25

Advertising

25.1 Introduction

You have already learnt about the term ‘sales promotion’ in your previous lesson. Advertising is an important technique of sales promotion used by business firms.

You watch television, listen to radio, go to a cinema house to see a movie and read news papers and magazines. While doing so, you observe a number of advertisements of several products. Some of these products are cold drinks such as Pepsi, Coca-Cola, and Limca, hot drinks such as tea and coffee (Taj, Nescafe), washing powders such as Surf, Arial and Nirma, washing soaps such as Lux, Breeze, Hamam and Life Buouy, tooth pastes such as Colgate, Pepsodent, Promise, Close-up and Babool, various shampoos, cold creams, hair oils, skin care products like Dettol, refrigerators, televisions, scooters, motor cycles, cars, washing machines, computers, shoes, clothes and services such as banking and insurance.

These advertisements are given by manufactures, wholesalers, retailers and providers of services to inform their customers about their products, create demand and increase sales of the same. Advertisements provide tremendous help to business firms in successful conduct of business operations. As such, most of the business firms whether big or small, manufactures or traders, operating in public sector or private sector, make use of advertising. In this lesson we shall learn more about advertising.
25.2 Objectives

After reading this lesson, you will be able to -

- recall the meaning of Advertising
- enumerate the objectives and role of advertising.
- describe the essentials of good advertising
- state the meaning of advertising copy.
- enumerate the qualities of a good advertising copy.
- draft a suitable copy of press advertisement with a statement which will help in remembering the name of the product
- discuss the impact of advertising on the sale of a product
- identify different media of advertising
- cite two examples of products or services with suitable reasons for which the following advertising media may be used in preference to others
  

- suggest the choice of a particular medium of advertising in a given case.

25.3 Meaning of advertising

Advertising is an impersonal communication of messages regarding ideas, products and services from manufacturers, wholesales and retailers (called sponsors) to a targeted group of existing and potential customers, with a view to educate and influence them to act in a manner desired by the sponsor of the message. The message may be oral or in writing, may be audio or visual or both and is paid for by the sponsor.

The characteristics of advertising may be stated as follows:

(i) Advertising is an impersonal communication of message. It involves sending messages through one or more media such as
television, radio, newspapers and magazines, etc. It is called impersonal because the message is conveyed through some media rather than a person. As such advertising is one-way communication.

(ii) The message is regarding some idea, product or service. The message generally contains information regarding product characteristics, prices uses and important needs that may be satisfied by use of the product.

(iii) The message is sent by manufacturers, wholesalers and retailers who are called sponsors of the advertisement.

(iv) The sponsors send the message to a target group of people who are either the existing customers or the potential customers. The message is generally not sent to people who are unlikely to buy the product.

(v) The purpose of sending the message is to inform the customers about their needs, availability of the product to satisfy those need, arouse their desire to have the product, and create demand for the product. Thus the aim of advertising is to make people act as desired by the sponsors.

(vi) The message may be sent through different media such as television, radio, newspapers and magazines. Depending on the media used it may be audio or visual, or written or oral.

(vii) The sponsors spend money to send the message. Thus advertising is not free of cost but involves some expenditure.

**25.4 Objectives of advertising**

The main objectives of advertising are:

1. **Creating demand for products**

   Now a days, goods are produced on a large scale in anticipation of future demand. It is therefore, important that sufficient demand is created for the product. Goods produced can be sold only if there exists sufficient demand for them.
The objective of advertising is to create demand for products and services through customer education. The objective is important both in respect of the existing products as well as new products.

2. **Sustaining demand for products and service**

Sometimes, there are a number of manufacturers, who manufacture products which basically meet the same needs of the customers. In such situations, there may develop an intense competition among the manufacturers to sell their products. The objective of advertising, then is to see that the demand for a firm’s product does not decline and is maintained at the existing level.

3. **Creating and enhancing goodwill of the firm**

This is another objective of advertising. Through advertising, a firm highlights the importance it attaches to consumer satisfaction and good of the society. Achievements of the firm in these matters are also highlighted.

This helps in creating a good image of the business in the minds of consumers, workers, investors, suppliers, government and other groups of people in society. Thus business goodwill is created and enhanced.

