



A Study on Effective Advertising Management Strategy

A.Shobika & J.Sindhu,

II BBA CA, Department of Bachelor of Business Administration with CA,
Sri Krishna Arts and Science College

Abstract -Every origin should have objectives to provide a frame work for action. Advertising is a part of the promotion mix and thus, advertising objective should in line with the overall promotion or marketing objectives of a firm which in turn, should be in line with the overall organizational objectives. Setting advertising objectives is the starting point in developing is advertising. Advertising is best business. At present it is estimated to be are industry worth RS, 50000 crore (2013) account of recession, ad spends have led to slump in the ad market. The growth rate has slumped from 24.5% in 2007 to advertising is a Promotional activity for marketing a commodity. In the present day world of mass production and distribution, advertisement serves as a powerful tool in the marketing machinery. A different producer manufactures similar type of goods. They face tough competition in the market every producer is trying to creating demand for his product.

INTRODUCTION:

Advertising management is a career path in the advertising industry. Advertising and promotions managers may work for an agency, a PR firm, a media outlet, or may be hired directly by a company to develop branding for the company's product or service. This position can include supervising employees, acting as a liaison between multiple agencies working on a project, or creating and implementing promotional campaigns.

Regarding terminology, while advertising is the promotional campaign itself, advertising management can address the whole process - the function of marketing starting from market research continuing through advertising, leading to actual sales or achievement of objective, potentially including evaluation of the entire cost-benefits to the company involved.

Advertising management:

Advertising management is the process of overseeing campaigns that seek to inform and attract consumers regarding a particular good or service. This process begins with the first stages of the market research that helps to create the advertising strategy, moves on to the development of the general outline for the campaign, the creation of a specific plan of action and the launching of the completed project. Without effective advertising

management, ad campaigns and public relations efforts tend to founder and produce little or no results.

Effective advertising always begins by engaging in competent advertising research. The research helps to identify the sectors of the consumer market that are most likely to positively respond to a given product. In order to identify these niche markets within the larger group of consumers, researchers will not only seek to understand what appeals to these buyers but why those goods and services have that inherent appeal. The data collected from the research can then be used to enhance the marketability of products, addressing everything from function to packaging.

Advertising:

“Advertising is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.”

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

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

Non-personal:

Basically sales are done either personally or non-personally. Personal selling requires the seller and buyer to get together. Personal selling has its own advantages and disadvantages. Whereas advertising is non-personal selling. Personal selling has many advantages over advertising like direct communication, bargaining, enough time to discuss in detail about the product, seller can easily locate potential buyer. Advertising has none of the advantages of personal selling, very little time to present sales message, message is cannot be changed easily.

Communication:

Communication means passing information, ideas, or feelings by a person to another. Communication uses all the senses like smell, touch, taste, sound, sight. Only two senses - sound and sight are really useful in advertising. In advertising, what appears is everything the writer thinks the customer needs to know about the product in order to make a decision about the product. That information will generally be about how the product can benefit the customer.

Paid For:

Advertiser has to pay for the creation of ad and for placing it in the media. Cost of ad creation and cost of time/space in the media must be paid for. Cost of advertising depends on TRP of media, reach of media, and frequency of ad to be displayed.

Persuasive:

"Persuasive" stands to reason as part of the definition of advertising. The basic purpose of advertising is to identify and differentiate one product from another in order to persuade the consumer to buy that product in preference to another.

Identified Sponsors:

Identified sponsors mean whoever is putting out the ad tells the audience who they are. There are two reasons for this: first, it's a legal requirement, and second, it makes good sense. Legally, a sponsor must identify himself as the sponsor of ad. By doing so the sponsor not only fulfils the legal requirements, but it also makes a good sense, if the sponsor doesn't do so, the audience may believe that the ad is for any competitor's product, thus wasting all the time and money in making and placing the ad.

Objectives of Advertising:

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

Informative:

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

Persuasive:

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

Reminder:

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

Functions and Classifications of Advertising:

Functions of Advertising - Following are the basic functions of advertising:

1. To distinguish product from competitors' products:
There are so many products of same category in the market and they compete with each other, advertising performs the function of distinguishing advertiser's product from competitors.
2. To communicate product information:
Product related information required to be communicated to the targeted customers, and advertisement performs this function.
3. To urge product use:
Effective advertisement can create the urge within audience for a product.
4. To expand product distribution:
When the market demand of a particular product increases, the number of retailer and distributor involved in sale of that product also increases, hence product distribution get expanded.
5. To increase brand preference:
There are various products of different bands are available, the brand which is effectively and frequently advertised is preferred most.
6. To reduce overall sale cost:
Advertising increases the primary demand in the market. When demand is there and the product is available, automatically the overall cost will decrease, simultaneously the cost of sales like distribution cost, promotional cost also gets decreased.

Classification of Advertising - Advertising can be classified on the basis of Function, Region, Target

Market, Company demand, desired response, and Media.

