

Integrated Marketing Communications

Block

3

MARKETING COMMUNICATIONS EXECUTION

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BLOCK 3: MARKETING COMMUNICATIONS EXECUTION

Unit 8: Message and Creative Strategy, discusses the importance of creativity in capturing attention and influencing customer for purchase. The unit introduces the creative process model, determinants of creativity, creative strategy development and the execution framework for print media and TV media. The unit also discusses client evaluation and approval of creative work and copy testing and diagnosis for improvement.

Unit 9: Media Planning and Strategy, introduces developing the media plan based on four steps such as market situation analysis, setting media objectives, crafting media strategy and implementation and follow up of media plan. The unit also discusses media buying and media planning models.

Unit 10: Mass Media and Outdoor advertising, examines four mass media channels such as newspapers, magazines, radio and television. The unit discusses the advantages and disadvantages of each media along with media space buying methods. The unit also throws light on outdoor advertising such as signs, billboards, balloons, inflatables and mass-transit advertising.

Unit 11: Measurement and Evaluation of Marketing Communications, emphasizes the significance of measurement for evaluation of marketing communications programs. The unit discusses the elements of evaluation mechanism and performance measurement of various promotional mix elements such as advertising, sales promotion, public relations, personal selling and direct marketing. It also discusses cross-promotional interaction measurement with the help of advanced analytics such as advertising analytics 2.0.

Unit 8

Message and Creative Strategy

Structure

- 8.1. Introduction
- 8.2. Objectives
- 8.3. Creativity in Advertising
- 8.4. Creative Process Model
- 8.5. Creative Strategy Development
- 8.6. Execution Framework
- 8.7. Creative Advertising for Print Media
- 8.8. Creative Advertising for TV Media
- 8.9. Client Evaluation and Approval of Creative Work
- 8.10. Copy Testing and Diagnosis
- 8.11. Summary
- 8.12. Glossary
- 8.13. Self-Assessment Test
- 8.14. Suggested Reading/Reference Material
- 8.15. Answer to Check Your Progress Questions

“No one else will make something exactly the way you could, so even if you see something similar do it anyways and make it your own!”

- Gabe Hicks

8.1 Introduction

The above statement tries to unlock the potential of creativity that each of us have and discuss in this unit.

Creativity and advertising go together to create more interest in the product and influence target audience. Marketers develop deeper relationships with ad directors and ad agencies to deliver a powerful and creative message. Creative ads can even change customers past beliefs and reverse the fortunes of a struggled brand. The campaign ‘egg is vegetarian’ is a great success in India and the creative ads of ‘Old Spice’ have rejuvenated the brand image. Sometimes poorly conceived or less creative ads may damage the brand reputation.

Creative Advertising can be used to position a product in the audience mind and alter their impression for positive association. All the successful ads have a

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creativity strategy which develops creative ads and executes creative messages. All the creative ads have a big idea which is the central theme of advertising campaign. The big idea is presented in a creative manner to attract attention, generate interest and drive for action. The big idea is different from unique selling proposition (USP).

A traditional USP is hinged on one or more of the following: (1) quality (2) price and (3) features. This has worked in the past when marketing was very young. Today, almost everyone can claim and support the claim that they have the best quality products or services. A USP is still an essential variable in effective marketing, but it may no longer be enough. Simply put, what is needed is not only a USP, but a strong story for the brand that only you can tell. And your big idea should contain the big E of marketing – Emotion.

For example, the big idea of Wal-Mart is to offer products at low prices to customers, but the emphasis is primarily on the dimension of ‘always’. The brand story is about everyday low prices (EDLP).

‘Big Ideas’ are advertising ideas that connect vividly with target consumers to create a sustainable competitive advantage for a brand. All these activities call for creativity in advertising.

8.2 Objectives

After reading through this unit, you will be able to:

- Understand the importance of creativity and the creative process in the development of an advertisement
- Examine creative strategy development with a focus on various elements of it
- Discuss various creative execution methods based on advertising appeals and execution styles.
- Examine creative advertisements for print and TV media

8.3 Creativity in Advertising

Creativity is the ability to see relationships where none exist.

– Thomas Disch

Creativity in advertising is expressed in many ways. Many marketers believe that advertising is creative only if it sells the product. Creative ads can break through the advertising clutter, attract the customers’ attention and create an impact on the people to buy the product.

Advertising creativity is the ability to generate fresh, unique, and appropriate ideas that can be used as solutions to communications problems. The creative ad must be relevant to the target audience. The creative ad makes the distinction in the clutter and at the same time provides the necessary information to the target audience.

Example: Creativity in Cadbury's Advertisement

In 2020, Ogilvy and Mondelez India created an advertisement campaign “Meetha Chupa Rustom” (Sweet secret) for Cadbury’s ChocoBakes Cake, wherein it showcased a bonding of a little boy and his elder brother. The elder brother compared the characteristics of the Cadbury’s ChocoBakes Cake with the baby’s characteristics. It showed that each bite of cake, has hidden melted sweetness layers. The playful moments were brought to the fore when the elder brother shares a private moment as soon as its mouth-watering sweetness from each bitten cake is revealed, and calls that sweetness the “Chupa Rustom” in each of us.

The above example shows creativity in advertisement.

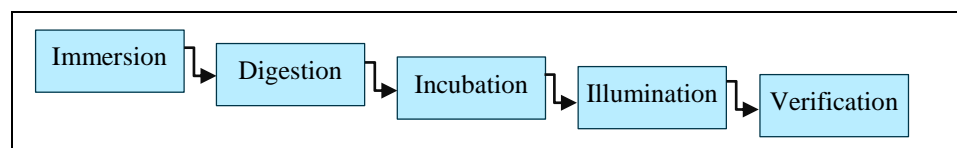
Source: *Economic Times* (05.08.2020). Mondelez India launches 'Kahan Gayi Cadbury' campaign for its new 'Meetha Chhupa Rustom'.

<https://brandequity.economictimes.indiatimes.com/news/advertising/mondelez-india-launches-kahan-gayi-cadbury-campaign-for-its-new-meetha-chhupa-rustom/77369872> Accessed on 02/09/2022

8.4 The Creative Process Model: 5 Steps

Creativity does not just happen by itself. It is a cognitive process that produces new ideas or transforms old ideas into innovative concepts. Some advertising people say creativity in advertising is best viewed as a process and creative success is most likely when some organized approach is followed. Scientists such as Jacques Hadamard and Henri Poincaré studied the creative process and contributed to the Creative Process Model, which explains how an individual can form seemingly random thoughts into an ideal combination or solution. Many advertisers also reject any attempts to standardize creativity process. However, James Webb Young, a creative vice president at the J. Walter Thompson agency suggested creative process model with 5 steps (Figure 8.1).

Figure 8.1: The Creative Process Model



Source: ICFAI Research Center

- **Immersion:** During this step of the creative process model, an individual becomes curious after encountering a problem and immerse himself in the problem. Examples of problems can include an artistic challenge or an assignment to arrest declining demand of a product.
- **Digestion:** Immersion leads to digestion where one takes the problem, working it over, and wrestle with it in the mind. During this stage, he may perform research, creates goals, organize thoughts and brainstorm as different ideas formulate.

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- **Incubation:** While the individual begins to process his ideas, he begins to synthesize them using his imagination and begins to construct a creation. During this step, the individual does not actively try to find a solution, but continues to mull over the idea in the back of his head.
- **Illumination:** As ideas begin to mature, the individual has an epiphany regarding how to piece his thoughts together in a manner that makes sense. The moment of illumination can happen unexpectedly- the “Eureka”! I have it” Phenomenon.
- **Verification:** The final step in the creative process model is when an individual begins the process of transforming the illumination into a practical solution. For example, during this step, a painter may begin outlining shapes on a canvas with charcoal before applying oil paints to the medium i.e. shaping the idea to practical usefulness.

Though the creative process model is unique to an individual creative specialist, ad agencies generally follow a process called as *account planning* to gather information to help creative specialists as they go through the creative process of developing advertising. Account planner’s job is to provide the key decision makers with all the information they require to make an intelligence decision. Account planners are responsible for all the research conducted during the creative strategy development process.

Determinants of Creativity

Advertising creativity is the ability to generate new, distinctive, and acceptable or valid ideas that can be used as potential solutions to communication problems. There are two basic determinants of creativity, which are often presented in terms of divergence and relevance.¹

Divergence relates to the degree to which an ad incorporates new, special or uncommon components. Robert Smith and his collaborators defined five major factors that could account for the forms in which ads would create Divergence, which they define as follows^{2,3}:

1. **Originality:** Ads that involve unusual, unexpected elements or move away from the obvious and ubiquitous
2. **Flexibility:** Advertisements which contain different ideas or shift from one perspective to another.
3. **Elaboration:** Ads that contain unexpected details or finish and expand basic ideas to make them more intricate, complicated or sophisticated.

¹ Brian D. Till and Daniel W. Baack, “Recall and Persuasion: Does Creativity Matter?” *Journal of Advertising* 34, no. 3 (2005), pp. 47–57.

² Robert E. Smith, Scott B. MacKenzie, Xiaojing Yang, Laura Buchholz, William K. Darley, and Xiaojing Yang, “Modeling the Determinants and Effects of Creativity in Advertising,” *Marketing Science* 26, no. 6 (2007), pp. 819–33

³ Robert E. Smith and Xiaojing Yang, “Toward a General Theory of Creativity in Advertising: Examining the Role of Divergence,” *Marketing Theory* 4, no. 1/2 (2004), pp. 29–55.

4. Synthesis: Ads that usually merge, link, or mix unrelated objects or ideas.
5. Artistic value: Ad featuring visual creative impressions or pleasing shapes and colours.

The second major determinant of creativity is relevance, which reflects how meaningful, useful, or valuable the different elements of the ad are to the consumer.⁴

Typically speaking creative advertisements are more successful than other forms of advertising. The research further indicates that the various aspects of creativity yield different results. For example, elaboration has a much more influential impact on sales than originality, a factor that was utilized most often. Indeed, several businesses center their campaigns on the wrong dimensions.

Example: Meesho at Immersion Stage of Creative Process Model

In 2022, Meesho, a popular e-commerce company had given Sideways Creative Agency its creative mandate for the year-round, strategic direction and creative development of their brand campaigns. Sideways and Meesho developed insights and learnings that inform all facets of the business after months of immersing themselves in the lives of the buyers and sellers. The organization stated in a press release.

The information shows the immersion stage of the creative process model.

*Source: BE Staff (25.02.2022), "Meesho assigns its creative mandate to Sideways".
<https://brandequity.economictimes.indiatimes.com/news/the-pitch-report/meesho-mandates-sideways-for-its-brand-building/89815026> Accessed on 02/09/2022*

8.5 Creative Strategy Development

The common theme among marketing communications is necessary to communicate the value proposition of any product or service. Most ads are part of advertising campaign, which is a set of interrelated and coordinated marketing communication activities that center on a single theme or idea that appears in different media across a specified time period. Determining and communicating the common theme among marketing communications reinforce the value proposition during advertising campaign. A creative strategy that focuses on what must be communicated will guide the selection of the campaign theme and the development of all messages used in the ad campaign.

The creative strategy depends on several factors, including identification of the target audience; the basic problem, issue, or opportunity the advertising must address; the major selling idea or key benefit the message needs to communicate; and any supportive information that needs to be included in the ad. Once these

⁴ Deborah J. MacInnis and Bernard J. Jaworski, "Information Processing from Advertisement: Toward an Integrative Framework," *Journal of Marketing* 53, no. 4 (October 1989), pp. 1–23.

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factors are determined, a creative strategy statement should describe the message appeal and execution style that will be used. Many ad agencies outline these elements in a document known as the copy or creative platform.

Example: New theme of Advertisement by Mountain Dew

In 2021, PepsiCo's Mountain Dew launched a new campaign to encourage young people in India face their anxieties. Hrithik Roshan, a Bollywood actor and brand ambassador for Mountain Dew, appears in the advertisement, which in a fresh way reiterates the company's 'Darr ke aage jeet hai' idea. The new theme, "Darr Haisiyat Nahi, Himmat dekhta hai," exhorts today's youngsters to shirk social restraints and face their fears in order to achieve amazing achievement. The above information shows the new creative theme by PepsiCo's brand Mountain Dew.

Source: ETBrandEquity (13.04.2021), "Mountain Dew inspires youth to overcome their fears in new campaign". <https://brandequity.economictimes.indiatimes.com/news/advertising/mountain-dew-inspires-youth-to-overcome-their-fears-in-new-campaign/82047048> Accessed on 02/09/2022

8.5.1 Copy Platform

The copy platform specifies the basic elements of the creative strategy and is known by different names like creative platform, work plan, creative brief, creative blueprint, creative contract etc. Marketing plan helps to understand overall marketing activities of a product or marketing campaign, whereas copy platform defines the qualitative aspects of all marketing pieces like campaign theme, visuals, color, tone, etc. The copy platform format may differ among ad agencies based on their creative style.

The advertising manager or marketing manager from the client side ultimately approves the copy platform. A copy platform details are as follows:

Ad problem: This is the basic problem of the company derived from marketing plan and the company wanted to solve with the help of marketing communications.

Product Characteristics: Marketing communication communicates the features and characteristics with the target customers. The functional and emotional features of the product describe the characteristics of the product.

Advertising Objective(s): The advertising objective (s) should define how the creative output should look and what message the advertisement wants to convey. The message should be consistent with overall communication objectives. The creative objective (message objective) is most often derived from advertising objective (s). It can be defined precisely as increasing awareness of a brand or persuading people to make a purchase.

DAGMAR model discusses how to set advertising objectives. The DAGMAR model has also shown how the setting of advertising objectives requires

specifying a well-defined target audience and developing a communication task statement that spells out what message must be communicated to this audience. Determining what problem the product will solve or what issue must be addressed in the ad helps in establishing communication objectives for the campaign to accomplish.

Target Market: The target market should be defined taking into account demographic characteristics which refers to attributes like age, gender, race, education, occupation, and income; psychographic characteristics which refers to social class, religion, lifestyle, hobbies, and personality; and geographic characteristics which refers to nations, states and cities. The profile of the target customers is an important part of creative planning process.

Competition: Understanding industry dynamics and competitors' profile is crucial for developing a creative strategy. The creative message should communicate how the client's product is superior to competitors. Ad agencies should be careful about the present and potential competitors while developing a creative message so that message has a penetrative effect.

8.5.2 Major Selling Idea

"If you have a good selling idea, your secretary can write your ad for you."

- Morris Hite

The major selling idea is the value proposition that attracts target customers. The core of creative strategy is determining the 'major selling idea'. The major selling idea should also be able to differentiate the product from competitors. The major selling idea is so vital that all other communication messages in the campaign will be built around it. Jerome Jeweler states in his book *Creative Strategy in Advertising* that "the major selling idea should emerge as the strongest singular thing you can say about your product or service. This should be the claim with the broadest and most meaningful appeal to your target audience. Once you determine this message, be certain you can live with it; be sure it stands strong enough to remain the central issue in every ad and commercial in the campaign".