4. **Establishing and enhancing brand image**

A number of products are sold by their brand name. Washing powder is sold under the brand name of Surf, tooth paste is sold under the name of Close up, and a particular type of car is sold under the name of Maruti. One of the objectives of advertising is to popularise the brand name of the product so that its brand image is established and enhanced. Brand name is popularised at the existing level by highlighting the name again and again in the advertisement.

5. **Helping salesmen**

Advertising aims at helping salesmen in selling goods and services.
Role of advertising

Advertising plays an important role in business and society. The role of advertising is explained below.

Role of advertising in business

Advertising helps in creating and sustaining demand for existing and new products. It builds brand image and goodwill of the firm.

Advertising thus enables business firms to sell goods on a large scale. This makes possible large scale production of goods. The goods are produced and distributed at a lower cost. All this helps in lowering the price of products and services, which further boosts the demand for the product. Research and development efforts of the business firms also receive encouragement by way of greater investment which leads to development of new products and improvement in the existing products.

In the absence of advertising, business firms may not be able to reach large numbers of customers and those widely scattered in different regions. Advertising achieves the objective at a much lower cost than is possible through other means (such as personal selling). This factor gives an added significance to the role of advertising.

Role of advertising in society

Advertising creates awareness among masses regarding their needs and the availability of goods to satisfy those needs. By repeated advertisement, a desire to possess the goods is aroused. Those people who do not have sufficient purchasing power, work extra hard to earn more income to purchase goods and services. Thus, advertising motivates people to earn more and buy more goods. This increases the standard of living of the people. Advertising also generates employment. It helps artists by making available more job opportunities. It also supports the press.
Intext Question 25.1

1. Which of the following statements are correct and which are incorrect? Write ‘C’ against correct statements and ‘I’ against incorrect statements:
   i) Advertising is a personal communication of messages. \( \text{C} \)
   ii) The message advertised may be oral or in writing. \( \text{C} \)
   iii) Advertising is done by wholesalers only. \( \text{I} \)
   iv) The aim of sending a message in any advertisement is to inform the customers about the availability of product. \( \text{C} \)
   v) There is only one medium of advertising. i.e newspapers. \( \text{I} \)

2. Fill in the blanks with suitable words from those given within brackets against each sentence:
   i) Goods are produced these days on a large scale in anticipation of \__________ demand. (past, future)
   ii) Goods produced can be sold only if there exists \__________ demand for them. (sufficient, less)
   iii) The objective of advertising in case of competition is to see that the \__________ for the firm’s product is maintained at the existing level. (price, demand)
   iv) In advertising, the business firms highlight the importance they attach to \__________ satisfaction. (consumer, producer)
   v) In the absence of advertising, firms \__________ reach the consumers in large numbers. (can, cannot)

25.5 Essentials of good advertising

Good advertising is that which achieves its objectives. It should have the following features:

1. It must be able to attract the customers’ attention to the advertisement. An advertisement which goes unnoticed by existing
or potential customers is a waste of money.

2. The customer should read or listen to or view the advertisement. The purpose of advertisement to educate the customers can be achieved, only if the message contained in the advertisement is properly communicated to them.

3. The customer should act in the desired manner. The aim of advertising is to create and sustain demand for goods and services. Good advertising is one which is able to create and sustain demand for goods and services.

**Requisites of good advertising**

Good advertising requires that advertising be undertaken on a scientific basis, so that it is both effective and efficient. In other words, the advertising programme should be so designed that the objectives of advertising are achieved at the least cost. A scientifically designed advertisement programme involves the following four phases:

(i) **Investigation Phase** : This phase involves collecting facts on the following matters

   (a) The customers, both the existing or prospective, to whom advertising is to be directed.

   (b) The needs and requirements of customers and how the product to be advertised will meet these requirements.

   (c) Factors or reasons that motivate customers to buy a product.

(ii) **Budgeting and media planning** : This phase involves determining the amount of money to be spent on advertising programme and the media to be used.

(iii) **Implementing the advertising programme** : This phase involves actual advertising. It involves preparation of an advertisement copy and its communication to the customers through the selected media.

(iv) **Ascertaining performance** : This phase involves finding out the
results of advertising. This is done to ascertain the effectiveness of advertising programme. This helps in improving advertising in future.

