
- The designer sketched what he was thinking on a sheet to help him refine it.
- During this experimentation stage, the designer can exhibit his goals practically. He represents each copy element with wavy lines.
- It is the visual representation of a layout designer's idea.
- It gives the ideas that the words will represent, the elements that will be used, the relative importance of the ideas and elements, and the presentation order, which can be of any size.
- these are little sketches used by art directors to express the overall layout style and treatment without laying out minor specifics.

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ADVERTISING LAYOUT

2. The Rough Layout:
- This format exceeds the thumbnail since it is larger and contains more information.
- A rough layout resembles a finished work; it has the features of a proposed ad.
- Several drafts may be flagged for re-work to address updates and modifications.
- The final rough resembles the finalized advertisement, although the elements are lettered quickly and incompletely.
- The pieces' placements are so accurate that the printer may easily compose and create the advertisement.
- Rough layouts or images are created for practically all commercials.
- They are the same size as finished advertising, except for outdoor posters.

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ADVERTISING LAYOUT

3. Comprehensive Layout:
- This is the final draft of the rough layout.
- It reveals the layouts' exact placements, colors, sizes, shapes, and so on.
- This layout's ready-to-launch position enhances its comprehensiveness.
- Proofs of composed types are displayed for clients who may require a more detailed depiction of the advertisement than what is provided by a rough layout.

4. Final Layout

ADVERTISING LAYOUT

Types of Layout:
1. Standard Layout: Includes a dominating illustration, headline, body copy, and signature in that sequence. It is quite well-liked in the advertising industry.
2. Editorial Layout: this style is similar to press releases or editorial content in a printed publication. The focus is mostly on body copy. The advertisement is dominated by words; illustrations may be absent or given less weight.
3. Poster Layout: The image is given first priority. The image gives details, such as adverts for chocolates and soft drinks, and the copy is extremely brief.
4. Cartoon Layout: To draw attention, cartoon-style graphics and copy are utilized.
5. Comic-Strip Layout: Using a series of visuals to tell a story, the layout adheres to the format of the comic strip.
6. Picture Caption Layout: Various features of the goods or services are explained through pictures and captions. It makes sense to promote pricey, long-lasting consumer goods.
7. Picture-Cluster Layout: This arrangement serves the same purpose as a picture-caption layout. There are no captions used. Multiple horizontal and vertical rectangles are utilized in a cluster.

ADVERTISING LAYOUT

Features of good layout:
1. Balance: Achieving a correct weight distribution through elemental arrangement is known as balance. The elements' sizes, colors, shapes, and densities should all be kept in balance. Balance involves two types: formal and informal. Formal balancing entails positioning similar objects on both sides of the optical center. Informal balancing refers to the distribution of components among various locations.
2. Mobility: The advertisement needs to have some movement. It offers a movement and sequence in visual. It is utilized in movable items, such as cars, which should have an illustration that depicts motion. The advertisement's movement should begin in the top left corner and end in the bottom right corner.
3. Gaze Motion: Refers to the direction in which the reader's eye moves. The placement of the advertisement element ought to facilitate effortless eye movement on the part of the reader. Example: an image depicting a person moving in a specific direction.

ADVERTISING LAYOUT

4. Structural Motion: An effective layout should make use of signs, arrows, and lines that highlight the key components of the advertisement.

5. Proportion: This refers to how the space is divided among the different elements, such as the headline, illustration, subheads, text, etc.

6. White Space: the space between copies. Using white space well aids in creating an impression of proportion. White space gives an advertisement elegance and luxury while also minimizing the appearance of crowding.

7. Unity: The elements should be unified, meaning that the headline, copy, and illustration should all make sense together. When the elements come together as a single entity or as component parts, unity is also attained.

ADVERTISING LAYOUT

8. Clarity: different components should be placed in clear manner. The layout needs to be simple enough to read and comprehend, without being overly complex or difficult. For ease of reading, the type, size, and design should be chosen.

9. Simplicity: an ad shouldn't have too many components. Whichever component can be removed without erasing the message must be removed. The message is clearer when the layout is simpler.

10. Emphasis: It suggests that a lot of attention should be paid to the essential elements. The most significant feature needs to be positioned at or close to the optical center in order to create emphasis. Depending on the needs, emphasis should be placed on the different selling elements and the goal of advertising.