David Ogilvy makes a comment on the ads that "I doubt if more than one campaign in a hundred contains a big idea. I am supposed to be one of the more fertile inventors of big ideas, but in my long career as a copy writer I have not had more than 20, if that". The big idea of Intel Microprocessor 'Intel Inside' is one of the most successful advertising campaigns across the globe.

However, a major selling idea is not sufficient for an advertisement and a secondary selling idea has to be identified. The secondary selling proposition will not be the core benefits or features of the product, but some quality, which differentiates the product. This proposition can be used as a sub-head in the ad copy.

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Many companies are taking advantage of the expanded creative opportunities that are available on the Internet and are integrating traditional media with online elements and using a new genre of advertising known as 'advetainment'.

How to build or find a big idea? Ad agencies follow their own methods to find big ideas for their campaigns. Few of the methods are as follows:

- Unique Selling Proposition
- Positioning
- Creating Brand Image
- Finding the inherent drama

Unique Selling Proposition (USP): A unique selling proposition (USP) is a description of the qualities that are unique to a particular product or service and that differentiates it in a way which will make customers purchase it rather than its rivals. Rosser Reeves has brought out the concept 'unique selling proposition' with the following features.

- Each advertisement must make a value proposition to the consumer i.e. if you buy this you will get that benefit.
- The value proposition must be one that the competition either cannot or doesn't offer.
- The value proposition must be strong enough to move the mass millions i.e. pull over new customers to your brand.

Reeves said the attribute claim or benefit that forms the basis of USP should dominate the ad and be emphasized through repetitive advertising.

Positioning: Positioning aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer. Marketing experts used to insist that every product and service had to have a USP, at least one unique feature. But this idea was usurped by the view that what really matters in marketing a product or service is its positioning, where it sits on the spectrum of customer needs. Shampoos, for instance, claim to meet all sorts of different customer needs and sit in all sorts of different positions—the need to wash dry hair or greasy hair, dark hair or blond hair, or the need to wash hair frequently or not so frequently.

Positioning is often the basis of a firm's creative strategy when it has multiple brands competing in the same market. For e.g. Coca Cola India's brand umbrella includes multiple products each positioned differently to avoid cannibalization

Creating Brand Image: Where USP is difficult to find companies can focus on the image of the product to make a distinction among competitors. Image advertising has become very popular among soft drinks, cigarettes, liquor, financial services etc. Companies are also resorting to brand image strategy to establish brand identity and image projection or regain its lost glory.

Finding the Inherent Drama: The inherent drama approach expresses the advertising philosophy of Leo Burnett, founder of the Leo Burnett agency in Chicago. Burnett said inherent drama “is often hard to find but it is always there, and once found it is the most interesting and believable of all advertising appeal”. Burnett advocated a down-home type of advertising that presents the message in a warm and realistic way. Advertising visionaries describe their creative formula as doing intelligent work that the public likes to see and that, at the same time, has a sales pitch. Lee Clow says, “No rule book will tell you how to target the masses any more. The best of us understand the socio-cultural realities of people and how they interact with the media. If we didn’t, we couldn’t make the kinds of messages that people would be able to connect with. The challenge to the creative specialist or team is to find a major selling idea—whether it is based on a unique selling proposition, positioning, brand image, inherent drama in the market, or some other approach – and use it as a guide in developing an effective creative strategy.

Supportive Selling Points: Support refers to the facts, which confirm both the primary and secondary selling propositions. Support gives credibility to the selling propositions. Listing all the facts needed for support provides input for copy writing and generating creative ideas. Other supportive brand identifications, disclaimers etc. should appear in any advertising message.

Check Your Progress - 1

1. What is the order of creative process model?
 - a. Immersion, digestion, incubation, illumination, verification
 - b. Illumination, digestion, incubation, immersion, verification
 - c. Incubation, immersion, digestion, illumination, verification
 - d. Digestion, immersion, incubation, illumination, verification
2. Which of the following elements of the creative strategy does the copy platform specify?
 - a. Advertising objectives
 - b. Audience profile
 - c. Major selling idea
 - d. All the above
3. Ad agencies follow various methods to find big ideas for their campaigns. Which of the following is the correct method?
 - a. Unique selling proposition (USP)
 - b. Positioning
 - c. Finding the inherent drama
 - d. All the above

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4. Ferrari car and Rolex watch do not have a distinctive functional uniqueness, but each has a unique association in the consumer's mind. What do you call this selling proposition?
 - a. Unique Selling Proposition (USP)
 - b. Emotional Selling proposition (ESP)
 - c. Competitive Selling Proposition (CSP)
 - d. Market Selling Proposition (MSP)
5. Match the following.

	Company		Campaign Theme
A	Nike	1	Just Do It
B	Nokia	2	Connecting People
C	McDonald's	3	I'm lovin' it
D	Procter& Gamble	4	Best Job (Thank You Mom)

- a. A1, B2, C3, D4
- b. A2, B1, C3, D4
- c. A3, B1, C3, D4
- d. A4, B3, C2, D1

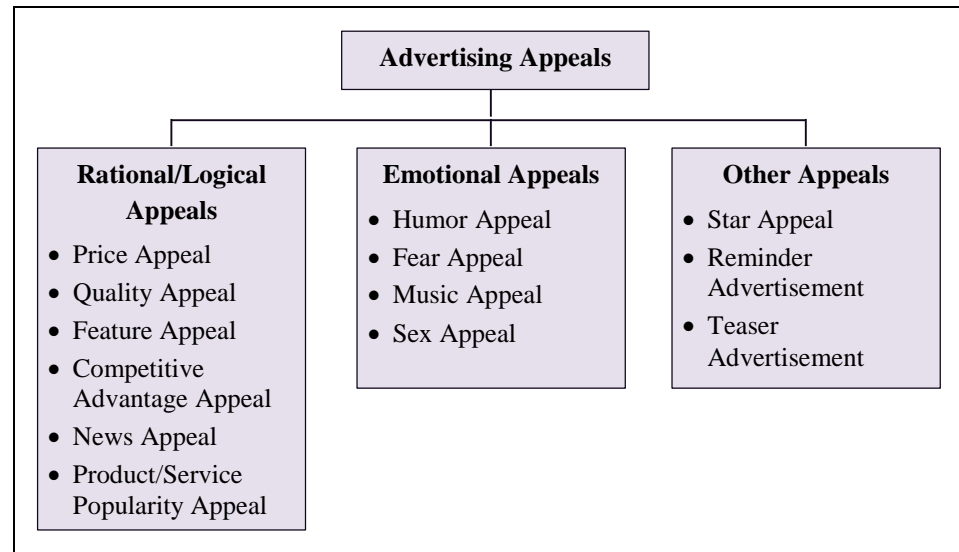
8.6 Creative Execution

Creative execution refers to the various advertising appeals and execution styles. A particular advertising appeal can be executed in a variety of ways and a particular means of execution can be applied to a variety of advertising appeals. Various advertising appeals and creative execution frameworks are part of the creative execution. Notably, advertising creative can be varied in this digital era to evaluate advertising effectiveness through reliable indicators such as search behaviour, interactivity, and commercial transaction. Advertisers now have a strong, real-life digital platform to identify which appeal associates has the biggest commercial advantage.

Advertising Appeals: An advertising appeal can be defined as the manner in which an advertising message is developed and expressed, to derive a particular consumer response or influence decision making. The kind of appeal to be used is also influenced by the personal preferences of the client or the people involved in the creative process. Advertising appeals can be broadly divided into three categories (Figure 8.2).

1. Rational/logical appeals
2. Emotional appeals
3. Other appeals

Figure 8.2: Advertising Appeals



Source: ICFAI Research Center

8.6.1 Rational/Logical Appeals

Rational appeal focuses on the consumer's functional expectations of the product. The message concentrates on product features, benefits and other rational aspects of the product. Advertisements that use rational appeal provide facts of the product and stress how the product will satisfy consumer needs. Rational appeal include details of price, quality, features, competitive advantage, and promotional benefits.

Price appeal: Advertisements of this type communicate the price of the product. This appeal is mainly used by companies to communicate special offer prices, price cuts, new price points etc.

Quality appeal: The creative message emphasizes the quality dimension of the product. Products using this appeal should ideally be known for their high quality.

Feature appeal: This type of appeal is used by high-involvement products and services. The ads focus on the important characteristic of the product that highlight features, attributes and describe technical details with more information. The ad is structured in such a way that it creates a favorable attitude towards the product.

Competitive advantage appeal: In competitive advantage appeal, the advertisers' product is compared directly or indirectly with that of the competitors. The comparison is made based on the product feature or attribute. To encourage customers to make comparative decisions regarding their brands 'advantages over competitors', advertisers may use comparative advertising that depict misfortunes impacting customers of failed competitor brands. Comparative ads also contain comical scenarios depicting consumers of competitor brands suffering from

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misfortunes. Such tactics have become very common, with advertisements showing scenarios when the products of rivals fail. Comparative advertising may be especially successful in creating positive attitudes towards higher quality than for lower-quality brands with inferior quality and it also work for high competitive consumers. Higher quality brands can therefore depict unfortunate events occurring to those who may not use their brands, raising the probability that more successful customers may pay more for such choices. Managers will choose to encourage competition and improve their salience in their comparative advertising by utilizing words such as success, accomplishment, prestige, popularity, and standing out among the crowd. This appears especially possible for advertising products linked to sports or gaming given their competitive background, or, more broadly, for advertisements represent rivalry of any kind. Usually, the comparison is with the leader and sometimes with more brands.

Product/service popularity appeal: This appeal is based on the survey popularity of the product either number of people used, or number of people promoted in the market. Research studies that place the product at leadership position among competitors.

8.6.2 Emotional Appeals

When the rational appeal cannot make any differentiation in the market, companies focus on emotional dimension to attract customers. Emotional appeal like humor, affection, warmth, fear, sex, music etc. create positive impact on customers to buy a particular product. Customers look for ambience in 'Starbucks' rather than coffee where relationships are nurtured. It is advised to add emotional dimension to small involvement products like soft drinks, chocolates, lifestyle products etc. There are also products which mix both the rational and the emotional appeal to attract more customers. Emotional appeals have more recalling value, favorable effect on consumer evaluation, and connect audience instantly.

Example: Creative Execution of Advertisement by Cadbury

According to a Mint article (2020), Cadbury Dairy Milk Silk, famous for its endearing commercials and appealing "Kiss me, close your eyes" tagline, came back with a new campaign urging young people to cherish romantic moments in their relationships. The company thinks its newly introduced, "how far will you go for love" concept will help it better connect with today's youth. This information shows how the company used emotional appeal to its customers through its tagline.

Source: Saumya Tewari (11.06.2020). Cadbury Dairy Milk Silk asks 'how far will you go for love' in new campaign. <https://www.livemint.com/industry/advertising/cadbury-dairy-milk-silk-asks-how-far-will-you-go-for-love-in-new-campaign-11591871886171.html> Accessed on 02/09/2022

Emotional appeal have a transformative effect hence companies create transformational ads to influence product usage experience. The transformational ads expose feelings that are activated while using the product and transform their usage experience otherwise they miss the experience without being exposed to the ad. This type of ads are mostly used by travel industry to convey the potential experience when they use the service. There are many dimensions to emotional appeals as follows

Humor appeal: Everyone loves a good laugh. Humor appeal make consumers laugh and create an emotional link with the product. A well-executed humor appeal enhances recollection, evaluation and the intent to purchase the product. Advertisers link the product with the humor. Humorous ads work best with established and commonly purchased products such as cellphones, fast food and alcoholic beverages

Fear Appeal: Fear appeal creates fear in audience about their present state because the ads have 'psychoactive effect. The fear appeal in the advertising persuades consumer to resolve this fear by purchasing the product or service. For example, advertisements of personal products like tooth paste, mouthwash, deodorant etc. create a social discomfort among customers that create fear in them to rush for those products. Other products like life insurance, fire extinguishers, helmets, etc. also use fear appeal in their advertisements.

Traffic police also use fear appeal in their ads to promote safety precautions among citizens about wearing seat belts, following traffic rules etc. For e.g. New Colgate Total Advanced Pro-Shield mouthwash promotes the fear appeal that it 'prevents cavities and protects from germs for 12 hours even after eating and drinking'.

Ad experts say that fear appeal has a more recalling rate than other emotional appeals. There is also a criticism that using fear appeal in ads is unethical because it may create unnecessary fear among audience. Since fear appeal is double-edged creative directors must be careful while creating ad themes and sometimes improper use of fear appeal may damage product reputation.

Sex appeal: Advertisers are using sex appeal in ads to attract attention and convert that attention to purchase their products. Some ads position their products as sexual and suggest that sex-related benefits are accrued if customers purchase the brand. Few creative directors believe that old people may feel young while exposed to sex appeal and reassure their masculinity hence perfume products, wine, two-wheeler companies etc. are using more of sex appeal in ads. For e.g. products like Coca Cola and Nestle have heavily used sex appeal in their ads.

There are many instances where consumers may not find any relationship between sex appeal and the product. Companies also have to be careful while launching ad campaigns with sex appeals in Muslim countries because those countries don't approve them legally.

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Music appeal (sound advertising): Music is one of the appeals that soothe the audience and break through the clutter. Music is widely used in mass media especially in TV and radio. Music captures the attention of the audience and carries them with the ad. Music can be placed as a background to create ambience for the product or as the main theme of the advertisement. Music can be specially composed for the purpose or borrowed from popular music for the ad but there should be a proper fit between the product and music. Appropriateness of music is crucial because happy moments should go with joyous music rather than with sad music.

8.6.3 Other Appeals

Rest of the advertising appeals other than rational and emotional are other appeals like star appeal, reminder advertisement, teaser advertisement which also have a dominant role in persuading audience to make a particular choice of products.

Star appeal: Star appeal or otherwise known as celebrity appeal is where reputed personalities endorse the product so that his personality aura is attributed to the endorsed product. Any advertisement that features an actual expert, celebrity, consumer, or organization expressing support for a company's products and/or services is considered as an endorsement which can be in the form of verbal statements, demonstrations, or depictions of the name, signature, likeness or other identifying personal characteristics of an individual or the name or seal of an organization. Advertisers should see the brand-celebrity congruence while selecting celebrity for the ad.

Reminder advertisement: In a matured market consistent reminding of the product is necessary as otherwise it goes unnoticed. Products bombard audience with many ads and there is a clutter in the media, hence advertisers have to focus on releasing reminder advertisements to stay on top of the mind. Reminder advertisement is also necessary to keep brand loyal customers intact. Products like soaps, tooth pastes, and other FMCG consistently release reminder advertisements to attract others and lock loyal customers from brand switching.