**Intext Questions 25.2**

State whether the following statements are true or false by writing 'T' against true statements and 'F' against false statements:

i) Good advertising is one which is able to achieve its objectives.

ii) An advertisement which goes unnoticed by potential customers is waste of money.

iii) The function of advertising is not to educate the customer but only to create demand for the product.

iv) The object of advertising is to achieve its aims at the least costs.

v) Ascertaining performance means to ascertain the effectiveness of advertising programme.

**25.6 Advertising copy**

**Meaning**

By ‘advertising copy’ we mean the contents, size, colour and presentation of the message of advertisement. The advertising copy may make use of different forms of expression depending on the media used. In case the media of advertising is radio, the contents of the message of advertisement may be words spoken or sung, music, etc. In case of television, words, pictures, animals, machines, songs, voice, dances, drama (written or spoken) form part of the content of message. If newspapers and magazines are used as media of advertising, the advertising copy may have contents similar to television except voice.

Thus advertising copy refers to the form of presentation of message and its contents. It is different from the media of advertising.
Qualities of good advertising copy:

A good advertising copy is one which is seen and read. It conveys the message and is acted upon. A good advertising copy should have the following characteristics:

1. **Attention value**: It should be able to attract customers.
2. **Suggestive value**: It should suggest products which satisfy consumer needs.
3. **Memorising value**: It should enable consumers to remember the name of the product and the need it would satisfy.
4. **Conviction value**: It should be able to sufficiently convince the consumer regarding the truth of the message.
5. **Educational value**: It should educate the customer regarding the needs, products that satisfy these needs & uses of the same.
6. **Motivational value**: It should arouse a desire among consumers to possess the advertised product.

Drafting an advertising copy

The task of drafting an advertising copy is very important. The copy of advertisement affects the success of advertising campaign/programme.

Drafting an advertising copy requires a lot of imagination on your part. While drafting the copy, you have to decide the matter which will form part of the advertisement. You have unrestricted freedom in your task except that the advertising copy should not violate cultural values and legal laws. You can put all your imagination in the advertising copy.

Matter that you can use in the advertising copy

You can use different ideas in the advertising copy to convey your message. These ideas may consist of making use of songs, dialogues, dramas, dances, comedies, animals, machines, men and women, young, adult and old, oceans, rivers, sky, fields, social functions such as marriages, birthday parties, games, laboratories, factories, offices, homes, picnic spots, shops and things like that. These ideas are used to highlight
the product, its name and characteristics in such a way that the advertising copy contains all the desirable features.

As stated earlier, the advertising copy should have the attention value, educative value, suggestive value, memorising value, motivating value and conviction value. You should aim at incorporating all these values in the advertising copy through the use of imaginative ideas.

In order that the customer is able to remember the name of the product advertised, the name of the product should be frequently used in the advertisement. For example, in an advertisement of Suzuki Motor Cycle, the words—Suzuki, No Problem, are used again and again which helps in memorising the product name. Similarly, it may be used again and again either on the border or in the body of the advertising copy. The name of product may be given in the advertisement in an attractive manner. In this way advertising may help the reader or listener in remembering the product name.

**Impact of advertising on sale of a product**

The impact of advertising on sale of a product depends upon the effectiveness of advertising. If advertising is effective, it has a positive/favorable impact on the sale of a product. Existing consumers continue to purchase the same product and maintain their brand loyalty. New consumers are also attracted to the product and buy it. This increases the sale of product.

However, if advertising is not effective, sales may actually decline. This may happen because of competitive advertising done by competitors, which is more effective. The customers of a firm which is not able to effectively advertise, may change their loyalty and start buying other products. This results in decline in sales.

**Intext Question 25.3**

1. Fill in the blanks with suitable words:

   i) By advertising copy is meant the contents, ____________, colour and presentation of the message of advertisement.

   ii) The advertising copy may make use of different forms of
iii) Advertising copy refers to the form of presentation of _______ and its _______.

iv) Motivational value of advertising refers to arousing a desire among consumers to _______ the advertised product.

v) The advertising copy should educate the customers regarding his needs, _______ that satisfy these needs & uses.

