

Unit I

Advertising Communication; stages in advertising communication; IMC, Types of advertising, Advertising exposure Model; History of advertising

Advertising

- Derived from the Latin word “Adverter” which means ‘to turn the attention’
- Anything that turns attention to an article, a service or an idea might be called as advertising

History of advertising

- Primitively w-o-m advertising
- Hawkers announcing their articles for sale
- Merchants roaming from town to town spreading awareness about their goods
- Messengers of kings announcing their messages

Advertising in India

- Started in India in its true sense in 18th century with the birth of classified advertising
- First time in print in 1780 in ‘Bengal Gazette’, India’s first newspaper
- Initially imported from studios in England; later newspaper studios in India
- Initial clients – British retailers & medicine manufacturers

Advertising in India

- 1940-50 – Lux, Maharaja
- 1950-60- Vicks Vaporub, Vividh Bharati, Surf
- 1960-70 – Muscle man of MRF, Lifebuoy, Amul
- 1970-80- Liril, Coca-Cola, ThumsUp, National Readership Surveys; 1978 – birth of television in India
- 1980-90- Rasna, Charms, Voltas, Maggi, Bajaj, Onida, etc.
- 1990-2000 – radical transformation in the Indian TV industry (satellite channels); internet; Pepsi, Cadbury, etc.
- The new millennium - Incredible India campaign, Hutch, Pulse Polio, Idea, Volkswagon, etc.

Advertising as a part of Marketing Mix

Marketing Mix

- Product
- Price
- Place
- Promotion →

Promotion Mix

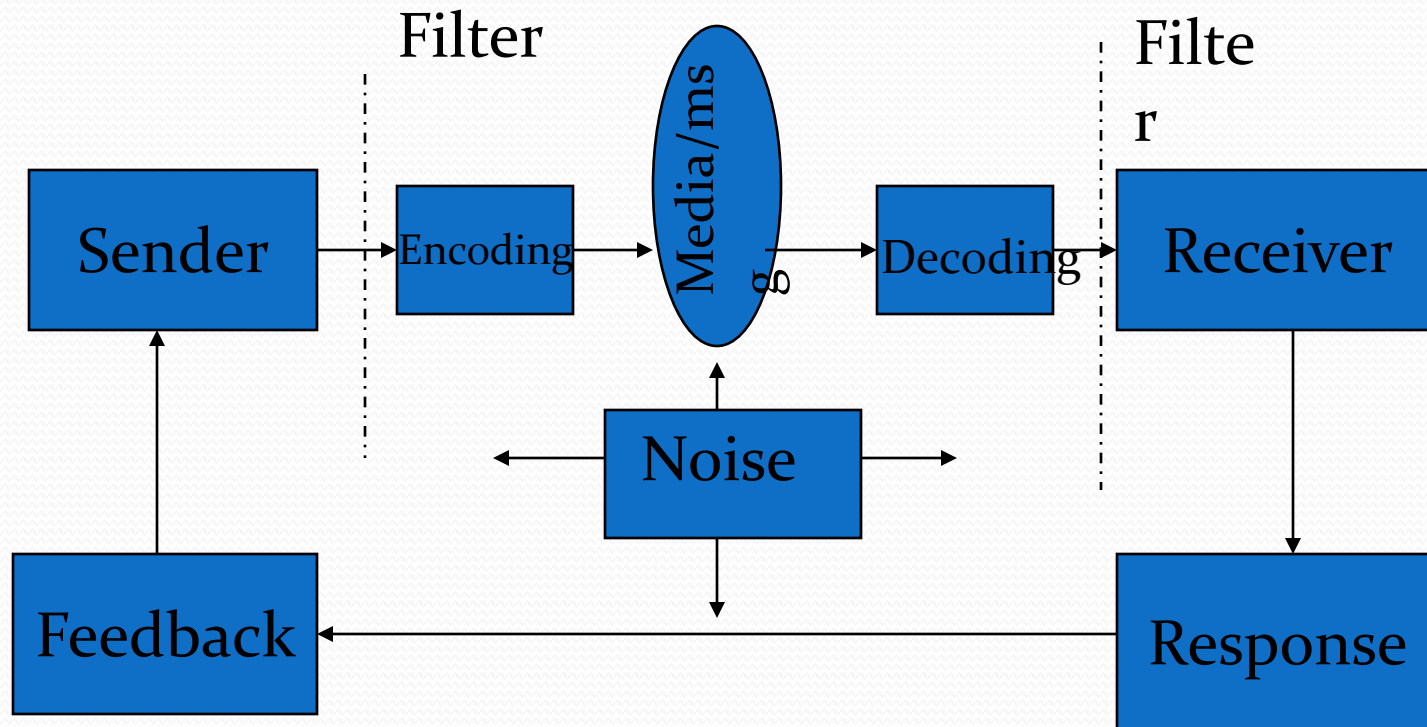
- Advertising
- Sales Promotion
- Personal Selling
- Direct Marketing
- Publicity & PR