A) Classification on the basis of function

- Advertisement informs the customers about a product
- Advertisement persuades the consumers to buy a products
- Advertisement reminds existing customers about the presence of the product in the market

B) Classification on the basis of region:

Advertisements can also be classified on the basis of the region, say:

Global advertising:

It is executed by a firm in its global market niches. Reputed global magazines like Time, Far Eastern Economic Review, Span, Fortune, Futurist, and Popular Science. Cable TV channels are also used to advertise the products throughout world. Supermodels and cinema stars are used to promote high-end products Examples: Sony, Philips, Pepsi, Coca Cola, etc.

National advertising:

It is executed by a firm at the national level. It is done to increase the demand of its products and services throughout the country. Examples: BPL (Believe in the best). Whirlpool Refrigerator (Fast Forward Ice Simple) etc.

Regional advertising:

If the manufacturer confines his advertising to a single region of the country, its promotional exercise is called Regional Advertising. This can be done by the manufacturer, wholesaler, or retailer of the firm. Examples: Advertisements of regional newspapers covering those states or districts where these newspapers are circulated. Eg. The Assam Tribune (only for the NE region) etc.

Local advertising:

When advertising is done only for one area or city, it is called Local Advertising. Some professionals also call it Retail Advertising. It is sometime done by the retailer to persuade the customer to come to his store regularly and not for any particular brand. Examples: Advertisements of Ooo la la, Gupshup (Local FM channels) etc.

C) Classification on the basis of target market:

Depending upon the types of people who would receive the messages of advertisements, we can classify advertising into four subcategories:

Consumer product advertising:

This is done to impress the ultimate consumer. An ultimate consumer is a person who buys the product or service for his personal use. This type of advertising is done by the manufacturer or dealer of the product or

service. Examples: Advertisements of Intel, Kuttons (shirt), Lakme (cosmetics) etc.

Industrial product advertising:

This is also called Business-to-Business Advertising. This is done by the industrial manufacturer or his distributor and is so designed that it increases the demand of industrial product or services manufactured by the manufacturer. It is directed towards the industrial customer.

Trade advertising:

This is done by the manufacturer to persuade wholesalers and retailers to sell his goods. Different media are chosen by each manufacturer according to his product type, nature of distribution channel, and resources at his command. Hence, it is designed for those wholesalers and retailers who can promote and sell the product.

Professional advertising:

This is executed by manufacturers and distributors to influence the professionals of a particular trade or business stream. These professionals recommend or prescribe the products of these manufacturers to the ultimate buyer. Manufacturers of these products try to reach these professionals under well-prepared programmes. Doctors, engineers, teachers, purchase professionals, civil contractors architects are the prime targets of such manufacturers.

Financial advertising:

Banks, financial institutions, and corporate firms issue advertisements to collect funds from markets. They publish prospectuses and application forms and place them at those points where the prospective investors can easily spot them.

D) Classification on the basis of desired responses:

An ad can either elicit an immediate response from the target customer, or create a favourable image in the mind of that customer. The objectives, in both cases, are different. Thus, we have two types of advertising under this classification.

Direct action advertising:

This is done to get immediate responses from customers. Examples: Season's sale, purchase coupons in a magazine.

Indirect action advertising:

This type of advertising exercise is carried out to make a positive effect on the mind of the reader or viewer. After getting the advertisement he does not rush to buy the product but he develops a favourable image of the brand in his mind.

Surrogate advertising:

This is a new category of advertising. In this type of promotional effort, the marketer promotes a different

product. For example: the promotion of Bagpiper soda. The firm is promoting Bagpiper Whisky, but intentionally shows soda. They know that the audience is quite well aware about the product and they know this fact when the actor states, "Khoob Jamega Rang Jab Mil Baithenge Teen Yaar ... Aap ... Main, Aur Bagpiper").

E) Classification on the basis of the media used in advertisement

The broad classification based on media is as follows:

Audio advertising:

It is done through radio, P A systems, auto-rickshaw promotions, and four-wheeler promotions etc.

Visual advertising:

It is done through PoP displays, without text catalogues, leaflets, cloth banners, brochures, electronic hoardings, simple hoardings, running hoardings etc.

Audio-visual:

It is done through cinema slides, movies, video clips, TV advertisements, cable TV advertisements etc.

Written advertising:

It is done through letters, fax messages, leaflets with text, brochures, articles and documents, space marketing features in newspapers etc.

Internet advertising:

The World Wide Web is used extensively to promote products and services of all genres. For example Bharat Matrimony, www.teleshop.com, www.asianskyshop.com etc.

Verbal advertising:

Verbal tools are used to advertise thoughts, products, and services during conferences, seminars, and group discussion sessions. Kinesics also plays an important role in this context.

Advertising Agency and its Functions:

According to American marketing Association, "An Advertising agency is an independent business organisation composed of creative and business people who develop, prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services."

Advertising Agency is an independent business organisation specialised in advertising related work which undertakes the work of planning, preparing, and executing advertising campaign for its clients. Advertising Agency is a body of experts specialised in advertising. Advertising Agency performs following activities for its clients:

Advertising as Mass Communication and Communication Mix:

Advertising is a form of mass communication. Advertising is a process of transmission of information by the manufacturer or a seller of a product or service to modify or stimulate the behaviour of the buyer to buy a particular product. Advertising can be in any form of presentation such as sign, symbol or illustration in print media, a commercial on radio or television, poster etc. Thus advertising is the communication link between the seller and the buyer.