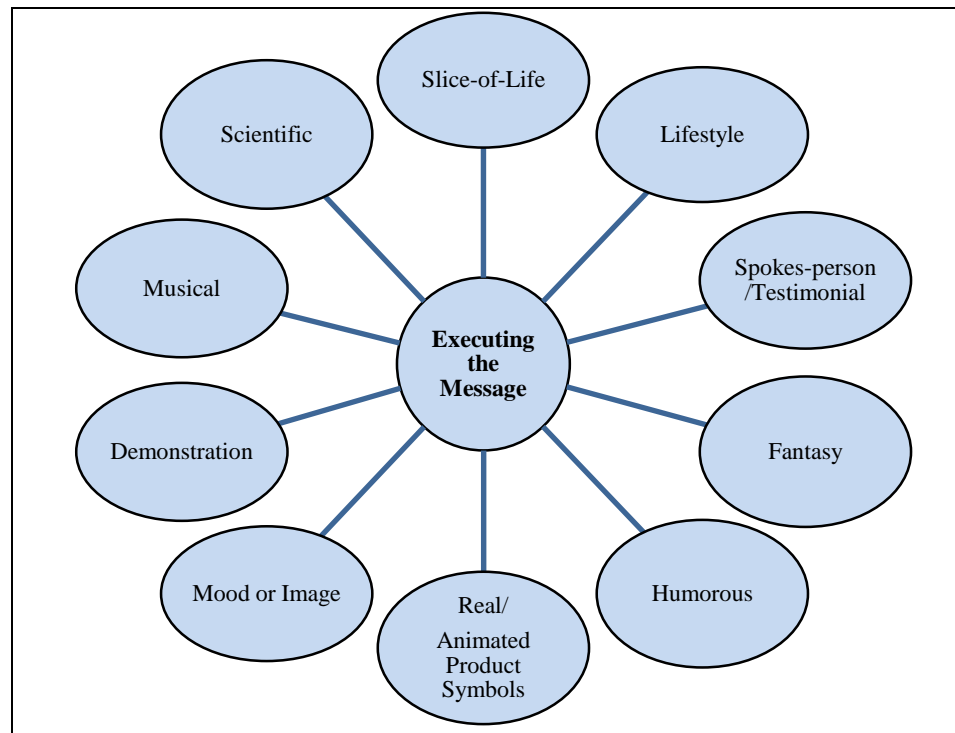
Teaser (mystery) advertising: Companies prefer teaser advertisements to introduce new products into the market. It creates suspense and curiosity among audience and arouses interest in the product. Cinema industry uses teaser advertisements to promote their upcoming movie with a trailer show. Automobile companies also use teaser ads for creating interest among audience about their new vehicles. Since the actual product is not shown in the teaser ad it is also sometimes called as mystery advertising.

8.7 Creative Format Execution

Creative appeal finalization is important but the appeal has to be executed effectively and that needs an execution framework. The selection of execution format is very important otherwise the creative appeal message cannot reach the

target audience. Like movies have various platforms for execution like animation, documentary, drama etc., advertising also has many methods to execute creative appeals viz. animation, dramatization, demonstration, slice-of-life, testimonial, humor, fantasy, authoritative, informative etc. The choice of execution format is crucial for ad success and various formats are discussed as follows (Figure 8.3)

Figure 8.3: Creative Executive Formats



Source: ICFAI Research Center

8.7.1 Animation

Animation operates on the principle of persistence of vision. Computer graphics are hugely used in animation to create the desired characters. There are also ads that combine animated pictures with real people or puppets or cartoons.

8.7.2 Slice-of-Life

The ad depicts the ‘slice’ of real-life situation with a problem or conflict normally audience undergo in their daily lives. The ad provides the solution to the problem in four steps: encounter, problem, interaction and solution. These types of ads are often criticized because they remind individual about problems which need privacy.

Ad agencies are also using this format with a negative perspective, called as ‘*slice-of-death*’ to create fear appeal to warn customers not to make a wrong choice of product. Slice-of-death format depicts the disadvantages of competitor product so as to position the superiority of their product and inevitability of choice of a particular product.

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8.7.3 Testimonial

Testimonial formats are used to solve audience doubts by depicting satisfied customers. Testimonial ads are more effective if customers are able to connect with the spokes person or belong to the same target group. Testimonial ads depict service quality better because services are intangible in nature. High involvement products are also widely promoting these ads to reinforce customer experience.

Testimonial becomes an endorsement if ad depicts an expert or a celebrity who speaks on behalf of the product or service. Since consumers believe that celebrities are paid for the ad, sometimes they doubt the credibility of the ad. This doubt can be solved by depicting celebrities as users of the product.

Example: Customer Testimonial Advertisement by HDFC Life

In 2020, HDFC Life, a life insurance company, launched a marketing campaign called the #Decision2Protect campaign. The new marketing initiative was a customer testimonial-based campaign that aimed to highlight the value of term plans through the experiences and stories of policyholders, as told by the actual policyholders. The information shows how HDFC Life had used creative execution format for its campaign.

Source: ETBrandEquity (14.12.2020), "HDFC Life launches testimonial based campaign featuring policy-holders".

<https://brandequity.economictimes.indiatimes.com/news/advertising/hdfc-life-launches-testimonial-based-campaign-featuring-policy-holders/79718798>

Accessed on 02/09/2022

8.7.4 Demonstration

Demonstration type of execution illustrates the key advantages or benefits of a product or service by showing it in actual use to exhibit the true functioning of the product. This type of format is preferable for introductory products. For e.g. LG uses demonstration type of execution in TV commercials to promote 'vacuum cleaner-Office, Bedroom, Living room' which educate customers about usage of vacuum cleaners to get into inaccessible areas to make home or office clean.

8.7.5 Fantasy

Fantasy is promoted based on imaginary situation where a consumer is taken to a dreamy world. Air travel, hospitality, automobile, cosmetic and liquor companies normally depict fantasy executions to take consumers to an illusionary world.. Fantasy approach has a good recall value but is not suited for older people since they look for authentic situations and think more realistically. If there is a mismatch and consumers find any absurdity in the promise it may damage the reputation of the company.

8.7.6 Informative

This ad is more effective for customers who want everything in detail viz. features, price, benefits etc. This ad is more elaborate in giving details hence all the B2B companies rely more on informative type of execution. Customers are very logical and make cost-benefit analysis before buying a product. This ad helps to provide all facts hence it sells by itself, hence called as straight sell.

8.7.7 Humor

Humor can be used both as an advertising appeal and as a way of executing the message while presenting other types of advertising appeals.

8.7.8 Combinations

Many of these execution techniques are combined and presented in an advertising message.

Advertising appeals may entail careful analysis of local culture settings because the success of the whole procedure may be entangled with its inadequacy with local culture, which can contribute to divergence rather than convergence because cultural expectations are focused on local traditional beliefs and effectiveness in order to exacerbate the process.

8.8 Creative Advertising for Print Media:

Creative advertising for Print Media is made up of various components such as the headline, the body copy, the visual or illustrations, and the layout (the way all fit together). All the elements may or may not be present in every advertisement.

8.8.1 Headline:

The bold and conspicuous words in the ad copy conveying a certain message is called the headline. It is used to attract the attention of the reader and so should be appealing and capable of creating curiosity. Most people read only the headline of the advertisement hence it should convey the message in itself.

8.8.2 Subhead

A subhead appears before or after the headline, or as part of the body copy. A smaller font is used than for the headline. The subhead is meant to retain interest in the advertisement. Subheads are often referred to as secondary headlines and are used to motivate the reader to read the body copy after reading the headline.

8.8.3 Body copy

It is logical continuation from the headline and subhead and is presented in a smaller font size comparatively. It describes the product, its features, uses, and benefits. Body copy should be detailed to give enough information to the reader. At the same time, it should be specific. It is not that all advertisements should have body copy. Some advertisements have only headlines.

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8.8.4 Slogan

Slogans or tag lines are standard statements, which can be associated with a particular brand. Popular headlines become slogans in the long run. Sometimes slogans are used as headlines.

The slogan of State Bank of India is '*Pure banking. Nothing else*' which stresses the dimension of banking.

8.8.5 Logo

The design of a company's name or brand name is called its logo. Repeated use of a logo enables instant recognition of the brand. Logos are high-value firm assets that affect the success of a company. A logo, as "a visual image used as an enduring emblem for a corporation, organization or brand," enhances brand identity by acknowledgement and differentiation from its competitors. Advertisement analysis indicates that even stylistic improvements (where the key design elements stay the same) may have an effect on the understanding of customers. Similarly, stylistic manipulations such as tilting a logo have been identified in logo research to incorporate expectations of movement and thereby improve user visual engagement.⁵

8.8.6 Visual

Visual refers to the picture in the advertisement which complements the written message. Visual synchronization or visual arrangement of products in an advertisement is a vital choice for designers who develop images that accompany promotional communications for products or services in various marketing environments. Deciding how to organize graphic trends is a crucial factor in highly visually focused environments, such as social network advertisements, to attract the attention of customers and to stimulate their desire for the products illustrated.

8.8.7 Illustration

Illustrations are made by artists, by generating pictures, charts, tables, etc., to be included in the advertisement. The pictures should be selected so that they complement the text or message in the advertisement.

The company also needs to decide whether to include the brand logo, brand name, company logo, company name and trademark in the advertisement. Decisions on visual content, color, artwork and logos are part of the illustration. It has been proved that color print advertisements have more impact on viewers, compared to the black and white ones. Visuals used in advertisements can be created in a number of ways such as hand-made paintings, clip art, photographs and computer generated visuals.

⁵ Cian, Luca, Aradhna Krishna, and Ryan S. Elder (2014), "This Logo Moves Me: Dynamic Imagery from Static Images," *Journal of Marketing Research*, 51 (2), 184–97.

8.8.8 Layout

An ad layout is a preliminary sketch or plan that gives a feel of the overall appearance of the final advertisement. It depicts the relative position of the various elements like text, visuals and other elements. The visualiser working on an advertisement produces various rough layouts, until two or three layouts that are pleasing and readable are arrived at. The layout serves as a guideline for those people involved in production.

The layout design passes through various stages, from a rough pencil sketch to a detailed layout, with real photos and typed words. The stages are:

Thumbnail: A miniature form depicting how the final advertisement will look.

Preliminary layout: The layout for an advertisement is presented in an unfinished form, called a preliminary layout.

8.8.9 Comprehensive layout

The detailed layout for an advertisement specifying all the aspects of production is called as comprehensive layout. The layout calls for decisions regarding how the headline, body copy and visual should be arranged on the paper. The layout design decides the readability and effectiveness of the ad in communicating the message. The design governs the placement and structure of the advertisement.

Some key principles of design are balance, proportion, gaze-motion and unity. These principles are as follows.

Balance: Balance is a concept of visual equilibrium. It stresses the arrangement of various elements (headline, logo, visual etc.) of the advertisement in such a manner that no one section of the ad copy is heavier than any other.

Creative people try for *symmetric* (formal) or *asymmetric* (informal) balance in the layout. A *symmetrical* balance can be accomplished by placing various shapes equally on either side of a centrally placed axis. The axis can pass through the ad copy either horizontally or vertically. Symmetrical balance can also be achieved by placing various elements around a central point.

Asymmetrical balance involves placing various elements in such a way that different objects balance each others' optical weights. The optical weight of an element is determined by its shape, size, colour, and position. Bigger elements have more weights than smaller elements. Coloured elements carry more weight than black and white elements and darker colour is heavier than lighter colour. For example, black is heavier than grey. The weight of an element is proportional to its distance from centre. Central elements carry less weight than elements placed in the corner.

Proportion: The principle of proportion concentrates on the scale and size of various elements that appear in an advertisement. The visuals and the text should be allotted space in the correct proportion, so that the advertisement is not visual

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heavy or text heavy. Depending on the nature of the product being advertised, the proportion may vary. For example, an advertisement for technical products needs to convey a lot of information about the product. So, it will be text-heavy.

Gaze-motion/Sequence: The order in which the reader reads the various elements of the advertisement is called gaze-motion or sequence. The advertiser has no control over the sequence. The reader might choose any sequence. However, the advertisement can be designed to guide the reader, so that it has maximum impact. It has been proved that the attention of the reader shifts from bright spaces to light spaces, from big objects to small objects and from unusual shapes to common shapes.

Unity: The principle of unity refers to the coherence or harmony between all the elements of the advertisement. It says that the different elements in the advertisement should be arranged to work towards a common objective. The appearance of the ad should be consistent in terms of design, theme, etc. A funny visual cannot be used along with serious body copy. The colour or fonts used in the advertisement should be consistent, so as to give a sense of unity.

Example: OYO's Creative Advertisement for Print Media

In 2021, OYO launched a print advertisement on hockey, which came as a welcome surprise amid the plethora of cricket-related advertising campaigns competing for viewers' attention during the ongoing Indian Premier League (IPL). The advertisement, which was made by the company's in-house creative team, claimed that while the country obsesses over T20 cricket, most other sports are doomed to be forgotten in favour of run rates and free hits. The campaign urged people to watch and promote Hockey, and thereby highlighted that one might love one thing more than the others - a substantial saving through discounts. With this, the company gave a discount coupon "HOCKEY" on the OYO app. The information shows that the advertisement of OYO was of copy-heavy page design layout with less artwork in it.

Source: Saumya Tewari (17.04.2021), "OYO launches print campaign celebrating hockey". <https://www.livemint.com/industry/advertising/oyo-launches-print-campaign-celebrating-hockey-11618636798044.html> Accessed on 02/09/2022

8.8.10 Steps for Layout Preparation

Layout preparation of an advertisement follows the following three steps:

1. Choosing the basic page design
2. Working with the copy
3. Working with the visuals

Choosing the Basic Page Design

The people involved in the creative process are free to use any layout for an advertisement. They have to keep in mind factors like the nature of the product,

the size of the advertisement, the message content in the copy and the readers' expectations. Some print layout styles are discussed as follows.

Picture Window/Ayer #1: The picture window layout consists of a big picture, either of the product or a person using the product. As the emphasis is on the picture, only a little space is allotted for the text. Usually, only one headline along with some text is used in this layout style. Print advertisements of Color Plus shirts use the picture layout. The layout consists of a picture of the shirts, with a small amount of text.

Mondrian: In the Mondrian style, the layout is divided into rectangular blocks with the help of visible lines and bars. Each block can either contain copy, a picture, logo or colour. In this layout, proportion is given more importance than sequence of viewing. This type of layout is also called as grid layout, as some art directors use a grid to position and align the pieces of the ad.

Type-specimen: This layout is also known as big-type. As the name indicates, the layout consists of text in large font and with no artwork. The big size font attracts the reader's attention

Copy-heavy: The copy-heavy layout is characterized by a large amount of text and less art work, or no artwork at all. This layout is used when the message to be conveyed is large and complex. Copy heavy layout stands apart and breaks the clutter.

Frame: In the frame layout, the headline is highlighted with the use of a frame. The frame can be a simple box or some pictures emphasizing the headline. Alternatively, the frame can be applied to the copy of the advertisement.

Multipanel: A multipanel layout consists of a series of equal-sized compartments, carrying pictures accompanied by captions. A sequence of pictures is used to narrate the message/story of the advertisement. The captions may be depicted as speech balloons, like in a comic strip

Circus: This layout consists of a variety of contrasting elements. The circus layout contains some visual elements, a bold headline and lots of colour. The creative use of all the elements can make for an attractive advertisement. Designing a circus layout is complex and requires a skilled designer

Rebus: The rebus layout makes use of pictures, photographs and diagrams to convey the message. At the end, some supporting text might be included.