ADVERTISING LAYOUT

Layout Techniques in Printed Advertisement:

1. Design Flow: A well-designed advertisement should flow from top to bottom, with related and compatible elements.
2. Arrange Elements Properly: Properly arranged elements ensure maximum readership. Harland et al. (1992) suggest some considerations when arranging advertising elements. These include:
   - Place the headline directly above the main copy block.
   - Illustrations should not be used to divide headlines and copy.
   - Keep type lines short: Type lines of approximately 3 inches are simple to read, with a maximum length of 5 inches.
   - A large illustration is more effective than a little one.

ADVERTISING LAYOUT

3. Use Sensible Proportions: The layout should be scaled to appeal to the reader's eye while also providing the most efficient method of developing the illustrations, headlines, and copy message. Narrow, long, or horizontal ones are unattractive and difficult to hold. for example: A proportion of 3 to 5 (6 inches broad &10 inches deep) is good.

4. Make Coupons Visible and Usable: Many businesses include special take-offs or coupons offering percentage discounts or free products with the purchase of a certain amount of money. If a coupon is used in an advertisement, it should be surrounded by a visible border, such as a solid or dotted line, so that readers can identify it.

5. Use of White Space and Border: When an advertisement's white and black spaces are balanced, it has maximum effect. If there is any unfilled white space, the advertisement appears unappealing; if there is a lot of unfilled black space, the advertisement becomes difficult to read and understand. A border serves an essential role in nearly all advertisements. Boarders are used to prevent the reader's eyes from straying from the advertisement and into other parts of the page. Additionally, it keeps a modest advertisement from getting lost in other ads.

Audio-Visual Elements

- Text, video, and audio are all used to create television Ads.
- Television ads provide almost endless creative opportunities.
- Broadcast advertising should be both credible and relevant.
- Because this medium is so expensive, the effectiveness of the message becomes even more vital to recover the advertising expense.
- Wells et al. (2006), the thrill of TV Ads is derived from their moving imagery. A delicate balance between entertainment and persuasion is required, as an exciting, film-like commercial may be memorable but the brand featured may not be. The product should be showcased since it improves brand recall and helps consumers recognize the brand.
- O'Guinn et al. (2009), Use an attention-grabbing and meaningful introduction, as the viewer might easily choose to ignore the message by changing channels. Emphasize the image and match it with the sounds. When the break is on, many people silence the TV sound. Compelling graphics help to overcome this perceptual barrier.

Audio-Visual Elements

George et al (1995) identify two major components of TV. They emphasize that for this medium to be effective, both must operate together to complement each other in order to create the required impact and convey the advertiser's message. These components include:

Video:
- This is the visual aspect of television commercials.

- It reflects what the eyes can perceive in an advertisement, including images, motion, and graphics.
- The visual component of the commercial often dominates, thus it must capture the viewer's attention while also communicating an idea, message, and image.

- To coordinate and produce a successful advertisement, decisions have been made regarding the good or service, the presenter, movements, demonstrations, setting, the talent or character that will appear in the commercial, and any other factors such as lighting, graphics, color, and identifying symbols.

Audio-Visual Elements

Audio:

- This element comprises voices, music, and sound effects.

- George et al. (1995), "Voices are used in various ways in commercials." They can be heard through the direct presentation of a speaker or as a conversation among the numerous people included in the commercial."

- The most common method for presenting the audio element of a commercial is voice-over, in which an announcer narrates or describes the message or action on the screen.

Planning and Preparing the TV Advertisement

Planning the Commercial
- A script combines every element of a TV advertisement.
- A script is a written form of an advertisement that gives a thorough synopsis of its audio and visual elements.
- The script makes clear the different auditory elements of the advertisement, the voice-over text, and the sound effects and music.
- The visual layout of the commercial, camera movements and angles, scenes, transitions, and other crucial details are all included in the video section of the script.
- Scripts also demonstrate the connection between the audio element of the commercial and the video.
- Following the creation of the basic script, the writer and art director work to create the storyboard, which consists of several illustrations representing the audio and video scenes.
- Storyboards, like print advertisement layouts, give people engaged in commercial creation and approval a good idea of what the finished commercial will look like.