Advertising is a paid form of a non-personal message communicated through the various media by industry, business firms, non-profit organisations, or individuals. Advertising is persuasive and informational and is designed to influence the purchasing behaviour and/or thought patterns of the audience.

Marketing Communication Mix:

The marketing communication mix is the specific mix of advertising, personal selling, sales promotion, public relation, and direct marketing a company uses to pursue its advertising and marketing objectives. Elements of the mix are blended in different quantities in a campaign.

Emotional Appeals:

An emotional appeal is related to an individual's psychological and social needs for purchasing certain products and services. Emotions affect all type of purchase decisions. Types of emotional appeals are as follows:

- Positive Emotional Appeal - Positive emotions like- humour, love, care, pride, or joy are shown in advertisements to appeal audience to buy that product. For example- Jonson and Jonson baby products.
- Negative Emotional Appeal - This includes fear, guilt, and shame to get people to do things they should or stop.
- Fear - Fear is an emotional response to a threat that expresses some sort of danger. Ads sometimes use fear appeals to evoke this emotional response and arouse consumers to take steps to remove the threat. For example- Life Insurance
- Anxiety - Most people try to avoid feeling anxious. To relieve anxiety, consumers might buy mouthwash, deodorant, a safer car, get retirement pension plan.
- Humour - Humour causes consumer to watch advertisement, laugh on it, and most important is to remember advertisement and also the product connected with humour. For example- Happy dent, and Mentos.

Moral Appeals:

Moral appeals are directed to the consumers' sense of what is right and proper. These are often used to exhort people to support social and ethical causes. Types of Moral Appeal are as follows:

- Social awakening and justice
- Cleaner and safe environment
- Equal rights for women
- Prohibition of drugs and intoxication
- Adult literacy
- Anti-smuggling and hoarding
- Protection of consumer rights and awakening

AIDA Concept:

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

Attention

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

Interest

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

Desire

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

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

Action

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

AIDA and the Promotional Mix:

	Attention	Interest	Desire	Action
Advertising	Very Effective	Very Effective	Somewhat Effective	Not Effective
Public Relations	Very Effective	Very Effective	Very Effective	Not Effective
Sales Promotion	Somewhat Effective	Somewhat Effective	Very Effective	Somewhat Effective
Personal Selling	Somewhat Effective	Very Effective	Very Effective	Very Effective

DAGMAR Model:

DAGMAR stands for Defining Advertising Goals for Measured Advertising Results. DAGMAR Model was developed by Russell Colley in 1961 for setting advertising objectives and measuring advertising results.

According to DAGMAR Model the ultimate objective of advertising involves a communication task, intended to create awareness, impart information, develop attitude and induce action.

Advertising objective is to carry a consumer through four levels of understanding:-

1. From unawareness to awareness - consumer must be aware of product or company,
2. Comprehension - what the product is and its benefits,
3. Conviction - mental conviction to buy the product, and
4. Action - finally buy the product.

Communication Process in DAGMAR Approach:

1. Awareness

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

2. Comprehension

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

3. Attitude or Conviction

At this step a sense of conviction is established. By creating interest and preference, buyers are moved to a position where they are convinced that a particular product in the class should be tried at the next opportunity. At this step communication task of advertising activity is to mould the audience's beliefs

about the product and this is often done through messages that demonstrate the product's superiority over a rival or by talking about the rewards as a result of using the product.

4. Action

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

Truthfulness in Advertising:

Truth in advertising promotes a highly efficient, functioning economy by:

- Discouraging deceptive business practices;
- Encouraging the provision of accurate and truthful information;
- Enhancing competition by ensuring a level playing field; and
- Enabling informed consumer choice.

The Dignity of the Human Person:

- The dignity of human beings should be respected; advertisements should not insult the dignity of human beings;
- Different cultures and ethnic groups should be presented in advertising as equal with the majority of the population;

- Special care should be given to weak and vulnerable groups like - children, poor people, or elderly people.

Advertising and Social Responsibility:

Advertising has a strong social responsibility, independent of its known commercial responsibility. Advertisers should have a deeper sense of social responsibility and should develop their own set of ethical and social norms taking into consideration the values of their society.

CONCLUSION

Advertisement is important to set clear objectives for an advertising campaign, whether it is intended to build awareness, develop brand comprehension or convince the customer to purchase the brand. These communication objectives of advertising are measurable and in team help in achieving the behavioural objectives of inducting a trail purchase or increasing brand loyalty or increasing product usage.

REFERENCES:

- [1] Khan and Martin(2003); sales and Distribution (I Edtion) Anurag jain Publishing company, New Delhi.
- [2] Rajan Saxena(2003): Marketing Management (II Edition), Tata McGraw-Hill Publishing company Ltd., New Delhi