Working with the Copy: The text or copy of the advertisement is already decided at the copywriting stage. Later, a decision on the appearance of the message is taken. This includes deciding the font, size, line spacing, etc., of the text to be included in the advertisement. The objective is that the picture and look of the message should convey the same meaning. If the picture and text are meant to

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convey a serious message, the font and size of the text should be suitably selected. Care should be taken that the appearance of the message should attract the readers, for this, it should be legible.

The legibility of the text is governed by the type face, leading, background colour, etc. A typeface consists of all the characters of a particular design, in all sizes (6 to 72 point). Some commonly used typefaces are roman, sans serif, square serif, script and ornamental. The vertical dimension of type is measured in 'points' and the horizontal dimension in 'picas'. The height of the type is measured in terms of font size. The same font size can be bigger or smaller depending on the font being used. Thus, while deciding on the font size, x-height of the characters should be taken into consideration.

Line spacing which is either too small or too large spoils the readability of the text. Dark coloured letters on a light coloured background are easier to read than light coloured letters on a dark background. The presence or absence of serif* also affects the readability of the text.

*Serif refers to the terminal stroke at the end of main stroke.

Working with Visuals

The advertisement should satisfy the principle of unity and at the same time be effective to gain the readers' attention. The visuals can be simple cartoon sketches, photographs or computer modified photographs. An art director can get the photographs clicked specially for the advertisement, or they can be selected from the archives. Various software packages like Adobe Photoshop, Aldus Gallery Effects, etc. are available for modifying photographs.

8.9 Creative Advertising for TV Media

There are four stages for the creative advertising process for TV media such as idea generation, copy writing, illustration and layout.

8.9.1 Idea Generation

Based on the idea and objectives of the advertisement, the execution style of TV advertisement can be selected. These styles can be broadly divided into two formats: lectures and dramas. In the lecture format, the speaker delivers the message to the audience. Examples include problem solving, demonstration and testimonials. In the drama format, the situation is presented in a larger than life way. The overall style to be used in the advertisement is decided in this step.

8.9.2 Copywriting

In TV advertising, the ad copy should be so designed that it makes maximum use of the visual nature of the media. The message in the advertisement should be simple and conveyed in an easy manner. Unlike print ads, the viewer cannot go

back or reread the sentence if he or she is unable to understand it the first time. This is an important factor to be kept in mind.

8.9.3 Illustration

The audio portion for a TV commercial consists of all the music and voice used in the advertisement. The use of jingles (short songs) in a commercial is very common. The creative director can create an original tune, use popular tunes or use modified popular tunes. A good tune can help the advertisement break the media clutter. The ability of the TV media to transmit images sets it apart from other media. The visuals can be created in a variety of ways by shooting with a video camera, animation, etc.

8.9.4 Layout (Storyboard)

Once the idea for creating the advertisement is finalized by the advertising agency, it is communicated to the client. The actual production requires a lot of effort in terms of time and money. The idea is communicated with the help of a storyboard, which is analogous to layout in the print advertisement. The storyboard depicts how the final commercial will look, by showing frame-wise sketches. It is accompanied by description of voice over, music, direction for camera movement and other design issues. Storyboards can be animatic or photomatic. In animatic storyboards animation is used for making the storyboard, where as in photomatic storyboards, photographs are used.

Example: Tanishq Creative Advertisement

At the time when India lifted the COVID-19 lockdown and opened the market, in June 2020, Tanishq, an eminent Indian jewellery brand launched a marketing campaign #DuaKaSona (gold of blessings) to promote its brand. It highlighted the sentiments of various people in the context of a wedding, gifting jewellery to mother, etc. The information shows drama format TV ad.

Source: Namit Singh Sengar (19.06.2020), "BE Exclusive: Tanishq takes the emotional route in latest campaign 'Dua Ka Sona 2.0'".

<https://brandequity.economictimes.indiatimes.com/news/marketing/be-exclusive-tanishq-takes-the-emotional-route-in-latest-campaign-dua-ka-sona-2-0/76458153> Accessed on 02/09/2022

8.10 Client Evaluation and Approval of Creative Work

The client must first evaluate and approve the creative approach before any ads are produced. The evaluation and approval process is done by many people as a team from client side such as advertising manager, brand manager, marketing manager and sometimes even the CEO is included. A careful evaluation is necessary for sending the ad for production. The evaluation and approval stage is crucial because the layout or storyboard incurs so much money and time of many functional experts.

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The client's evaluation and approval can be more effective if it follows the following guidelines.

- Creative approach reflects advertising objectives
- Storyboard communicates what it is supposed to do
- Storyboard sends the right message to the target audience
- The ad aesthetically reflects target audience taste
- The ad follows all ethical practices.

Example: Evaluation of Advertisement at PepsiCo

In 2022, PepsiCo ended 30 years of advertisement services of WPP for the company and selected its new advertisement partner Publicis Media. PepsiCo said after conducting a thorough and competitive process Publicis Media was selected. It said that the expertise of Publicis in the areas including media, analytics, digital, data, commerce, content and orchestrate abilities led them to be the partner of choice for PepsiCo. Furthermore, PepsiCo follows a rigorous mechanism in evaluating its advertisement contents. The company does not compromise on issues in the content as there was a growing trend of trolling and targeting of commercials for being "insensitive" among consumers. It pays special attention in evaluating all creatives in view of cultural sensitivity. The information shows that PepsiCo has evaluated its client for media partner selection and also has a robust mechanism for evaluating its ads in order to save its advertisements from being trolled.

Source: exchange4media staff (29.07.2022), "Publicis Media wins PepsiCo India's media mandate" <https://www.exchange4media.com/announcements-news/publicis-media-wins-pepsico-indias-media-agency-mandate-121613.html> Accessed on 06/09/2022

Ratna Bhushan & Chaitali Chakravarty (28.10.2021), "PepsiCo follows robust process for evaluating its ads: Ahmed Sheikh" <https://economictimes.indiatimes.com/industry/cons-products/food/pepsico-follows-robust-process-for-evaluating-its-ads-ahmed-sheikh/articleshow/87323772.cms> Accessed on 02/09/2022

8.11 Copy Testing and Diagnosis

Once the idea for the advertisement is approved by the client, the ad agency produces the ad copy. The produced ad copy should appeal to the target audience and persuade them to buy the product or service. Copy testing refers to checking the effectiveness of the advertisement in terms of recall, content and how well the message is comprehended.

Copy testing can be performed before or after releasing the advertisement in the media. In the first case, it is termed pre-testing and in the second, it is called post-testing. The result obtained in the pre-test can be used to make any improvement in the final advertisement. Theatre tests, portfolio tests, on – air tests, etc. are some examples of pre-testing. Post-test results reveal how the advertisement was

received by the target audience, whether it was successful or not. A few examples of post-tests are recall tests, recognition tests and tracking studies.

The various tests used to measure the effectiveness of an advertisement are: recall, recognition, persuasion and purchase behavior. Recall refers to how well the viewer is able to remember and reproduce the message seen in the advertisement at a later point of time. Recognition of an advertisement refers to brand awareness. The ability of an advertisement to change attitudes towards the product is called persuasion. The change in the viewer's purchase behavior is also considered while assessing the advertisement.

Example: Post-Testing of Advertisement Used by Kantar

In 2022, Kantar, a brand consulting company, had tested more than 1300 Indian advertisements released in 2021 covering five product categories - food and beverage, durables, personal care, home care, and services. The testing consisted of a consumer survey, and the questions were compared to a database of norms that was established. The consultancy recognised the best television commercials in five product categories. Comfort, Vim Liquid, and Surf Excel took home the Kantar award in the digital category.

The information shows post-testing of advertisements by Kantar.

Source: Varuni Khosla (24.06.2022). Amazon, HUL, Marico ads among 'most effective' in 2021. <https://www.livemint.com/industry/advertising/amazon-hul-marico-ads-among-most-effective-in-2021-11656057494161.html> Accessed on 03/09/2022

Check Your Progress - 2

6. Big Bazar has focused on price dimension with an advertising theme 'Isse Sasta Aur Kahin Nahin' (Nothing is Cheaper than Here). Which of the following appeal testifies the advertising theme?
 - a. Rational appeal
 - b. Emotional appeal
 - c. Music appeal
 - d. Fear appeal
7. Companies prefer which of the following advertisements to create suspense and curiosity among audience to arouse interest before the introduction of the product?
 - a. Teaser advertisement
 - b. Reminder advertisement
 - c. Competitive advertisement
 - d. Music advertisement

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8. The choice of execution format is crucial for ad success. Which of the following formats are used to solve audience doubts by depicting satisfied customers?
 - a. Testimonial
 - b. Slice-of-life
 - c. Humor
 - d. Animation
9. The washing powder 'Surf Excel' ad uses ----format to depict the message 'Daag achche hain' (stains are good).
 - a. Slice-of-life
 - b. Testimonial
 - c. Fantasy
 - d. Informative
10. Which of the following conveys the bold and conspicuous words in the advertisement of print media?
 - a. Headline
 - b. Subhead
 - c. Logo
 - d. Visual

8.12 Summary

- Creativity and advertising go together. Advertisement is created on the basis of advertising objectives. The ad should appeal to the target audience and persuade them to buy the product or service being advertised.
- The creative process model follows five steps such as immersion, digestion, incubation, illumination and verification.
- Copy platform specifies the basic elements of creative strategy such as ad problem, product characteristics, advertising objectives, major selling idea, audience profile, campaign theme and supportive selling points.
- Advertisers use various appeals like rational, emotional and others to attract the attention of viewers. Some rational appeals are price, quality, feature, competitive advantage etc. Emotional appeals arouse feelings like humor, fear and erotic to influence customers for action. The other appeals are star appeal, reminder and teaser advertisements to promote the product.
- The appeals are presented in various creative frameworks such as animation, slice-of-life, testimonials, demonstration, fantasy, informative, humour and combination. The print ad contains a headline, subhead, body copy, slogan, etc. which have to be written. In the illustration stage, the pictures to be used are selected or created.

- Finally, in the layout stage all the elements are placed together to make an advertisement.
- The commonly used layouts are picture window, Mondrian, type-specimen, copy-heavy, frame, multipanel, circus and rebus.
- The layout for print advertisement is governed by the principle of balance, proportion, sequence and unity.
- A television advertisement has different parameters. After the creative copy development, it is evaluated and approved by the company. After ad copy approval it goes for testing and diagnosis. The necessary changes are made based on pre-testing and post-testing of ad copy.

8.13 Glossary

Advertising appeal: Advertising appeal can be defined as the manner in which an advertising message is developed and expressed, to derive a particular customer response or influence decision making.

Advertising message: The advertising message is used to convey product features, utility and benefits. The nature of the message is decided by many factors like the characteristics of the target audience, advertising objectives and the type of media.

Animatic storyboard: An advertising story board made using animation.

Animation: Animation is the process by which a number of images, or graphs, are exposed rapidly to the human eye to give the illusion of a continuous picture.

Asymmetrical balance: In asymmetrical balance various elements of an ad copy are placed in such a way that different objects balance each others' optical weights.

Balance: Balance is a concept of visual equilibrium, used in developing a layout design of an advertisement.

Body copy: It is a logical continuation from the headline and subhead and is presented in a smaller font size comparatively. Details of the product or service are presented in this section of the advertisement.

Clip art: Clip art refers to copyright –free pictures available on the Internet.

Copy-heavy layout: Copy-heavy layout is characterized by a large amount of text and less artwork, or no artwork at all.

Copywriting: In its simplest form, copywriting refers to writing the words, which will appear in an advertisement.

Creative format: The presentation of advertising appeal is called as creative format.

Demonstration format: In the demonstration format, the advertisement features the functioning of the product.

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Emotional appeal: Emotional appeal uses human feelings like warmth, affection, humor or fear to evoke a favorable response in the viewer.

Fantasy approach: In the fantasy approach, the viewer is taken into a world that is not real.

Fear appeal: An advertisement with fear appeal is capable of arousing fear in the viewer about the effect of the viewer's lifestyle. These appeals are generally used to persuade a customer to buy some unsought goods/services like insurance, fire extinguishers, etc.

Frame layout: In the frame layout, the headline is highlighted with the use of a frame, which can be a simple box or some pictures highlighting the headline.

Headline: The set of bold and conspicuous words in the ad copy, conveying a certain message, is called a headline.

Humor appeal: An advertisement with humor appeal prompts heightened arousal, smiles and laughter among the audience.

Illustration: The pictures in the advertisements used to support the words are called as illustration.

Informational appeal: The advertisement with informational appeal concentrates on product features, benefits derived from the product and so on.

Layout: An ad layout is a preliminary sketch or plan that gives a feel of the overall appearance of the final advertisement.

Logo: The design of a company's name or brand name is called as logo.

Message content: Message content refers to the theme or the appeal that the communication campaign should adopt.

Mondrian layout: In the Mondrian style, the layout is divided into rectangular blocks with the help of visible lines and bars.

Music appeal: An advertisement with music appeal uses music as main theme or central part of an advertisement.

Sex appeal: An advertisement with sex appeal uses sexuality and nudity in advertisements to attract the attention of viewers.

Slice-of-life: The slice-of-life execution framework refers to the realistic portrayal of life in an advertisement.

Star appeal: Advertisements with star appeal feature famous personalities endorsing the product.

Subhead: A subhead in print advertisement appears before or after the headline, or as part of the body copy.

Symmetrical balance: A symmetrical balance can be accomplished by placing various shapes equally on either side of a centrally placed (horizontally or vertically) axis. It can also be achieved by placing various elements around a central point.

Teaser advertisement: Teaser advertisements give a short preview about a new product.

Testimonial: In the testimonial format, advertisements show satisfied customers who share their experiences with the viewers.

Thumbnail: A miniature form depicting how the final advertisement will look.

Visual: Visual refers to the picture in the advertisement, which complements the written message.

8.14 Self-Assessment Test

1. Find an ad you think is good and one that you think doesn't work very well. Analyze them in terms of their creativity (art) and strategy (science).
2. What is creativity? Explain the creative process model.
3. Discuss copy platform with a suitable example.
4. Explain various creative appeals used in advertisements with suitable examples.
5. Discuss various creative formats for advertisement execution with suitable examples.
6. Find a newspaper or magazine advertisement that you think is bland and unexciting. Explain how you might rewrite it with your creative approach.
7. Indian mythology used various creative appeals (Rasas) to persuade people in literature and drama. Develop any ad using the following appeals (Rasas) for your company.