2. State whether the following statements in respect of an advertising copy are correct or wrong. Write ‘c’ against correct and ‘w’ against wrong statements:

i) Advertising copy affects the success of advertising campaign.
   - c

ii) Drafting an advertising copy does not require lots of imagination on the part of advertiser.
   - w

iii) Advertising copy should have only attention value.
   - w

iv) In order that the customer is able to remember the name of the product, it is frequently used in the advertisement copy.
   - c

v) The name of the product should be given in the advertisement in an attractive manner.
   - c

25.7 Media of Advertising

Advertising media means the channel of communication through which advertisement message is sent to the customers. They are the vehicles of carrying messages from advertisers to the customers. Businessmen use several media to send messages. The more important of these media are:

1. Press Advertising
   a) Newspapers
b) Periodicals

2. Radio Advertising
3. Television Advertising
4. Film Advertising
5. Outdoor Advertising
6. Direct Mail Advertising

The media of advertising listed above differ from each other with respect to cost, coverage, presentation and effectiveness. The choice of appropriate media of advertisement is important for the success of advertising programme.

Suitability of different media of advertising

Different media of advertising are suitable for different products. The suitability of different media of advertising for different products is outlined below.

Newspapers:

Newspapers are an important source of news and views. Reading newspapers has become a regular habit of crores of people living in cities and villages. Hence businessmen make use of newspapers to advertise their products in a big way.

Suitability of newspapers as media of advertising:

Newspapers may be regarded as a suitable media for advertising consumer products used by masses. Such products include both consumer durables as well as consumer non-durables. Various services are also advertised through newspapers. Some of the products regularly advertised through newspapers are television, music systems, motor cycles, scooters, refrigerators, washing machines, cars (all consumer durables) or products such as washing powders, soaps, oils, footwears, tooth pastes, clothes, etc. (all consumer non-durables).

Unsuitability of newspapers as media of advertising:

Newspapers are not suitable for advertising industrial products (products
used by industry for further production of goods) or products used by professionals such as doctors, lawyers, chartered accountants, scientists or players. Some such products are cement manufacturing machine, surgical equipment used by doctors, law books and reports, etc.

**Reasons**

Advertisement for consumer products published in newspapers reach millions of people who are the present or potential customers of the products. Such advertisements are therefore beneficial to the advertisers. If Industrial products are advertised through newspapers, the value of advertisement is lost as most of the people who read newspapers do not use industrial products.

**Television**

Television has become an important source of entertainment, news and views to people both literate and illiterate, living in cities and villages and young and old. Due to its wide coverage, greater flexibility in designing the advertising copy, and appeal to the customers, television has become a very important media of advertising. Television is used extensively by manufacturers to advertise their products & services.

**Suitability :**

Television is suitable for advertising consumer products. Television offers extra benefit of greater flexibility in designing and reaching consumers over newspapers. As television is mainly a source of entertainment, it is watched by literate as well illiterate people and hence has a wider reach than news papers. It is more flexible as the advertisement can make use of more features than newspapers and radio. Time of advertising can also be decided in such a way that the advertisement is watched by the maximum number of people.

**Unsuitability**

Television like newspaper is not suitable for advertising industrial products or products used by special categories of people such as doctors, players, lawyers, scientists etc.

**Reasons :** Same as in the case of newspapers.
Radio:

Radio is also a source of entertainment, news and views just as television is. However television has become more popular now a days and popularity of radio has declined, due to extra features of television (viewing is an extra feature of television). Radio is used to advertise consumer products. Industrial Products are not advertised on radio.

However, radio is losing its importance as a media of advertising in comparison with television and newspapers.

Magazines and Journal:

Magazines and journals are print media like newspapers. These generally publish views of different people on various issues as well as stories and poems and jobs etc. These are read by a limited number of people and do not have as wide a circulation as newspapers. Therefore, only such products are advertised through magazines and journals which are of interest to the readers of these publications.

For example, if some magazine is mainly read by women, products used by women are advertised through the magazine. Famina is one such magazine. Sport goods are generally advertised through sports magazines. One such magazine is Sports Star. Medicines and medical equipments are advertised through medical journals.

Thus, magazines and journals are suitable for advertising products of special type, used or purchased by only a particular section of the society.