Planning and Preparing the TV Advertisement

Production
- The advertisement is prepared to go into production as soon as the storyboard is accepted.
- There are three steps to this phase.
  1. Preproduction: This refers to all tasks completed before the commercial's actual filming.
  2. Production: This is the time when the advertisement is recorded, filmed, or videotaped.
  3. Post-Production: At this point, post-filming and post-recording tasks including editing and transcription are carried out.

- One of the first choices to be taken when preparing a TV Ads is the appeal and execution style to be employed
- George et al. (1995) Advertisers can use television's emotional and/or rational advertising appeals, or a combination of both, to further their advertising objectives.
- On TV, a variety of execution techniques that combine rational appeals with a direct sell or announcement, demonstration, testimonies, or comparison, are effective.

Planning and Preparing the Radio Advertisement

- Choosing the right message and scheduling the right broadcast time on the right stations are important to maximize the impact of radio ad.
- Harland et al (1999) planning should include decisions about:
  i. What should be advertised
  ii. Who the target audience will be
  iii. What message would draw the audience attention?

Preparing Radio Ad:
- Harland et al. (1992), radio spot announcements lasting 20, 30, and 60 seconds can be purchased by advertisers.
- Spot announcements are commercial breaks that are inserted into programming at predetermined intervals.
- Sponsored programs or program segments can also acquire advertising time.
- Contracting for the support of a particular program is known as program sponsorship. Throughout the program, the radio personnel will recite pre-written statements at specific times.

Planning and Preparing the Radio Advertisement

Spot Announcement:
- The structure of this is typically similar to other advertisements, consisting of an attention-grabbing headline, an explanation of the offer in the body of the content, a price, a request for action, and the corporate identification.

- To create the radio ads equivalent of the printed medium's illustration, one can utilize a variety of techniques such as words, sound effects, statements from happy customers, and helping the listener visualize the product.

- a 20- or 30-second spot announcement follows the same structure as a 60-second advertisement; the copy body's word count is the only variation.

- While the 60-second ad offers more information and features a larger selection of items, the 20 or 30-second ad has less copy.

Topic 3
Concept of Brand; Segmentation, Targeting, and Positioning

Concept of Brand

- American marketing Association (1960) Brand as: "A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."
- Brand is identity. Brand is value. Brand is trust. Brand is credibility.
- A product or service becomes a brand not just because of its physical characteristics, but also because of its far more significant and profound intangible values.
- Customers buy shoes from Bata because they believe the brand is reliable and that they are getting a high-quality product that is worth the money, not because they are more gorgeous or appealing than shoes from other brands. Such affiliation and trust require ongoing efforts at effective communication and efficient consumer delivery.
- Brands are not just found on tangible goods; they may also be found on services, manufacturing firms, travel destinations, countries, and even individual persons.
- Credibility is a fundamental characteristic of a brand.

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Brand Equity

- The phrase "brand equity" was created to assess how consumers reacts to the brand. The brand's strength is also assessed by this response.
- A brand's strength is determined by the degree to which its consumers connect with it.

- It is not to be confused with brand image, though. Brand equity is the power of a brand to invoke particular thoughts, sentiments, and attachments towards the brand that impact the behavior of the consumers and can also be quantified, whereas brand image is just a qualitative view of the brand.

- It describes the relationship between a consumer and a brand.
- It is not always the case that consumers will react to a brand in the same manner; instead, their reactions may vary based on whether or not the brand has struck a chord with them and caused them to get attached to it.

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Unique Selling Proposition

- A USP is an offer made by an advertiser to his target audience that stands out from the competition and guarantees the delivery of a particular noteworthy advantage or level of satisfaction.
- It's a creative approach and style that dates back to the early 1940s and was developed at the Ted Bates Advertising Agency.
- Rosser Reeves was the creator, author, and copywriter of it.
- Around the world, numerous agencies have embraced this idea.
- It is the combination of the following three terms: proposition, selling, and unique.
I. Unique: The term refers to an attribute or feature that the brand or product alone possesses, or that no other rival brand is presently claiming.
II. Selling: Sales value is referred to as selling. Whatever the claim, it needs to be compelling enough—strong, significant, and credible—to persuade buyers that buying the product or brand in question is absolutely in their best interests.
III. Proposition: A proposition is an advertisement's assurance that people should buy the product because it would meet their needs. The proposition must be compelling enough to move millions of people or to draw both current and potential customers to your brand or product.