Ad Theme or Appeal - Assignment: There are Wonderful 9 'Ras':

1. Haasya Ras Melody Khao Khud jaan jao	2. Veer Ras White and Red Bravery Award	3. Gambhir Ras ICICI Pru 'Jeete Raho....', Saffola advertisement
4. Bhibhasta Ras Virgin mobile ad., McDowell's, Axe Deo	5. Roudra Ras 'Jaago Graahak jago' campaign	6. Saumya Ras Johnson & Johnson ad.
7. Shringar Ras DeBeers, Nakshatra, Agni Diamond jewellery	8. Adbhut Ras LIC Jeevan Anand policy campaign	9. Karun Ras Ads of UNICEF, CRY

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8.15 Suggested Readings/Reference Material

1. George E. Belch, Michael A. Belch, Keyoor Purani, *Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition*, McGraw Hill, 2021.
2. Michael Branding, *Social Media Marketing*, Notion Press, 2021.
3. William D. Wells, Sandra Moriarty, Nancy Mitchell, *Advertising and IMC: Principles and Practice, 11th Edition*, Pearson Education, 2021.
4. Ritu Narang, *Advertising, Selling & Promotion*, First Edition, Pearson Education, 2020.
5. Manendra Mohan, *Advertising Management – Concept and Cases*, McGraw Hill Education, 1st edition, 2017.

8.16 Answer to Check Your Progress Questions

1. (a) Immersion, digestion, incubation, illumination, verification

The correct order of creative process is: Immersion, digestion, incubation, illumination, verification

2. (d) All the above

The copy platform normally consists of eight elements. They are as follows:

- i. The problem the advertising intends to solve
- ii. Product characteristics
- iii. The advertising objective: building awareness, interest, changing attitudes, leading to action
- iv. A profile of the primary and secondary audience
- v. Competition
- vi. Major selling idea or Key customer benefit (USP)
- vii. Creative strategy statement (campaign theme, appeal, and execution technique)
- viii. What support will be provided to make the customer benefit believable

3. (d) All the above

Ad agencies follow the following methods to find big ideas for their campaigns.

- i. Unique selling proposition (USP)
- ii. Positioning
- iii. Finding the inherent drama
- iv. Creating brand Image

4. (b) Emotional Selling Proposition (ESP)

Ferrari car and Rolex watch do not have a distinctive functional uniqueness, but each has a unique association in the consumer's mind. This selling proposition is called as Emotional Selling Proposition

5. (a) A1, B2, C3, D4

The following table gives the exact relationship between companies and campaign themes.

Company	Campaign Theme
Nike	Just Do It
Nokia	Connecting People
McDonald's	I'm lovin' it
Procter & Gamble	Best Job (Thank You Mom)

6. (a) Rational appeal

Big Bazaar has focused on 'rational appeal' price dimension with an advertising theme 'Isse Sasta Aur Kahin Nahin' (Nothing is Cheaper than Here).

7. (a) Teaser advertisement

Companies prefer 'teaser' advertisement to create suspense and curiosity among audience to arouse interest before the introduction of the product.

8. (a) Testimonial

The choice of execution format is crucial for ad success. Testimonial formats are used to solve audience doubts by depicting satisfied customers.

9. (a) Slice-of-life

The washing powder 'Surf Excel' ad uses 'slice-of-life' format to depict the message 'Daag achche hain' (stains are good). Slice-of-life depicts real-life situation with a problem or conflict normally audience undergo in their daily life

10. (a) Headline

Headline conveys the bold and conspicuous words in the advertisement of print media.

Unit 9

Media Planning and Strategy

Structure

- 9.1 Introduction
- 9.2 Objectives
- 9.3 Developing the Media Plan
- 9.4 Market Situation Analysis
- 9.5 Setting Media Objectives
- 9.6 Crafting Media Strategy
- 9.7 Implementation and Follow up of Media Plan
- 9.8 Media Buying
- 9.9 Media Planning Models
- 9.10 Summary
- 9.11 Glossary
- 9.12 Self-Assessment Test
- 9.13 Suggested Readings/Reference Material
- 9.14 Answer to Check Your Progress Questions

"Your brand is a story unfolding across all customer touch points."

- Jonah Sachs

9.1 Introduction

The information shows the potentiality of various media channels for marketers, and such can be learnt in this unit.

Media planning tells the company how to communicate the message to the audience in the most cost effective way for maximum impact. Media planning finds the right platform to advertise the company's product. Media planning determines when, where and how often a message should be communicated to the audience. The objective of media planning is to reach the right audience at the right time with the right message at the right budget to generate the right response from the audience.

The media planning process is growing more and more daunting owing to the complexity of advertising trends, the diversity of reasonable alternatives and the economic implications of the choice. Media planners face the challenge of interacting with an audience that is large yet gradually divided. Sophisticated marketing technologies and interactive media would force the new generation of

media managers to match them with equally sophisticated sources of information. A well-developed decision support framework for media planning will need to provide data on media vehicle reach and frequency, qualitative attributes, specifics of alternate communication methods, marketing variables, information for competitor communication, and advertisement objectives.

Media planning can be defined as “the process of designing a course of action that shows how advertising time and space will be used to contribute to the achievement of advertising and marketing objectives”¹. In media planning, one looks for answers to the following questions:

- How should marketers communicate the message to customers?
- When should the message be communicated?
- Which media should be selected?
- What should be the appropriate budget?

9.2 Objectives

After reading through this unit, you will be able to:

- Understand various concepts of media planning
- Discuss media planning process and its components
- Familiarize media implementation strategies
- Understand media buying methods
- Introduce media planning models

9.3 Developing Media Plan

Media Planning has gained importance for various reasons like the following:

- **Hyper fragmentation of media options:** Proliferation of media options such as television, radio, newspapers, magazines, digital media, outdoor advertising, transit advertising, electronic billboards, in-store point-of-purchase, etc. have made media planners job more difficult.
- **Fragmentation of target audience:** Customers are fragmented based on their income, education, dynamic lifestyle, personality, ever changing customer preferences etc. These have forced media planners to design creative messages based on customer taste.
- **Accelerating media costs:** Media planners are under pressure to optimize media spending and utilize the budget in a more cost-effective way.
- **Complexity in media buying process:** Media companies offer a variety of media packages loaded with various value added services. Marketers have to make a right choice of offering to meet the company needs which is key to the success of media plan.

The basic purpose of the media plan is to develop a framework that will deliver the right message to the right target audience in the most efficient and

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cost-effective manner so as to influence maximum number of audience and create desired impact. The true purpose of the media planning process is to identify and understand the problem of marketing that can be addressed by media communication. For example, such kind of problem might be a substantial decrease in sales – the goal here is, of course, to boost sales by persuasive ads or to try and raise the awareness of customers for a new product through an image advertising campaign or a launch advertising campaign. Media will be willing to help us find an effective response to a marketing problem as a medium of communication; they also provide room for the execution of the measures that have been developed within the advertisement sphere.

The framework for typical media planning follows the following four steps:

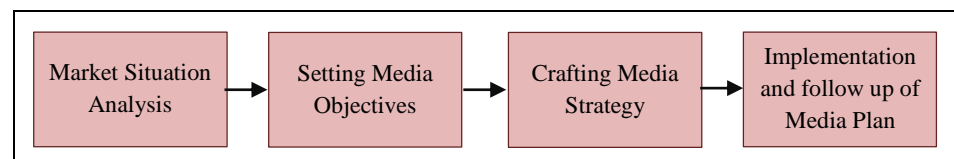
- Market situation analysis
- Setting media objectives
- Crafting media strategy
- Implementing and follow up of the media plan

Example: Maximize, an AI-Powered Media Planning Tool

In 2021, Maximize, a new AI-powered media planning platform was introduced in the market by Wavemaker. The platform enables planners to quickly construct media plans that target various audiences and thereby optimize media expenses. The company said that Maximize employed methods and tools that are uncommon in the marketing sector and effectively addressed the issue of fragment audience. The platform is pre-loaded with strong database that offers quick cost effective media plans. The information shows how companies can use Maximize in their media plan.

Source: ETBrandEquity (10.02.2021). “Wavemaker launches AI-powered planning tool Maximize”. <https://brandequity.economictimes.indiatimes.com/news/advertising/wavemaker-launches-ai-powered-planning-tool-maximize/80781670> Accessed on 03/09/2022

Figure 9.1: Developing Media Plan



Source: ICFAI Research center

9.4 Market Situation Analysis

The company has to analyze current market situation to identify the opportunities and threats from the media perspective. Marketing situation analysis should understand the target market segments, the competitive environment and changes in the media environment. For this, the company has to gather information either through primary research or through secondary research.

Example: Bosch bursting Myths about Usage of Dish Washer in India

In view of the low adoption rate of Dishwasher in India, in April 2020, Bosch, a renowned brand for consumer durables launched an advertisement campaign in India entitled ‘Indian Kitchen ka Dishwasher’ (Dishwasher of Indian Kitchen). The campaign aimed to educate Indian consumers and bust common myths about the usage of dishwasher and to showcase how they can use efficiently.

The information shows how Bosch analysed the marketing situation and accordingly launched a marketing campaign to educate customers, on how Dishwasher is suitable to Indian kitchens.

Source: ET Brand Equity (17.08.2020), “Bosch busts myths around dishwasher usage in new campaign”. <https://brandequity.economicstimes.indiatimes.com/news/advertising/bosch-busts-myths-around-dishwasher-usage-in-new-campaign/77592029> Accessed on 03/09/2022

Marketers use the Brand Development Index (BDI) to determine the sales potential for a brand in a particular market area. The higher the index number, the better the market potential. BDI is calculated based on the ratio of the brand’s total sales to the population in that market. Marketers also determine Category Development Index (CDI) to determine the potential for total product category rather than brands. Marketers combine both the BDI and CDI to develop a better informed promotional strategy.

BDI Formula = $\text{Percentage Brand Sales} / \text{Percentage Market Population} \times 100$

CDI Formula = $\text{Percentage Category Sales} / \text{Percentage Market Population} \times 100$

For example, a detergent bar ‘Mr. White’ market scenario in five regions of South Africa is shown in table 9.1.

Table 9.1: Market Scenario of a Detergent Bar

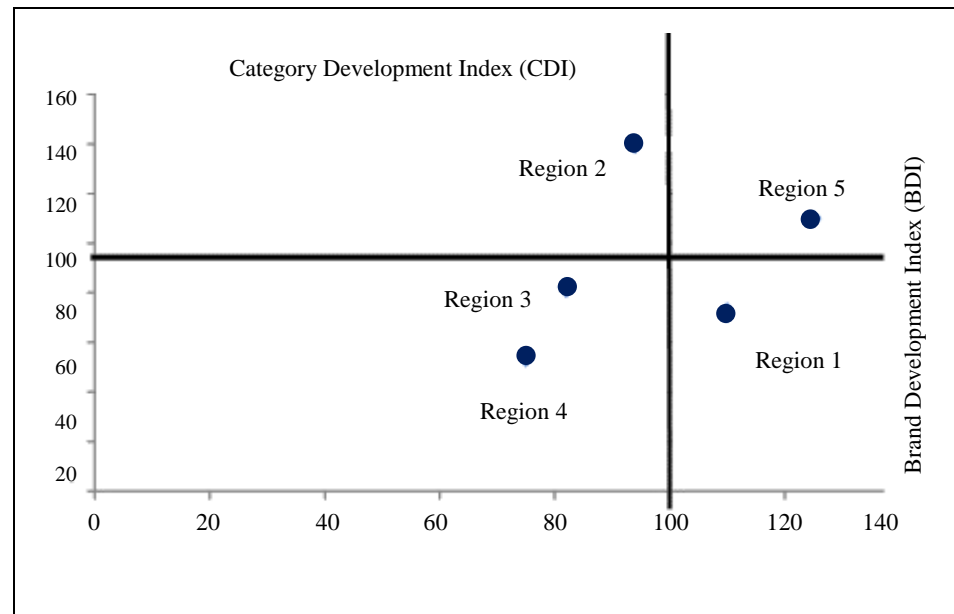
Mr. White’s Market Scenario in Five regions of South Africa								
	Population	% Population	Category Sales	% Category Sales	CDI	Brand Sales	% Brand Sales	BDI
Region 1	3000	10%	\$110,000	11%	110	\$36,000	7%	72
Region 2	6000	20%	\$187,000	19%	94	\$140,000	28%	140
Region 3	11000	37%	\$300,000	30%	82	\$150,000	30%	82
Region 4	1000	3%	\$25,000	3%	75	\$9,000	2%	54
Region 5	9000	30%	\$378,000	38%	126	\$165,000	33%	110
Total	30000	100%	\$1,000,000	100%		\$500,000	100%	

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- Region 1 represents 10% of the population, but 11% of category sales. CDI is above average. Brand sales in Region 1 represents 7% of total brand sales, so the BDI is below average.
- Region 2 has opposite market scenario where the market is 20% of the total population, 19% of category sales, and 28% of brand sales. Hence, the BDI is very high but low CDI.

Market scenario of detergent ‘Mr. White’ on BDI and CDI matrix is plotted on x-y axis in Figure 9.2

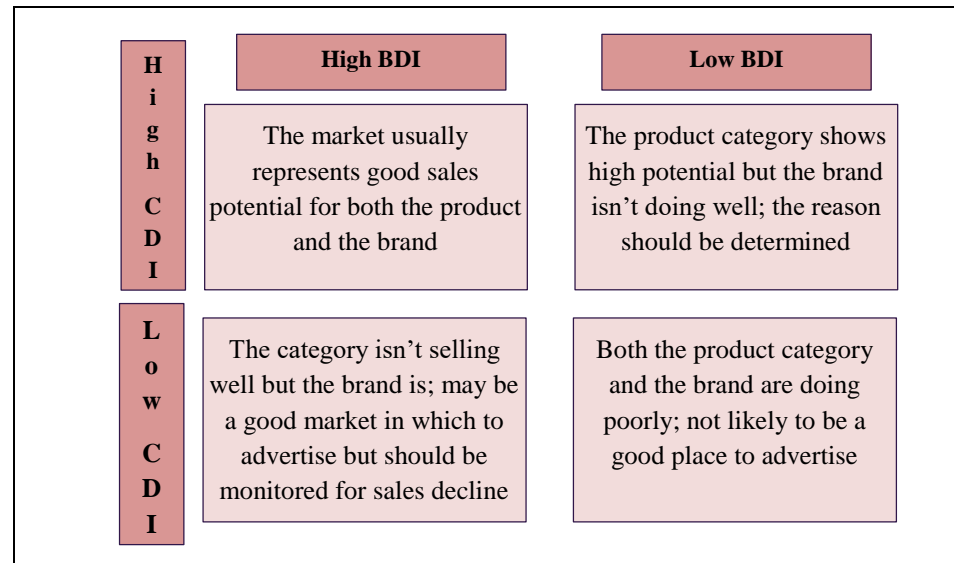
Figure 9.2: Market Scenario based on CDI and BDI Matrix



Source: ICFAI Research Center

- The markets occupying the upper-right quadrant are the best performing markets such as Region 5. Companies can add media weight to these markets to boost brand performance
- The markets falling into the lower-left quadrant are the weakest markets such as Region 4. Companies should have a cautious attitude towards these markets.
- The rest of the quadrants are the most interesting. Markets in the upper-left area such as Region 2 may be over saturated. Companies may broad-reach media to bring more people into the category. Markets in the lower right such as region 1 may be facing distribution or competitive problems. Companies have to reflect on the situation to uncover the reasons.

Companies can take promotional decisions based on the four situations in BDI and CDI matrix as indicated in the Figure 9.3.