Film advertising

Movie film is an important source of entertainment. Consumer products can be advertised through cinema houses. However, the reach of such advertisements is very limited. Cinema as a source of entertainment is expensive in comparison with television and radio. Viewership is less. Due to this reason, film advertising may be expensive, considering the number of viewers. In modern times, film advertising has only a limited role to play in the advertising campaign of business firms.

Conclusions:

It can be safely concluded that newspapers and television are generally superior to other media, through which consumer goods produced on a
mass scale may be advertised for maximum benefit.

For advertising industrial products or products used/purchased by a particular section of society, magazines and journals may be preferable.

Goods and services which are locally consumed may be advertised through cinema or outdoor advertising like posters, banners, handbills, etc.

**Intext Questions 25.4**

1. Fill in the blanks with suitable word/words:
   
i) Advertising media means the _________ of communication through which advertisement message is sent to the customers.

   ii) Different media of advertising are ___________ for difference products.

   iii) Newspapers happen to be suitable media for advertising ____________ products used by masses.

   iv) Magazines and Journals are suitable for advertising products of __________ type purchased by only a particular section of society.

   v) Television is not suitable for advertising ______________ products.

2. State whether the following statements are correct or incorrect. Write ‘C’ against correct and ‘I’ against incorrect statements:
   
i) Newspapers are most suitable for advertising consumer products.

   ii) Television is suitable for advertising products used by special class of people such as doctors, lawyers etc.

   iii) Cinema advertising is suitable for advertising goods and services that are locally consumed.

   iv) Advertising on radio is losing importance in comparison with television.
25.8 What you have learnt:

Advertising

Advertising is an impersonal communication of messages.

- The message may be oral or in writing
- The message relates to some idea, product or service.
- The message is sent by manufacturers, wholesalers and retailers.
- The message is sent to a target group of people – existing and prospective customers – for their information about their needs.
- The messages may be communicated through different media.

Objectives of Advertising

1. To create demand for products
2. To sustain demand for products
3. To create and enhance goodwill of the advertising firm.
4. To establish and enhance brand image.
5. To help salesmen in selling the products.

Essentials of good advertising

1. It should be able to attract customers.
2. It should ensure that customers read or view it.
3. It should aim at creating and sustaining demand of good.

Requisites of good advertising

It should be designed on scientific basis. There are four phases of scientifically designing an advertisement:

1. Investigation phase.
2. Budgeting and media planning.
3. Implementing the advertising programme.
4. Ascertaining performance

**Advertising copy**

It refers to the form of presentation of message and its contents. A good copy of advertisement should have –

1. Attention value
2. Suggestive value
3. Memorising value
4. Connection value
5. Education value
6. Motivational value.

**Media of Advertising**

It means the channel of communication through which advertisement messages may be sent to the customers.

Type of media:

a) Press Advertising - (i) Newspapers, (ii) Periodicals.
b) Radio Advertising
c) Television Advertising

**25.9 Terminal Exercises**

1. Explain briefly the term advertising and state its characteristics.
2. What are the main objectives of advertising? Explain in brief.
3. “Advertising plays an important role in business and society”, Discuss.
4. Explain, in brief, the essentials of good advertising.
5. What is meant by ‘Advertising Copy’? State the qualities of a good advertising copy.

6. “Newspapers are not suitable for advertising industrial products”. Do you agree with this statement? Give reasons.

7. Do you consider television a suitable medium for advertising consumer products?

8. What is the impact of advertising on sale of a product? Explain briefly.

9. What considerations will you keep in mind while drafting a copy of advertisement? Explain in detail.

10. Name any four items which are suitable for advertisement in magazines and journals.

25.11 Answers to Intext Questions

25.1 1. i) I  ii) C  iii) I  iv) C  v) I

2. i) future  ii) sufficient  iii) demand  iv) consumers  v) cannot

25.2 i) T  ii) T  iii) F  iv) T  v) T.

25.3 1. i) size  ii) expressions  iii) message, contents,  iv) possess  v) products

2. i) e  (ii) w  iii) w  iv) c  v) c

25.4 1. i) Channel  ii) suitable  iii) consumer  iv) special  v) industrial

2. i) C  ii) I  iii) C  iv) C