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Market Segmentation

- It is the practice of segmenting the market into discrete customer groups with varying demands, traits, or behaviors.

- Market segmentation is the process of separating a larger, diverse market into more manageable, homogenous subsets of consumers that have certain demands in common, share some comparable traits, and may be seen as discrete targets that must be attained using a particular market mix.

- By using mass marketing, which is creating a single product for all consumers without considering audience diversity, a marketer may incur unnecessary costs.
- It is difficult for a product to appeal to everyone and remain competitive.
- marketers are unable to meet every customer's unique wants.
- Market segmentation enables the development of specialized goods for target markets.

Market Segmentation

- **American Marketing Association**: "market segmentation refers to dividing the heterogeneous market into smaller customer group having certain homogeneous characteristics that can be satisfied by the firm"

Objective of market segmentation:
- Buyers can differ based on their personality, behavior, age, occupation, likings, dislikes, and preferences. Thus, the primary goal of market segmentation is to identify consumer differences so that homogeneous buyer groups may be identified.
- The goal of segmentation, according to Philip Kotler's definition of aims, is to identify differences among customers that may influence a decision about which one to choose or how to promote to them.
- to create client groups based on shared traits including personality, conduct, age, education, occupation, and religion.
- To determine the demands and priorities stated by the intended client
- To determine potential consumer gain and market expansion areas
- To ascertain the organization's objectives and marketing strategy target.

Market Segmentation

Criteria for Effective Segmentation:

- Identifiable: It is necessary to properly identify the consumer group segment, including who is inside and outside of it. The differences between each section must be evident.

- Measurable: The measurability of the characteristic used to divide the market into segments determines how effective segmentation is. Demographic segmentation of the market is based on a variety of factors, including social, economic, and resource-related goals and metrics like age, sex, income, and occupation.

- Accessible: the identified segment needs to be reachable so that a company can use appropriate channels of distribution and communication.

Market Segmentation

- **Responsiveness:** The defined market niche ought to react positively to our marketing activities. A well-defined segment needs to adapt to changes in any one of the marketing mix's components. For instance, a market segment that is classified as price conscious ought to respond adversely to price increases.

- **Significant:** it should be worthwhile to cultivate and investigate; it should have enough buying power.

- **Sustainable:** sustainable segment must have sufficient size for it to justify its marking scheme. It should be sizable enough to both make the investment in the product's market and ensure profitability.

Market Segmentation

Benefits of the Market Segmentation:
- Higher Rate of Success
- Cost-Efficient
- Increases Profitability
- Higher Customer Satisfaction
- Increases Competitiveness
- Wise and Efficient Use of Resources
- Know your Customer Better
- Effective Market Campaigning
- Retention of Customer
- Provides Market Opportunities

www.educba.com

Market Segmentation

Basis of Marketing Segmentation

Geographic segmentation	Demographic segmentation	Psychographic segmentation	Behavioural segmentation
Region	Age and Lifestyle	Lifestyle	Occasion
Climate	Gender	Personality	Benefits
Market Density	Income	Values	User Status
Market Size	Occupation	Beliefs	Quantity
	Marital Status		Readiness
	Social CLass		Loyalty status
	Family Size		Attitude
	Education Level		
	Religion		

Geographic Segmentation

- Location is critical in determining the needs of specific geographic areas.
- The market is segmented according to the geographic location of the consumers, which are nations, states, regions, counties, and cities.
- It aids in personalizing products, promotion, and sales efforts to geographic differences in wants and needs.
- Marketers also consider population density and area climate when determining geographic segmentation.

Example: McDonalds divides market into geographic segments, sells burgers and target local markets and with customized menus.

- in India McD burgers are made from chicken instead of beef, due to religious beliefs.
- McD introduced Maharaja Mac Burger with no beef and pork due to Hindu Muslim population.
- in Mexico more chili sauce is used.

Demographic segmentation

- This segmentation divides bigger markets into smaller groups based on demographic criteria such as income, age, life stages, gender, education, profession, family, generation, or social class.
- Demographics are the most popular basis for segmenting the consumer market since differences in demands and usage rates are typically highly associated with demographic variables and are very straightforward to quantify.
- Age and life cycle stage divide the market on the basis of age: under 10 years, 10 to 20 years, and above 20 years.
- Gender-based segmentation has long been used in apparel, cosmetics, fashion, and scent.
- Income determines purchasing power and hence serves as the basis for segmentation.
- Based on education level, the sector is divided into illiterate and highly educated. Secondary, Senior Secondary.