Figure 9.3: Four Market Situations based on BDI and CDI Matrix

Source: ICFAI Research Center

9.5 Setting Media Objectives

A company has to determine its media objectives based on the findings of the marketing situation analysis. Media objectives help the company to achieve the objectives of marketing communications more effectively. These objectives will form the basis for the later steps of the media planning process. The key media objectives that companies try to accomplish are as follows.

- Reach
- Frequency
- Continuity
- Costs
- Recency

9.5.1 Reach

According to the American Marketing Association, *reach* is defined as the number of different persons or households exposed to a particular advertising media vehicle or schedule during a specified period of time. Companies aim to reach as many people as possible through their marketing communications activities.

Example: Reach Media Objective - Mondelez India

In 2021, Mondelez India, parent company of Cadbury, launched an integrated marketing campaign to promote its new product, Cadbury Dairy Milk Silk Mousse. The campaign was aimed at reaching the maximum audience.

Contd....

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The campaign, #ScoopIntoChocolateHeaven was a multi-touchpoint that covered various medias including TV and social media influencers, digital platforms, in-store promotion, outdoor advertising and on-ground activation to increase the effectiveness of the advertisement.

The information shows reach media objective by Mondelez India.

Source: ETBrandEquity (15.01.2021), "Mondelez rolls out new ad film for Cadbury Dairy Milk Silk Mousse" <https://brandequity.economictimes.indiatimes.com/news/advertising/mondelez-rolls-out-new-ad-film-for-cadbury-dairy-milk-silk-mousse/80286432> Accessed on 03/09/2022

For example, the objective of reach is 'to reach 50% of the target audience through its marketing communications activities within the period of six months'. Though reach is a key measure for effective media planning, there are some issues which need to be considered when defining reach the objectives.

- **Target audience:** When measuring the reach, the company should not consider the total number of people exposed to the media, but find out the number of people from the target audience who are exposed to the ad.
- **Quality of Exposure:** Even if an ad reaches the desired percentage of the target audience, only a few of them may read the message. For example, a cosmetics product manufacturer may plan to reach 50% of its target audience by placing ads in the print medium. The company may assume that it can achieve the desired level of exposure by advertising in a women's magazine that reaches 50% of its target customer base. But, in reality, only 50% of the target customers may have noticed that ad, thus diluting the effectiveness of the marketing communications.

A company has to take various measures to improve the reach of its marketing communications activities. Some of the measures are,

- Use a mix of media channels to communicate with the target customers.
- Run campaigns in a larger number of media vehicles within the media channels to increase the effectiveness of the marketing communication activities. For example, a sports goods manufacturer may place ads in a larger number of magazines within the sports magazines category.
- Run campaigns periodically so as to achieve higher recall among customers.

A marketer can use various tools to measure the reach provided by different media. *Circulation* and *readership* are two popular tools used to measure the reach in the print medium; the number of viewers and traffic form the basis for gauging the reach provided by television and digital media.

- **Circulation:** Circulation is the number of copies of the publication that are sold. This is not always an appropriate measure for reach, as it indicates the number of people who are covered by the publication but doesn't measure

the number of people who actually read the publication. In India, circulation data for print publications is collected by the Audit Bureau of Circulation (ABC) which is a non-profit organization that audits print media circulation figures. The net circulation figures are arrived at after excluding from total distribution, free and complimentary copies used for propaganda, for circulation promotion, copies sold to distributors at discounts exceeding 40% and copies reported as unsold. ABC releases circulation figures every six months.

- **Readership:** Readership means the number of actual readers who read the publication. This measure is more useful for media planning than circulation measures. The readership figures are calculated by estimating the average number of actual readers multiplied by circulation figures. In India, the National Readership Survey (NRS) and the Indian Readership Survey (IRS) are two important measures that gauge readership levels of print media.

The break-up of overall readership figures in terms of various demographic variables, such as gender, age group, socio-economic class, employment levels etc. is useful for effective marketing communications.

The reach is measured in television media in terms of viewers of a particular television channel or program. In the digital media such as Internet, the reach can be measured in terms of traffic/hits a particular site recorded.

9.5.2 Frequency

Frequency refers to the number of times the customer is exposed to the company's message during a specific time period. The importance of frequency as a key element in effective media planning stems from the fact that the effect of advertising on consumers increases as consumer is exposed to the advertisements more number of times. Though increasing frequency can increase the effectiveness of marketing communications, exposing the message to the customer beyond a certain level can lead to overexposure, which in turn impacts marketing communication activities negatively.

8.6.4 Gross Rating Points & Target Rating Points:

Marketers depend on ratings (the amount of individuals reached) and frequency (the average number of times exposed) figures to assess how much advertising quantity or weight is required to meet the advertiser's objectives. A summary measure combining the rating of the program with the average number of times the home is reached during this period (exposure frequency) is a widely employed reference point defined as gross rating points (GRPs):

8.6.5 $GRP = Reach \times Frequency$

GRPs are based on the overall population and can be achieved using a duplicated estimation of reach. Target ratings points (TRPs) apply to how many people the

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media buy can reach in the main target audience — how many times. TRP does not provide waste management, as opposed to GRP.

$$\text{TRP} = \text{GRP} \times \text{Target Audience}$$

9.5.3 Continuity

Continuity² refers to the scheduling of media exposures of a particular advertisement or campaign within a given period. There are three types of continuity alternatives – continuous, pulsating and discontinuous. A continuous pattern refers to a company's strategy of running its campaign evenly over a given period of time. Such a pattern is usually followed for convenience goods like salt, soaps, detergents and toothpaste.

A pulsating schedule refers to a company's strategy of running its campaign steadily over a given period of time with intermittent increases in advertising at certain intervals. For example, consumer durable manufactures like LG and Whirlpool run their advertising campaign continuously over a period of time, but increase ad spending on special occasions like festivals and major sport events like World Cup Cricket and the Olympics.

A discontinuous schedule refers to a company's strategy of spending heavily on advertising only at a certain intervals, with no advertising activities in the interim period.

9.5.4 Costs

Cost has become an important objective of media plan. Costs are measured using two key measures – Cost Per Thousand (CPM) and Cost Per Rating point. CPM is the simple and commonly used measure to ascertain the cost effectiveness of a media channel. CPM measures the cost incurred in reaching 1000 customers or households

$$\text{CPM} = (\text{Cost of Ad} \times 1000) \div \text{circulation or gross reach}$$

Table 9.2 shows the procedure for calculating CPM for two different magazines – magazine A and magazine B even though the cost of advertisement is higher.

Table 9.2: Calculation of CPM

	Magazine A	Magazine B
Cost per page	₹ 2,05,000	₹ 1,95,000
Circulation	40 lakhs	32 lakhs
CPM	$2,05,000 \times 1,000 / 40,00,000$ = ₹ 51.25	$1,95,000 \times 1,000 / 32,00,000$ = ₹ 60.93

Cost Per Rating is another way of calculating the cost incurred in reaching target customers. The Cost Per Rating point is a more comprehensive measure than CPM. CPRP is popular for assessing costs in the electronic media. CPRP is calculated using following formula.

$$\text{CPRP} = \text{Unit cost of the media vehicle} / \text{rating of the program}$$

Table 9.3 provides an example of calculating CPRP for two television programs. From the calculations we can observe that Program B is a cost effective option based on CPRP measurement, as it has low CPRP as well as larger reach compared to Program A.

Table 9.3: Calculation of CPRP

	Program A	Program B
Cost per spot ad	₹ 4,725	₹ 4,896
Rating	16	19
Reach (households)	2,15,000	3,12,000
CPRP (CPP)	$\text{₹ } 4,725/16 = \text{₹ } 295.31$	$\text{₹ } 4,896/19 = \text{₹ } 257.68$

9.5.5 Recency

Erwin Ephron has popularized the concept of ‘recency’ to help media planners to optimize scheduling of advertising campaigns. The earlier media planning theories have focused on ‘reach and frequency’ which accelerated advertising costs to get desired results. Media fragmentation has also increased the total expenditure of marketing communications.

In 1995, Erwin Ephron, put forward the idea of “recency” which held that *ad impressions closest to the time of purchase are most powerful*. It claimed that effective advertising must talk to consumers at the right time –when they are in the market, when they are receptive to messages and when they are near the point of decision. He says that “If the schedule runs as ordered you’re probably paying too much.” The recency theory of media planning radically altered the previous view of media planning based on reach and frequency and suggested a recency view to avoid unnecessary media expenditure to get the desired result more effectively.

Check Your Progress - 1

1. What is the correct order of media planning process?
 - I. Market situation analysis
 - II. Setting media objectives
 - III. Crafting media strategy
 - IV. Implementing and follow up of the media plan
 - a. I, II, III, IV
 - b. I, III, II, IV
 - c. IV, I, II, III
 - d. III, IV, I, II

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2. Market scenario based on BDI and CDI matrix can be classified into four quadrants. Under which of the following quadrants, the market represents good sales potential for both the product and the brand?
 - a. Low BDI and High CDI
 - b. Low BDI and Low CDI
 - c. High BDI and High CDI
 - d. High BDI and Low CDI
3. Which of the following is not the media objective?
 - a. Reach
 - b. Frequency
 - c. Recency
 - d. Competition
4. What do you mean by the statement 'ad impressions closest to the time of purchase are most powerful'?
 - a. Reach
 - b. Recency
 - c. Frequency
 - d. Continuity
5. Which of the following refers to the number of times the customer is exposed to the company's message during a specific time period?
 - a. Frequency
 - b. Recency
 - c. Continuity
 - d. Reach

9.6 Crafting Media strategy

Soon after the completion of market situation analysis and setting up of media objectives, a company has to craft an effective media strategy. Media strategy is the methodology to be followed while implementing the media plan. Media strategy consists of four key components as follows.

- Target audience decisions
- Media budgeting
- Media selection
- Media scheduling

9.6.1 Target Audience Decisions

Identifying the target audience is a key step in developing an effective media strategy. The correct decisions relating to the target audience form the basis for further steps in the media planning process. Although end customers would seem to be the right targets for marketers, in practice, every participant or influencer involved in the consumer's buying process is also relevant to the development of a media plan.

For example, in B2B or industrial buying situations, the actual user may not participate in the buying process, but staff at the higher level such as technical staff, purchasing staff and finance personnel may be the key elements in the buying process. Thus the communication efforts should be targeted at consumers as well as the persons involved in the buying process to obtain better results.

After identifying the target audience, a company needs to decide how much the coverage of the target market should be. At this stage the company should decide whether the target market should be covered fully or partially but covering the full market in an ideal option. However, limited resources act as an obstacle to full coverage. Moreover, covering the entire market will also mean communicating with a large number of non prospects, which in turn reduces the cost-effectiveness of the marketing communications activities.

Example: SKODA AUTO's Target Audience Decision

In 2021, SKODA AUTO India used Oracle Audiences tool and determined the appropriate audience cohorts for scheduling test drives for its SKODA KUSHAQ. SKODA focused on audiences from three types of cohorts: first, users shopping for or expressing interest in mini SUVs; second, should be employees of middle and upper management; and third, people must have searched earlier for compact SUVs in the same market segment. The information shows that SKODA AUTO has taken the help of Oracle to find its target audience.

Source: Brand Connect Initiative (23.12.2021). Oracle drives performance for SKODA KUSHAQ. <https://brandequity.economictimes.indiatimes.com/news/industry/oracle-drives-performance-for-skoda-kushaq/88436281> Accessed on 03/09/2022

9.6.2 Media Budgeting

The next key decision that is involved in media strategy relates to the budget to be allocated. The size of the media budget determines the next stages of media strategy i.e. media selection and media scheduling. The company has to analyze the media objectives set and the target audience. It intends to cover financial constraints as well as. Based on the analysis, the company should arrive at a budget figure. The budget figure enables it to choose the media vehicles and the scheduling pattern to adopt.

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Media budgeting should not be confused with marketing communications budgeting. While marketing communications budgeting decisions cover decisions regarding the development and implementation of communications activities, media budgeting decisions are concerned with the allocation of funds to each medium for buying space in the specified media vehicles. Thus media budgeting decisions exclude issues such as costs incurred in creating the advertising campaign, fees to be paid to the ad agency, etc.

Costs for advertisement and promotion can be classified in two ways. The exact medium or vehicle cost is the real overall cost required to place the message. Relative cost relates to the relationship between the price paid for space or advertisement time and the size of the actually generated audience; it is used to evaluate marketing vehicles. Relative costs are significant because the company management will attempt to maximize the distribution of audiences under budget constraints.

$$\text{Cost per thousand (CPM)} = \frac{\text{Cost of ad space (absolute cost)}}{\text{Circulation}} \times 1000$$

$$\text{Cost per ratings point (CPRP)} = \frac{\text{Cost of the commercial time}}{\text{Program rating}}$$

9.6.3 Media Selection

E. L. Thorndike (1912) expressed a basic viewpoint about media selection as follows:

A human being should not be wasted in doing what forty sheets of paper or two phonographs can do. Just because personal teaching is precious and can do what books and apparatus cannot, it should be saved for its peculiar work. (p. 167)

Media selection is a key component in crafting the media strategy. Media selection involves selecting the right media and media vehicles that help to communicate the message of the company to customers more effectively. Media selection decisions cover two broad decisions –selection of media class, and selection of media vehicles within the media class.

Selection of Media Class

The company first needs to select the media channels through which it intends to communicate with customers. The prominent media channels are newspapers, magazines, radio, television, billboards, direct mail, and the digital media. The selection of media class depends on various qualitative and quantitative factors. Some of them are explained below.

- **Reach of the media:** The Company should select the media that has maximum reach over its target customers. For example, a company whose products are targeted at rural markets can benefit from using radio which has a good reach in rural markets.

- **Audience size:** Audience size also influences the selection of media class. If the company is planning to target mass markets, then it can choose mass media such as television and radio. If the company's products are catering to needs of local customers then it can choose the outdoor media and print media. Direct mail can be used when the audience size is limited.
- **Budget allocation:** Media selection also depends on the amount of funds the company has committed towards marketing communications activities. If the company has a smaller budget then it can go in for print and outdoor media. If it has decent budgetary support and plans to make a bigger splash in the media then it can go in for the television media.
- **Competitor advertising strategy:** The Company has to decide whether it should use the same medium that its competitor is using or whether it should not imitate the competitor's strategy but select a different medium. Normally not being present in the same media that competitor uses gives the competitor an advantage. Thus it may need to use the same media that its competitor uses. On the other hand in order to stand out in the market place, the company may place its ads in other media. This helps the company to catch the attention of customers.
- **Creative needs:** The creative needs of the company should also be considered when choosing media channels. Thus, if the company needs to be strikingly creative in order to communicate the product attributes to customers or convince customers, then the company may choose the television medium.
- **Amount of information that has to be communicated:** The information company wants to communicate to the customer will also determine the media selection. For example, if a company feels that more information needs to be provided in order to convince the customer, television and radio are not the right options. Instead it can opt for print and direct mail channel.