Advertising Communication

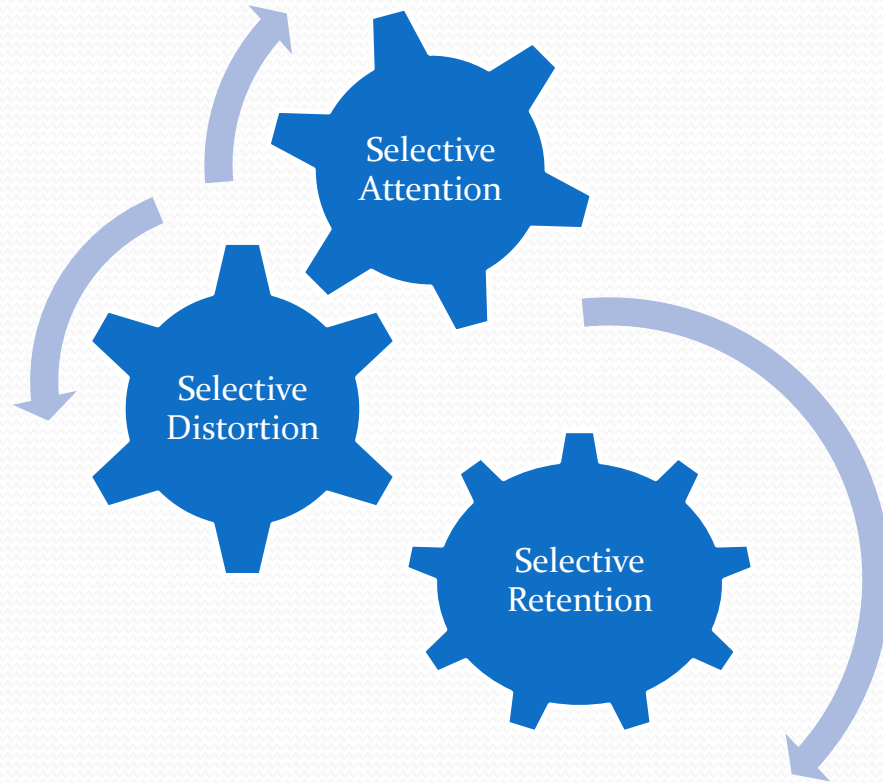
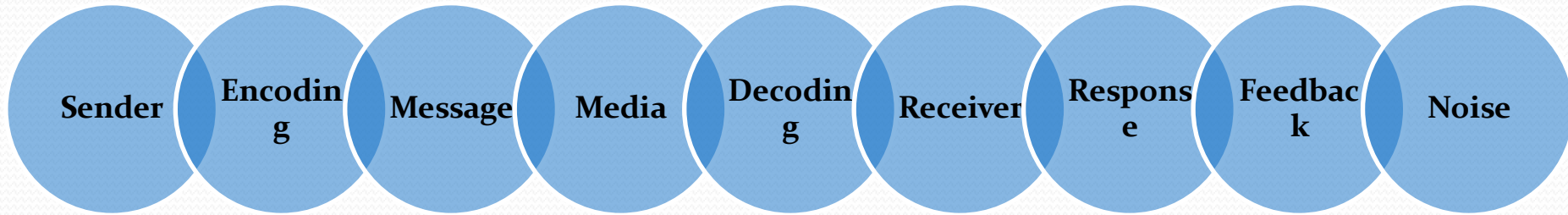
Marketing Communications