Psychographic segmentation

- Psychographic segmentation divides markets based on consumer lifestyle, personality traits, values, attitudes, and interests in order to account for the psychological components of customer behavior.
- Psychographic segmentation is a technique used by large markets, such as the fitness industry, to group its clientele into groups based on their interest in exercise and healthy living.
- The abbreviation AIOS (Activities, Interests, and Opinions) is used in lifestyle segmentation. It is an approach to define activities is the ways in which a consumer engaged. It covers pastimes and unique pursuits including hiking, mountaineering, cat parties, and so forth. Consumer decisions and preferences in fashion, literature, leisure, and food are referred to as interests. Consumer perceptions about themselves and society are called opinions.
- The most common classification used in psychological segmentation is values and lifestyles.

Behavioral segmentation

- Behavioral segmentation is based on the customer's response to his needs.
- The manner in which customers respond, address, and interact with the product.
- Need motivation, perception, learning participation, attitude circumstances, benefits, and usage rate are all included in their classification.
- For example, younger consumers might prefer to buy body wash, but older consumer groups would prefer soap bars.
- By dividing up markets according to consumer behavior, marketers may create more focused campaigns.
- Benefit segmentation is the process of grouping customers according to the benefit they hope to receive from the product.
- User Status involves categorizing potential customers according to their characteristics as brand users.
- The frequency or volume of use is referred to as the usage rate. Another name for it is volume segmentation.

Targeting

- It is the process by which a business decides which customer segment to concentrate on. Based on the segment's attractiveness, companies will decide this.
- Attractiveness is determined by the firm's size, profitability, level of competition, and capacity to service the segment's clients.

- Targeted marketing tailors campaigns and promotions to a certain group's buying power and demands. Effective targeting requires a clear understanding of the criteria.

Criteria for Effective Targeting:
a) Identifiable: The shared features being looked for must be identifiable, which means that the attributes or motivations serving as the foundation of segmentation are clearly seen in the audiences in order to place them in a certain group.

Targeting

b) Sizable: Advertising targets a large demographic, hence segment size is crucial. Developing a message and media strategy requires a significant group. Targeting a small number of consumers will result in an unprofitable advertising campaign.

c) steady: It is advantageous to target audiences who are steady in their attitudes, lifestyles, and usage patterns.

d) Accessible: Determine whether the advertiser can reach the desired audience. Interactive media allows advertisers to access both vertical and horizontal audiences.

e) Congruence: Companies have a vision to create and produce products for a certain audience. Ensure the market segmentation approach aligns with corporate vision and goals.

Brand Positioning

- Adcock et al, (1995), "Positioning refers to the 'placing' of a product in that part of the market, where it will be able to complete favourably with competitors products."
- Shoemaker and Shaw, "Creating an image, differentiating a product and promising a benefit in the mind of customers, Positioning is the perception the consumer has of a product offering".
- A product might have many different emotional and physical qualities. Any of these characteristics can be used to successfully launch a product.

- It becomes more difficult for rivals to imitate a distinctive trait or attribute once a firm or product adopts it first, giving it a competitive advantage.

- Maggie's branding as "two-minute noodles" worked so well that it kept competing noodles like Top Ramen, Yippie, Wai-Wai, and Chings from matching its level of appeal.

Brand Positioning

- Positioning is the last phase of the strategic product marketing process, or STP.
- Once a target market has been selected, it's important to acknowledge that other companies can also find that particular market niche to be attractive.
- Determining the product's position within the target market is therefore essential.
- Establishing a mental image of a brand, its products, and services in the public's mind is the concept of positioning.
- Convincing the target market that a specific feature of their product or service makes it the most suitable for this specific target market segment is the aim of positioning.
- By illustrating how the offered product is superior to the competition, the marketing strategist employs positioning to explain to consumers how the marketer's product differs from both current and future offers.