Selection of Media Vehicles

After selecting the media class the company needs to select specific media vehicles within the media class. For example, if it has decided to place its ads in the television medium, then the company has to proceed to select the television channels that it plans to use. For example, advertisers are now showing increasing preference towards news channels for media planning activities due to cost effectiveness and increased viewership in these channels. All the factors discussed regarding the selection of media are also relevant in selecting media vehicles. In addition there are some other factors that need to be borne in mind. The key factors that a company should consider in deciding on the media vehicles are:

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Product fit: Some media vehicles are more suited for certain kinds of products than other kinds of products. Consumers believe that certain media vehicles carry more authority and weight for certain subjects. Thus consumers pay more attention to ads that appear in these media vehicles. For example, consumers may perceive computer magazine as the authority on issues related to information technology. Thus they attach more weight to ads about software application that appears in computer magazines than those that appear in other magazines.

Target audience: The target audience of the company also influences the selection of media vehicles. If a company wants to target housewives then it may choose afternoon television programs and women magazines to promote its products. Similarly, if its products are targeted at kids then it can select the television channels like Cartoon Network and kids' magazines like Tinkle. Another aspect is the match of the target audience of the media vehicle with the company's target customer group. Each media vehicle has a specific target audience. Thus the company has to decide whether the audience of that vehicle is sufficiently representative of the target customers of the company. Sensing the need for clear description of target audience that a vehicle covers,

Geographical flexibility: The geographical reach the company aims to cover also influences the media vehicle selection. For example, if the company's products cater to local or regional markets then choosing national television channels and national newspapers may not be the right option.

Instead it can use regional language newspapers and regional language channels.

9.6.4 Media Scheduling

The next step in the crafting media strategy is to determine the media scheduling. Media scheduling involves the timing and the frequency of the promotional campaigns. Managers have to take two key decisions regarding media scheduling:

- The timing of the advertising campaign
- The continuity of the campaign

Timing Decision of the Advertising Campaign

The timing of the campaign is an important determinant of the success of a campaign. Depending upon the media objectives and consumer behavior patterns, companies can decide upon the appropriate timing for the media campaign. Some of the timing options for a company are outlined below.

- **Select the period when the customer's interest in the product is high:** This option is more appropriate for the companies whose products are season-specific. For example, air conditioner marketers like Hitachi and Panasonic may advertise during the summer season when the customer is more interested in purchasing the product.

- **Running the campaign during the lean season:** By timing a campaign during the lean season, companies try to create demand for the product by influencing consumer buying behavior. For example, cola majors try to run ad campaign throughout the year. During the low sales periods such as the winter and rainy seasons, cola companies try to design creative designs and innovative promotions to stimulate demand. The cumulative advertising effect generated in the slack seasons may also result in better sales in the next peak demand season.
- **Running the campaign out of sync with the competitor's schedule:** In order to stand out in the clutter, the company can time its campaign out of sync with its competitor's schedule. For example, Coke and Pepsi may sponsor cricket World Cup or car races to capture the mind share of the customers. Both companies fight each other to grab the campaign opportunity to leverage the events.
- **Time the campaign when customers are receptive to the medium which company intends to use:** The Company can time the ad campaign when customer likes to use the medium the company intends to use. For example, if the target customer segment of a company is housewives and the company plans to use the television medium for its ad campaigns, then it can time the ad during afternoon when they are more likely to watch television.

If the company's target segment is working professional and it wants to use the print medium, then it can place the ads in the Sunday edition, when professionals are inclined to read newspaper. They can also consider outdoor media to communicate with professionals and other employees who spend considerable time commuting.

Thus a media planner has to consider various factors when timing the advertising campaign. Media planning requires an understanding of customer behavior in relation to the media, seasonal and festive influences and the appropriateness of the day of week and the right time of the day.

Continuity Decision of the Advertising Campaign

After deciding on the timing of the campaign, managers need to determine the scheduling pattern that the company should follow. The interval at which the ad campaigns should be exposed to the target audience is determined. There are four types of media scheduling patterns that campaigns adopt –continuous, pulsating, discontinuous and flighting.

Continuous scheduling: Under continuous scheduling, promotional campaigns are conducted on a continuous or regular basis. This type of scheduling is used for FMCG products and impulse products. Such campaigns enable the company to achieve brand recall among customers which is the key for low-involvement products like groceries and impulse products. From the media buying point of

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view, such a continuous pattern of promotion also enables the company to obtain good rates for media space. Due to the commitment of a steady stream of funds over a period of time, the company may be able to obtain the media spots of its preference and at bargain prices.

However, there are some drawbacks associated with such scheduling. Due to the commitment of funds over a long period of time, the funds allocation per period is small. Thus for special occasions such as festivals and key events where promotion activities should be increased, the company may not be in a position to hike its spending due to budgetary constraints. What is more, by exposing customers to continuous promotional activities, the company runs the risk of overexposure, leading to boredom on the part of customers in relation to the brand and the campaigns.

Discontinuous scheduling: Under discontinuous scheduling, promotional campaigns are run on an irregular basis; heavy advertising is undertaken during certain periods, while advertising is negligible or nil in the rest of the period. Such a pattern is followed commonly by companies which have seasonal products. This type of scheduling gives greater exposure to the brand when the sales of that product are at their peak, thus proving more effective. However, this type of scheduling increases the wear-out effect. Since the brand is advertised occasionally, the brand may not stay in the memory of the customers during the periods when there is no advertising. It can be even more disadvantageous, if competitors advertise when the company has no promotional activities on.

Pulsating scheduling: This is a combination of continuous and discontinuous scheduling where the company spends a steady stream of funds over a period with intermittent hikes in between. For example, the hyper market chain in India, may run promotional campaigns throughout the year and increase its spending for special occasions like Sankranti i.e. during January for big discount sale. Such scheduling may be more effective than the above two scheduling options. .

Flighting Scheduling: Flighting involves intermittent and irregular periods of advertising, alternating with shorter periods of no advertising at all. Any period of time during which messages are appearing is called a flight. This type of media scheduling is good for seasonal product categories: cool drinks during summer, glycerin soaps during winters, sports shoe during Olympics etc.

The advantages of flighting are:

- Companies can spend huge money on advertising for a relatively shorter period of time.
- Companies can spend ad expenditure only during purchasing season to optimize ad budget.
- More ads appear for a unified campaign on variety of media vehicles.

Thus the selection of the pattern of media scheduling depends on a number of factors. Additional considerations are the company's media objectives, the characteristics of the product, the product lifecycle etc. If the company's media objective is to gain as much exposure as possible, then it can adopt discontinuous scheduling where it can go in for aggressive promotional activity in one particular period. If the company wants to achieve high brand recall then it should adopt continuous scheduling so that frequent exposure of brand advertisements can increase the retention of brand in the mind of the consumer.

9.7 Implementation and follow up of Media Plan

After crafting media strategy, the next step in the media plan is implementing and following up of media plan. The media plan contains a description of various components. A typical media plan contains the following elements:

- *Executive summary* of media plan that describes briefly the overall media plan.
- *Overview of market situation analysis*, that gives a clear picture of the internal and external factors.
- *Descriptions of media objectives*, that outlines the media objectives that have been set.
- *Description of media strategy* that describes the strategy to be adopted to attain those objectives.
- *Detailed media schedule and expenditure*, that provides the actual program to be implemented.
- *Controls*, that outlines the checks and balances that need to be considered while conducting the media plan effectively and contingency plans to deal with emergency situations.

Example: Implementation of Media Plan by Shopsy

In 2022, Shopsy, a popular e-commerce brand, debuted its most recent advertisement with actress Sara Ali Khan. The company's media strategy for the campaign was concentrated on digital and television. Shopsy used multiple social medias for the advertisement and purchased commercial airtime on TV on news, movie, and general entertainment channels. The information shows the implementation of media plan by Shopsy.

Source: Urvi Malvania (02.03.2022), "Sara Ali Khan is every shopper in Shopsy's new campaign". <https://brandequity.economictimes.indiatimes.com/news/advertising/sara-ali-khan-is-every-shopper-in-shopsys-new-campaign/89940477> Accessed on 03/09/2022

9.8 Media Buying

After preparing the media plan, the manager has to focus on media buying which involves negotiating with the various media channels and media agencies for media space and media schedule. While taking media buying decisions, the manager has to consider various factors –pricing of media space is one of them.

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Most people generally think about advertisement in terms of its most obvious form, the appeal for persuasion. Hidden in the debate of the advertisements is always the main function of the advertisement business as a media support system. An advertisement requires expenditure from a media firm (a particular magazine, broadcast network, or website) in exchange for its ability to reach with persuasive advertisements to the members of the audience. This mechanism provides multiple outlets, particularly digital media, with core support. Central to this research is the advertisement industry field called media planning and buying, which revolves around the choice of media for an advertising campaign and the provision of funds to compensate for the placement.

Media buyers evaluate the pricing of various media vehicles and the price differentials for specific time slots or space within the media vehicle. Media buyers should be on a constant lookout for better bargains and discounts in order to keep a tab on media costs.

Example: Eureka Forbes brought media partner

In 2021, Zenith India was chosen by Eureka Forbes as its media agency after a thorough and competitive multi-agency pitching process. An estimated ₹ 100 crore in integrated media-planning, procurement, and implementation business was henceforth handled by Zenith. The information shows that Eureka has chosen Zenith India as its media agency.

Source: Gaurav Laghate (06.07.2022), "Eureka Forbes awards ₹100-cr media duties to Zenith India". <https://economictimes.indiatimes.com/industry/media/entertainment/media/eureka-forbes-awards-100-cr-media-duties-to-zenith-india/articleshow/92685805.cms> Accessed on 03/09/2022

The next factor is the audience of the medium and its match with the company's target market. Media buyers should select media vehicles which are used by the company's target audience. Another aspect is the position or timing of the campaign in the media vehicle. Media buyers should decide upon the timing of the campaign (position in the case of print media) for the campaign. They can select between various time-slots such as morning, prime-time, afternoon, early evening, and evening prime-time.

The media buyer should also ensure that the media schedule is followed in a proper manner. If there are any deviations, he needs to negotiate with the agencies and media channels for better arrangements.

The media buying function is handled either by the in-house media buying division of a company or by outside agencies.

However, with the increased focus on productivity and reduction of costs, companies are more inclined to outsourcing the media buying function to third parties. A third party agency which manages the media buying activities of a client is termed an Agency of Record (AOR). The AOR purchases media space

and time on behalf of a particular agency or group of agencies which are handling the advertising needs of the same client. The advantages of outsourcing media buying activities to third parties are many. Being a specialist, the AOR buys media space in bulk and can thus provide space to clients at a lower cost. The company can also gain from the expertise of the media buying agency. Clients gain from research activities conducted by them. Media buying agencies also offer proprietary decision making tools that help clients in effective media planning.

Programmatic Media buying

Programmatic buying is synonymous with real-time bidding. According to Ad week, real-time bidding simply involves leveraging big data to identify the best ad targeted at the right time for the right person. Peter Naylor, former executive vice president at NBC Universal, provides a more specific definition: "Programmatic is a catchall word that multiple individuals use to categorize everything from behavioural and purpose-based targeting to real-time bidding and exchange-based product buying." So computer-based advertisement bidding is basically algorithmic, utilizing a real-time bidding mechanism. The software informs advertisers which page it is when an opening is available, and supplies consumer demographic and behavioral details. The software of each advertiser puts in its bid, and the transaction is done in real time along with the winning bidder ad.

Although initially used to purchase and sell online display advertisements and primarily used by direct advertisers, technology is also widely used to purchase mobile and video display advertisement, and many consider it to be the way to buy commercials on tv as well. It is considered to be highly targeted, leading to improved results and efficiencies, and because it is automated it makes life easier for the buyer.

Supporters of programmatic bidding believe it will replace all other ad buying types in the not-too-distant future.

9.9 Media Planning Models

As the complexity of media planning has increased and the stress on faster and better results from marketing communication programs has also grown, the importance of media planning models has increased. Media planning models are mathematical models that evaluate the media exposure and advertising response of media plans. There are two types of media planning models that are used in the industry.

- Evaluation models
- Allocation models

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9.9.1 Evaluation Models

Evaluation models are models that are used to evaluate the effectiveness of media schedules that have been implemented. These models help media planners to evaluate whether the reach and frequency objectives have been achieved through marketing communication programs. These models are also called exposure distribution models. Evaluation models estimate the number of people (or reach) exposed to a particular media vehicle (frequency). There are three forms of evaluation models: univariate models, multivariate models, and aggregation models. Prominent examples of such models include the Beta-binomial Distribution model, the Dirichlet Multinomial Distribution Model and the Canonical Expansion Model. In India, the Indian Market Research Bureau (IMRB), in partnership with MARG, has developed an evaluation model called PEMM (Press Evaluation Media Model) that determines the reach and average frequency of exposure for the media plans entered by a user.

Example: Dabur's YouTube Experiment

Dabur had experimented a long-form content on digital platforms to promote Vatika, a popular hair oil brand through influencer-led collaborations. However, in 2020, the company tried experimenting for the first time on YouTube with a series of small videos to highlight the benefits of Dabur Vatika. The campaign was targeted at females of 18-34 years who were interested in personal grooming and hair care and visit beauty salons frequently. It received high number of viewers – 45% of viewers did not skip the content.

The information shows evaluation model.

Source: Roohneet Kaur (September 2020), "How Dabur used interactive storytelling to captivate their audience". <https://www.thinkwithgoogle.com/intl/en-apac/country/india/how-dabur-hooked-their-audience-with-innovative-storytelling-formats/> Accessed on 03/09/2022

9.9.2 Allocation Models

Allocation models are comprehensive media models that help the media planner in identifying the appropriate media vehicles and the optimal number of insertions to be made in that media vehicle within the budgetary constraints set. Allocation models help the company to optimize the media plan through incorporation of various constraints. The difference between evaluation models and allocation models is that evaluation models focus only media vehicle exposures, while allocation models are comprehensive models that provide the media planner the best media schedule within the given constraints. The model should be supplied with various inputs such as the cost of each media vehicle, media availability, the rating of each program and other such variables. It provides the output in the form of the best media vehicle, optimal media schedules, total cost of the media plan, optimal number of insertions to be made etc. Allocation models take three forms – mathematical programming models, simulation models and heuristic models.

Check Your Progress - 2

6. What do you call the number of copies of the publication that are sold?
 - a. Circulation
 - b. Readership
 - c. Recency
 - d. Total print
7. Which of the following is termed as Irregular based promotional campaigns?
 - a. Continuous scheduling
 - b. Discontinuous scheduling
 - c. Pulsating scheduling
 - d. None of the above
8. Which type of media scheduling is good for seasonal product categories?
 - a. Continuous scheduling
 - b. Pulsating scheduling
 - c. Flighting scheduling
 - d. Discontinuous scheduling
9. Which of the following enables advertisers to target audience based on their recent online activity?
 - a. Behavioral targeting
 - b. Media targeting
 - c. Continuous targeting
 - d. None of the above
10. Which of the following is a third party agency which manages the media buying activities of a client?
 - a. Agency of Record (AOR)
 - b. Other Party on Record (POR)
 - c. Outsourced on Record (OOR)
 - d. In-house media

9.10 Summary

- Media planning is defined as “the process of designing a course of action that shows how advertising time and space will be used to contribute to the achievement of advertising and marketing objectives”.
- The importance of effective media planning has increased due to four key factors –increase in media options, fragmentation of target audience, spiraling media costs, and increased complexity in media buying.