- **Marketing Communications** (or **MarCom**) are messages and related media used to communicate with a market.
- Marketing communications is the "promotion" part of the "Marketing Mix" or the "four Ps": product, price, place and promotion

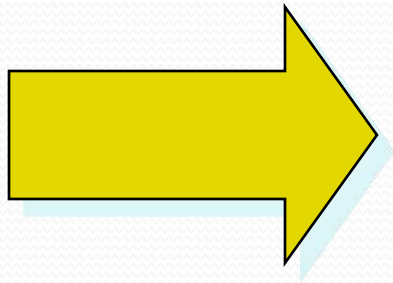
The Communication Process



The Communication Process



Promotional Mix



Advertising

Personal Selling

Sales Promotion

Public Relations & Publicity

Direct Marketing

Combination of promotion tools used to reach the target market and fulfill the organization's overall goals.

Promotional mix a.k.a Communication mix



Advertising

Any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor



Features of advertising

- Paid form
- Non personal presentation
- Goods/services/ideas/people/places
- Mass communication
- Identified sponsor
- Specific objective

Characteristics of Advertising

	Advertising
<i>Communication Mode</i>	Indirect and non-personal
<i>Communication Control</i>	Low
<i>Feedback Amount</i>	Little
<i>Feedback Speed</i>	Delayed
<i>Message Flow Direction</i>	One-way
<i>Message Content Control</i>	Yes
<i>Sponsor Identification</i>	Yes
<i>Reaching Large Audience</i>	Fast
<i>Message Flexibility</i>	Same message to all audiences

Types of Advertising

Geographical spread	Target audience	Object of Ad	Objective	Others
<ul style="list-style-type: none">• National• Local• Global	<ul style="list-style-type: none">• Consumer• Trade• Industry	<ul style="list-style-type: none">• Product• Service• Idea• Organization• Place	<ul style="list-style-type: none">• Primary/secondary demand• Direct/indirect action• Cooperative advertising• Public service advertising	<ul style="list-style-type: none">• Political• Financial• Speciality

IMC

Other names

New Advertising

One-to-one marketing

Whole egg

Orchestration

360 branding

Total branding



IMC Definition

- IMC is the coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost.
- It is the communications mix adopted by a company to derive synergies from the various types of marketing communications tools available

IMC Definition

American Association of Advertising defines IMC as “a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines – for ex., general advertising, direct response, sales promotions and PR- and combines these disciplines to provide clarity, consistency and maximum impact.”

Promotion, Promotional Mix and IMC



Steps for developing effective communication

1. Identifying the target audience
2. Determining communication objectives
3. Designing the message
4. Selecting communication channels
5. Establishing communication budget
6. Deciding on communication mix
7. Measuring results and taking feedback
8. Managing and coordinating MC process

1. Identifying the target audience

- (i) Demographics and psychographics
- (ii) Media habits
- (iii) Level of awareness

2. Determining communication objectives

Cognitive: put something in consumer's mind (inform - brand awareness and learning)

Affective: change an attitude (brand awareness and positive attitude)

Behavioral: get the consumers to act (persuade - *induce trial or brand liking from product use/reinforce product attitudes*)

Hierarchy of effects a.k.a. Buyer- readiness states



3. Designing the message

Message Design

- *Content*
 - *Structure*
 - *Format*
 - *Source*
- Message content decisions involve the selection of appeal, theme, idea, or USP
 - Types of appeals
 - *Rational appeals*
 - *Emotional appeals*
 - *Moral appeals*

3. Designing the message

Message Design

- *Content*
 - *Structure*
 - *Format*
 - *Source*
- One-sided vs. two-sided messages
 - Order of argument presentation

3. Designing the message

Message Design

- *Content*
- *Structure*
- *Format*
- *Source*

Message format decisions vary with the type of media, but may include:

- *Graphics, visuals*
- *Headline, copy or script*
- *Sound effects, voice qualities*
- *Shape, scent, texture of package*

3. Designing the message

Message Design

- *Content*
 - *Structure*
 - *Format*
 - *Source*
- Message source characteristics can influence attention and recall
 - Factors underlying perceptions of source credibility:
 - *Expertise*
 - *Trustworthiness*
 - *Likeability*

4. Selecting communication channels

- **Personal**

- Non personal

- Expert

- Advocate

- Social

4. Selecting communication channels

- Personal

- Non personal

- Media

- Atmospheres

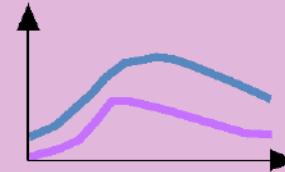
- Events

6. Deciding on communication mix

(i) Nature of the Product



(ii) PLC Stage



(iii) Target Market Characteristics

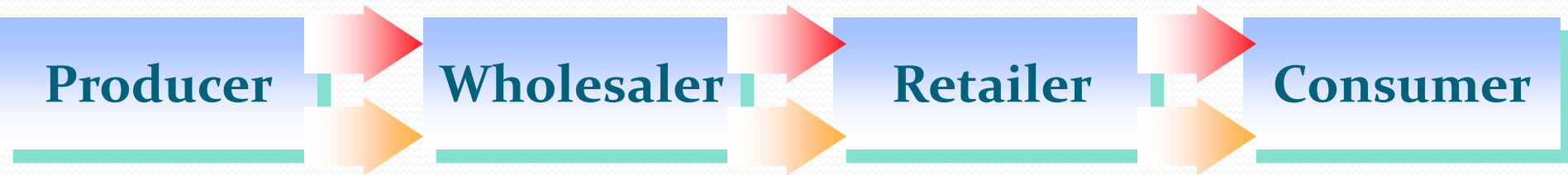


(v) Available Funds

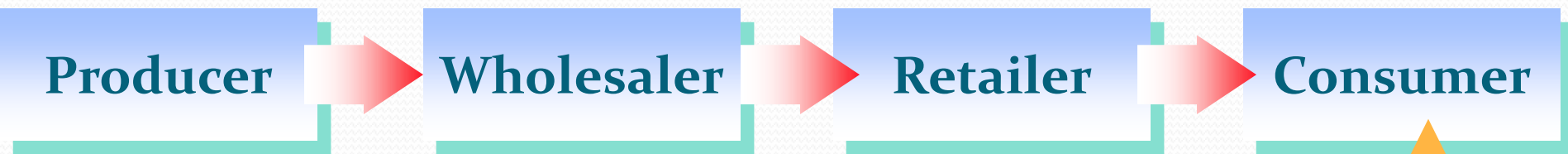


(vi) Push-and-Pull Strategies

(vi) Push-and-Pull Strategies



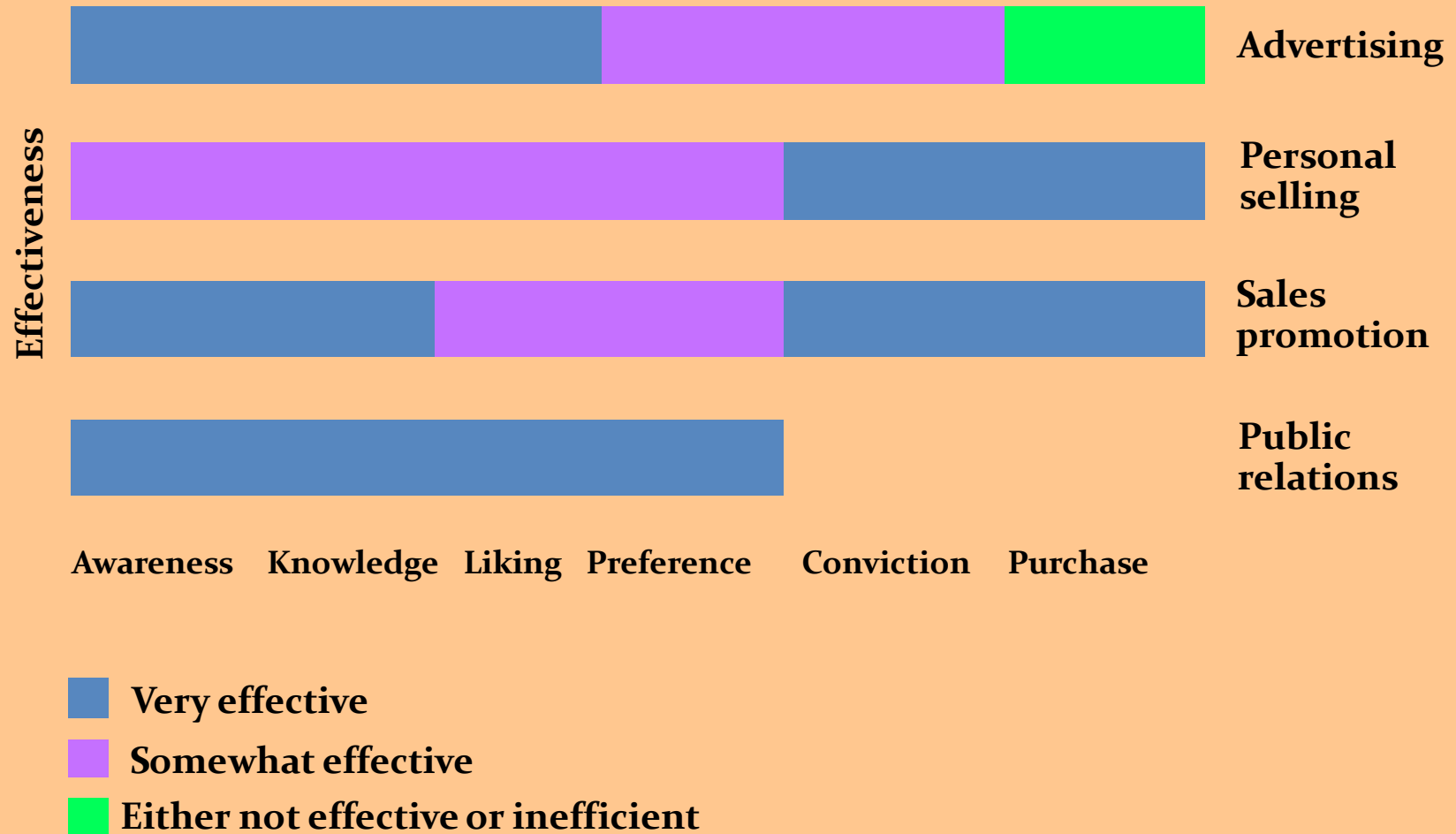
PUSH STRATEGY



PULL STRATEGY



When Elements of Promotion Are Most Useful



7. Measuring results and taking feedback

Recognition, recall, and behavioral measures are assessed

- brand recognition
- brand recall
- brand acceptance
- brand preference
- purchase intention
- brand purchase
- repeat purchase
- brand satisfaction
- brand loyalty
- brand's past/anticipated performance
- competitive brands' past/anticipated performance

8. Managing and coordinating MC process

- Work out the roles of promotional tools
- Intensity of usage of the tools
- Monitor promotional expenditure by product, by promotional tool, by PLC stage for further planning and control

Pepsodent increases recall and consumption with IMC

- **Insight** – ‘night brushing’ problem with kids
- **Objective** – promote habit of brushing at night
- **Media** –
 - (i) Bhoot Police commercial on TV
 - (ii) Groups of parents and teachers invited to sing on radio
 - (iii) Contest for parents to pen lyrics for arti tune praying god to make their kids brush at night
 - (iv) Contest for kids to become Bhoot Police
 - (v) Campaign culmination thru contacting schools and obtaining pledge from students and verified by parents if they actually brushed at night or not
 - (vi) Interactive website to teach kids the benefits of brushing at night