Topic 4
Advertising Appeals

ADVERTISING APPEALS

- Advertising is a non-personal communication about a product, service, organization, or idea by an identified sponsor.
- The context that viewers experience with the advertisement is what appeals to them.
- Advertising appeals are communication tactics used by marketing and advertising experts to draw in customers and influence their behavior.
- The idea of an "appeal" in rhetorical theory originates with Aristotle, who recognized the ethos, pathos, and logos—or, to put it more modernly, credibility, emotion, and logic—as the three primary appeals of communication (rhetorical triangle).
- The idea was that something could convince others if it could come off as credible.
- People can also be convinced to act if there are emotions or logical reasoning (logos) associated with the action.
- People find advertising appealing because it is credible.
- There are three types of appeals:
  1) Rational or Informational Appeal
  2) Emotional Appeal
  3) Moral Appeal

ADVERTISING APPEALS

Rational or Informational Appeals
- This is generally product oriented appeal
- highlights the functional benefits like- quality, economy, value, or performance of a product.

- Favourable Price Appeal
- Feature Appeal
- Competitive advantage appeal
- News appeal
- Product/service popularity appeal

ADVERTISING APPEALS

Favourable Price Appeal

- The commercial focuses primarily on pricing.
- This is commonly used for sales promotions, such as end-of-season specials, special deals, festivals, and more.
- It can also be tailored to a specific time of day when demand is lower.
- For instance, McDonald's Happy Price Menu promotion and Big Bazaar's Republic Day discount have been designed around this appeal.

ADVERTISING APPEALS

Feature Appeal

- The persuasion message focuses on the product or service's key features.
- This advertising provides valuable information and creates a positive impression of the product among the target audience.
- For instance, the Inbox advertisement describes its features. The efficacy of L'Oreal's Total Repair product against five hair problems is highlighted in its advertising campaign.

ADVERTISING APPEALS

Competitive advantage appeal

- The advertisement's advertising pitch either directly or indirectly contrasts the product or service offered by competitors with their unique features.
- Colgate and Pepsodent, for instance, caused a great deal of criticism with their in-ad comparisons.

News appeal

- Announcement or news about the product/service is the main component of the advertisements.

Product/service popularity appeal:

- This highlights a product or service's popularity by highlighting its customer base.
- As an example, Times of India frequently affirms that it is "India's No. 1 English daily."

ADVERTISING APPEALS

Emotional Appeals

- An emotional appeal relates to the psychological and social requirements that motivate people to buy particular goods and services.
- All kinds of purchase decisions are influenced by emotions.
- This category encompasses a wide range of needs and feelings, both socially (recognition, status, respect, rejection, approval, etc.) and personally (safety, security, love, affection, joy, nostalgia, pride, achievement, pleasure, sorrow, self-esteem, actualization, etc.).
- The five most prevalent ones are as follows:
    - Positive Emotional Appeal
    - Negative Emotional Appeal
    - Fear
    - Anxiety
    - Humor

ADVERTISING APPEALS

Positive Emotional Appeal:
- Ads use positive emotions such as humor, love, care, pride, or joy to entice viewers to purchase the product.
- For instance: baby items from Jonson and Jonson.

ADVERTISING APPEALS

Negative Emotional Appeal:
This type of appeal uses shame, guilt, and fear to persuade people to stop or do actions that they should.

ADVERTISING APPEALS

Fear:
- Fear conveys a sense of danger and is an emotional reaction to a threat.
- Fear appeals are a tactic used by advertisements to elicit this feeling in viewers and motivate them to take action to eliminate the threat.
- For instance, life insurance

एलआईसी85720-128 (जिंदगी के साथ भी और जिंदगी के बाद भी)

जिसकी गारंटी नहीं है वह है जिंदगी, जिसकी पूरी 'गारंटी' है वह है– LIC

ADVERTISING APPEALS

Anxiety:
- Most people make an effort to suppress their anxiety.
- Customers may purchase mouthwash, deodorant, a safer car, or a retirement pension plan in order to reduce anxiety.

do you sweat?

REMOVES 99.9% GERMS*

LISTERINE COOL MINT

IT'S NOT OVER TILL YOU SWISH

*Helps remove oral germs associated with bad breath, gum problems and plaque. When rinsed twice daily for 30 seconds.

ADVERTISING APPEALS

Humor: Humor makes people laugh, watch advertisements, and most importantly, remember the product that is associated with the humor. Mentos and Happydent are two examples.

Dimag Ki Batti Jala De

SAY YES TO Mentos FreshAction

FRESH

The power to do things in a new way

Advertising Execution Styles

1. Straightforward Execution
2. Testimonials
3. Demonstrations
4. Slice of Life
5. Dramatizations
6. Fantasy
7. Animation
8. Comparisons

Advertising Execution Styles

A. Straightforward execution:

- also known as the factual message, offers fundamental information about a business without using emotions or trickery.
- To offer high-involvement products like computers
- the straight-sell approach is sometimes combined with an informational or rational appeal.
- Advertisements with scientific or technical evidence, such as product success rates, are a variation of the straight-sell approach.

The #1 Dermatologist Recommended Acne Fighter for two reasons:

1. Tough on breakouts.   2. Easy on your skin.

Oil-Free Acne Wash

Gently cleanses. Oil-free formula gently cleanses deep down into pores for clear skin.

Treats and Prevents. Gets rid of acne you have now, and helps prevent future break-outs. (No ordinary cleanser can do that.)

Soothes. Special skin soothers help prevent irritation and overdrying.

Neutrogena

Neutrogena
Dermatologist Recommended

Advertising Execution Styles

B. Testimonials :

- involves someone with product expertise giving a positive review of the brand.
- Credible testimonials with relatable messages are the most successful.
- Endorsers can be divided into two categories: ordinary people and celebrities.
- typical endorsers are non-celebrities with product experience who are relatable to the target audience.
- Many organizations use celebrity endorsers. Using celebrities or professionals for testimonials is referred to as authoritative marketing.
- Famous individuals, including film and TV stars and sports personalities, often advocate a variety of companies.
- Celebrities can effectively influence consumers due to their fame and likeability.

Advertising Execution Styles

Testimonials Example:

Advertising Execution Styles

C. Demonstrations:

• depicts the actual operation of the device.

• the product's advantages, convenience of use, and effectiveness are well demonstrated.

• Household appliance firms often use television as their primary advertising method.

• In these commercials, the main character is typically the user.

Advertising Execution Styles

C. Demonstrations:

New Improved Ariel with Sanjeev Kapoor and Chef Damu | Hindi - Ariel

Advertising Execution Styles

D. Slice-of-life execution:

- Also known as problem/solution method, which focuses on everyday consumer issues.
- The problem is solved by utilizing the advertiser's goods.
- In general, it presents a social setting in which individuals discuss an issue and then offer a solution in the shape of the marketed brand.
- After testing the brand, positive results are consistently observed.
- The marketing should highlight a crucial benefit in a genuine and memorable manner.
- This adds feelings and familiarity to the simple factual presentation, allowing the listener to relate with the scenario.
- This method is commonly used to sell household cleaning products.

Advertising Execution Styles

D. Slice-of-life execution:

Advertising Execution Styles

E. dramatization:
- a brief narrative to highlight the product.
- a theatrical form of slice-of-life, depicting extreme scenarios.
- Dramatization is a more complicated and suspenseful genre than slice-of-life storytelling.
- TV Ads generally use a short movie structure, making them ideal for dramatization.
- Coca-Cola's "Happiness Factory" campaign leveraged dramatization for success.
  - https://www.youtube.com/watch?v=IspRPsC_0G8

Advertising Execution Styles

F. Fantasy execution:
- This framework in advertisements immerses characters in a world where their aspirations become a reality or they can experience fantastic adventures.
- Placing an everyday product in a fun and exciting environment creates memorable experiences.

H. Comparison execution:
- Wells et al. (2006), comparative advertising involves comparing a brand to its competitors and emphasizing its strengths.
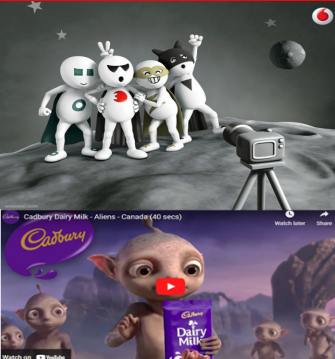
Advertising Execution Styles

G. Animation Execution:
- Animation, which uses animated characters to convey brand messages, is increasingly popular.
- Use cartoons, puppets, illustrations, or other fictitious works as techniques. This strategy is commonly employed in children's marketing, but it can also be utilized for adult advertisements.
- Many of the characters featured in animated advertising transform.
- Example: https://youtu.be/ZNRSHr3b4uA

Good Luck
Thank You!!