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- The media planning process involves deciding the right target audience, selecting appropriate media vehicles, and determining the scheduling of the media plan.
- A typical media planning process consists of four key steps – market situation analysis, setting media objectives, crafting media strategy and implementing and evaluation of media plan.
- Market situation analysis involves evaluating the internal and external environmental factors relevant to the media plan. This help the company to identify the problems and opportunities related to the media plan.
- Next the company has to determine the media objectives that it wants to achieve through the implementation of the media plan.
- There are five key media objectives that a company can consider –reach, frequency, continuity, costs and recency. Based on the market situation analysis and the media objectives, the company proceeds to craft a media strategy.
- Media strategy provides guidelines to be followed while implementing a media plan.
- The crafting of the media strategy involves four key steps, namely target audience decisions, media budgeting, media selection and media scheduling.
- The next step is preparing and implementing the media plan. During this stage the company undertakes media buying as specified in the media schedule.
- Media planning models such as evaluation models and allocation models are also discussed.

9.11 Glossary

Agency of Record: A third party agency which manages the media buying activities of a client.

Continuity: Continuity refers to the scheduling of media exposures of a particular advertisement or campaign within a given period.

Cumulative effect: Cumulative effect refers to the delayed effect of advertising on sales, that is, the present advertising expenditure will influence sales at later periods.

Frequency: Frequency refers to the number of times the customer is exposed to the company's message during a specific time period.

Media buying: Media buying involves negotiating with the various media channels and media agencies for media space and media schedule for better value.

Media strategy: Media strategy is the methodology to be followed while implementing the media plan. Media strategy consists of four key components – target audience decisions, media selection, media scheduling and media buying

Media scheduling: Media scheduling involves determining the timing and the frequency of the promotional campaigns.

Media plan: Media plan provides a plan of action that shows how advertising time and space will be used to contribute to the achievement of advertising and marketing objectives.

Media planning models: Media planning models are mathematical models that evaluate the media exposure and advertising response of media plans.

Reach: Reach is defined as the number of different persons or households exposed to a particular advertising media vehicle or schedule during a specified period of time.

Recency: Recency held the view that ‘ad impressions closest to the time of purchase are most powerful’.

Readership: Readership refers to the number of actual readers who read the publication.

Vehicle exposure: Vehicle exposure refers to the viewership or the readership enjoyed by a media, which an advertiser intends to use.

9.12 Self-Assessment Test

1. What is media plan? Explain various components of media plan?
2. What are media objectives? Explain various media objectives with suitable examples?
3. What is media strategy? What components would you consider while crafting media strategy?
4. What is media scheduling? What are the various decisions involved in media scheduling?
5. What is media buying? What parameters would you consider to optimize your money in media buying?
6. Discuss the case study ‘Coke Zero vs. Pepsi Max: Media Plan’.

Coke Zero vs. Pepsi Max: Media Plan

The longest war has been waged between two iconic brands Coca Cola and Pepsi ever since their birth. The fight has become intense with Coke Zero and Pepsi Max. They vigorously compete for share of voice, share of heart and share of throat. Media companies are interested to discover how these two giants fared in managing their media programs.

Coke Zero, introduced in 2005, has proven to be one of the most-successful product launches in the company's history. It is now the 12th largest cola brand in the \$73.9 billion U.S. carbonated soft-drink market, according to Beverage Digest, more than four times larger than Pepsi Max. Still, there's plenty of money to be made in the category. As consumers become more conscious of their

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waistlines and colas struggle to maintain their place in Americans' diets, zero-calorie, full-flavored beverages like Pepsi Max and Coke Zero could represent a huge opportunity⁴.

Coke Zero's Media Strategy

Coke Zero centered its brand media strategy on four key pillars: sports, social media, schools and Spanish language media. The marketer secured prominent advertising placements in and around college basket ball, college football and Nascar (Car racing association). To build brand discussion, Coke Zero also implemented several clever social media and college programs. Lastly, Coke Zero shifted just under a fifth of its budget into Hispanic media.

Television commercials took on a macho character theme. "Do Over", for instance, features several young men coming home from rather embarrassing situations. The narrator asks, "It's 2010, weren't we supposed to have time machines by now?" In a second spot – "What ever happened to clones?" The main character, a young man, is shown in the background playing a video game while his girlfriend complains to him about her day. The narrator asks, "Weren't we supposed to have clones by now?" While the first guy continues with his video game, we see a clone of the young man step out of a doorway, sit next to the young lady and hold her hand attentively. Yet another clone creeps up behind the couch with a sock puppet to make the girl friend laugh. A third clone ascends from the ceiling, guitar in hand, serenading the young lady to sing her troubles away. All this happens while the young man can just get on with his game⁵.

Pepsi Max's Media Strategy

Pepsi Max went with a more multimedia plan across television, print and online display to launch its new positioning, "Zero Calories, Maximum Taste". The new ad dropped diet from its messaging and went after Coke Zero with a comparative ad. Pepsi Max's video ad is a takeoff of the 1995 Pepsi Super Bowl spot featuring Pepsi and Coke truck drivers sampling each other's product. A fight breaks out after the Coke Zero driver realizes his actions are being filmed for YouTube, and the spot ends with a plug for the Pepsi Max Facebook page, where fans can discuss the commercial. Pepsi also activated a campaign around its NFL (football league) sponsorship for the 2010-11 season. After taking a break from the Super Bowl earlier to make a way for the Pepsi Refresh Community Project, it announced a return to the 2011 game. Teaming up with Doritos in a co-promotion, Pepsi plans to join the very successful "crash the Super Bowl" competition inviting consumers to create and vote for ads to run in the Super Bowl.

Questions:

1. Who are the target audience for Coke Zero and Pepsi Max?
2. What are the four promotional strategies of Coke Zero?
3. Compare social media strategies of Coke Zero and Pepsi Max?
4. Why did Coke and Pepsi want to differentiate 'Zero' and 'Max' from 'Diet'?

9.13 Suggested Reading/Reference Material

1. George E. Belch, Michael A. Belch, Keyoor Purani, Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition, McGraw Hill, 2021.
2. Michael Branding, Social Media Marketing, Notion Press, 2021.
3. William D. Wells, Sandra Moriarty, Nancy Mitchell, *Advertising and IMC: Principles and Practice, 11th Edition*, Pearson Education, 2021.
4. Ritu Narang, Advertising, Selling & Promotion, First Edition, Pearson Education, 2020.
5. Manendra Mohan, Advertising Management – Concept and Cases, McGraw Hill Education, 1st edition, 2017.

9.14 Answers to Check Your Progress Questions

1. (a) I, II, III, IV

The correct order of media planning process is as follows

- I. Market situation analysis
- II. Setting media objectives
- III. Crafting media strategy
- IV. Implementing and follow up of the media plan

2. (d) Competition

The media objectives are as follows

- I. Reach
- II. Frequency
- III. Recency
- IV. Continuity
- V. Cost

3. (c) High BDI and High CDI

Market scenario based on BDI and CDI matrix can be classified into four quadrants. Under high BDI and high CDI quadrant, the market represents good sales potential for both the product and the brand.

4. (b) Recency

The statement ad which leaves an impression closest to the time of purchase and is most powerful is known as recency.

5. (a) Frequency

Frequency refers to the number of times the customer is exposed to the company's message during a specific time period.

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6. (a) Circulation

The number of copies of the publication that are sold is called circulation.

7. (c) Pulsating scheduling

Irregular based promotional campaigns are termed as pulsating scheduling.

8. (c) Flighting scheduling

Flighting type of media scheduling is good for seasonal product categories.

9. (a) Behavioral targeting

Behavioral targeting enables advertisers to target audience based on their recent online activity.

10. (a) Agency of Record

A third party agency which manages the media buying activities of a client is termed as Agency of Record (AOR).

Unit 10

Mass Media and Outdoor Advertising

Structure

- 10.1 Introduction
- 10.2 Objectives
- 10.3 Newspapers and Advertising
- 10.4 Magazines and Advertising
- 10.5 Radio and Advertising
- 10.6 Television and Advertising
- 10.7 Outdoor Advertising
- 10.8 Unconventional Medium
- 10.9 Summary
- 10.10 Glossary
- 10.11 Self-Assessment Test
- 10.12 Suggested Readings/Reference Material
- 10.13 Answers to Check Your Progress Questions

“Only when the media shines a spotlight can people know and decide whether to act.”

- Amy Goodman

10.1 Introduction

The information shows the significance of media that makes visibility of the brand. And, this is discussed in this unit.

Mass media is a communication channel –written, audio, video –that reaches a large audience to create big impact with a lesser cost. The mass media includes newspapers, magazine, radio, television, movies, outdoor advertising and internet etc. Mass media is a driving force of modern culture because audience are bombarded with advertising messages from mass media channels such as magazines, newspapers, radio, TV, outdoor advertising etc. Celebrities have become reputed globally over night due to the connectivity of mass media with the audience.

In modern culture, mass media plays a significant part in influencing the beliefs and value-orientation of people. Media content should express a meaning, explain its implications and promote a cultural environment to be adopted as a desired social comparison standard. Furthermore, following the principle of media-dependence theory, the broad availability of consumerist values in the

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media that induce adoption of these values among individuals who rely on the media to identify societal shifts in value configurations and change their own choices as desired.

The effectiveness of media choice depends on the size of target audience, the cost of the medium, the reach of the medium, the characteristics of the product, communication objectives etc. Marketers have to choose the right media at the right price to reach the right size of the audience.

This unit discusses major mass media channels such as newspapers, magazines, radio, television and outdoor from a marketing communications perspective. The advantages and disadvantages of each media, the buying process of each media and impact of each media are discussed.

10.2 Objectives

After reading through this unit, you should be able to:

- Analyze the impact of each mass media channel for the promotion of marketing communications programs.
- Discuss the pros and cons of various mass media channels.
- Understand advertisement rates of mass media channels and measuring ad impact on audience.
- Analyze the future trends of mass media in advertising.

10.3 Newspapers and Advertising

The newspaper is the most powerful mass media after radio and television.

Example: Consumers Put High Trust on Newspaper Advertisements

According to a Business Standards article (2020), consumers have a high level of trust for advertising viewed in traditional media. Newspaper advertising (86%) and television (83%) and radio (83%) were found to be the most trustworthy forms of advertising. At 52%, text and SMS ads had the lowest level of confidence. 80% of consumers trusted advertising messages across all media channels. The information shows that the newspaper has a high level of trust for advertising.

Source: ETBrandEquity (04.12.2020). "Advertising in newspapers most trusted: ASCI – ISA report". <https://brandequity.economictimes.indiatimes.com/news/advertising/advertising-in-newspapers-most-trusted-asci-isa-report/79558007> Accessed on 05/09/2022

Newspapers are generally published on daily basis such as Times of India, The Hindu, Economic Times, Indian Express etc. Newspapers are also classified on weekly basis such as The Observer, The Sunday Times of India etc. Newspapers are also categorized under language, geographical coverage and subject area. Companies spend more money on advertising for newspapers and nearly 40% of world corporate ad expenditure is absorbed by newspapers. Newspapers also publish international editions such as The Hindu International Edition to serve

people living outside of India. Newspapers also targeted Specific groups such as The Harvard Crimson, to the students of Harvard University. Newspapers also started special sections to provide dedicated space to that section such as sports, culture, business etc. Marketers show interest in placing an ad in that section only because customers are stratified based on their interests. For example, a shoe company ad would logically appear in the newspaper's sports section.

First, we examine the advantages and disadvantages of newspaper advertising, and later we discuss the different advertising options available in newspapers. Finally, we look at the buying process for newspaper advertising.

10.3.1 Advantages and Disadvantages of Newspaper Advertising

Advantages: The following are the various advantages of newspaper advertising.

Advantages of Newspaper Advertising	
Reach and Selectivity	<ul style="list-style-type: none"> • An average issue of a daily or Sunday newspapers reaches more customers than an average half-hour of prime-time television. • The high circulation of newspapers provides ads with greater reach. Newspapers facilitate selectivity in terms of geographic and demographic segments. • Customers spend more time and energy reading newspapers than they spend on other media
Affordability	<ul style="list-style-type: none"> • Newspaper advertising costs less per thousand readers than TV, direct mail and radio advertising. • Newspaper ads can be fit into your budget because it can accommodate one-column inch ad to two full-page ads side by side.
Flexibility & timeliness	<ul style="list-style-type: none"> • Newspapers offer enormous flexibility in terms of reaching target customers, timing, size, design, frequency, placement etc. • Newspapers carry news and information on a wide range of topics such as politics, sports, business, entertainment, science and technology and international, national and local news. • Companies show interest to place ads in a particular section to attract a particular segment of customers. A mutual fund company can place its ads in business pages to attract potential investors who are more interested in reading business news.

Contd....

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Credible	<ul style="list-style-type: none">• Newspaper advertising is more trusted than many other forms of advertising.• The perception of readers towards the newspaper can increase the credibility of the advertisement placed in such newspaper.
Local market coverage	<ul style="list-style-type: none">• Newspapers facilitate covering of local markets. Companies can target a particular region in an effective manner.• Retailers can campaign about their local products availability in a particular region. Big Bazaar, the hyper market chain, can change its ad strategy based on the city, state or even a particular superstore.
Impact and Effectiveness	<ul style="list-style-type: none">• A well designed ad with a combination of text and visuals with varied colors can engage customers on many levels such as intellectual and emotional.

Disadvantages: The following are various disadvantages of newspaper advertising

Disadvantages of Newspaper Advertising	
Little interest for Younger Generation	<ul style="list-style-type: none">• Younger people often receive more news via other media such as cell phone and internet. Since young are more mobile, they show little interest in browsing a newspaper.
Short Shelf Life	<ul style="list-style-type: none">• The life span of newspaper is one day or a week which considerably limits advertiser's ability to reach target audience.• Many readers show a cursory glance at daily newspapers and if the ads are not visited by the end of the day, the ad gets obsolete.
Ad Clutter	<ul style="list-style-type: none">• Newspapers are cluttered with many advertisements on a single page. Marketers, especially small and unimaginative ads have the risk of completely being ignored while the reader engages with the bigger and creative ads.• Customers may spend little time with the individual ad when encountered with many ads on a single page.
Poor Quality	<ul style="list-style-type: none">• The thin paper does not allow for quality visual print with multiple colors.• The newspaper deadlines are shorter which also come in the way of quality.

10.3.2 Advertising Options in Newspapers

There are three types of advertising options available in the newspaper medium as follows

- Classifieds
- Display advertisements
- Special inserts and Outserts

Classifieds

- Classifieds are short text ads which are placed with other ads belong to various types of categories. These may include business ads, real estate ads, career ads, employment ads, matrimonial ads, buy/sell ads, etc.
- The classifieds in the Sunday edition attract more readership than for weekly editions due the availability of more time to the public who are free to read newspapers on Sundays. Local businesses which cannot afford large display ads, usually find that classifieds can meet their requirements adequately.
- Newspapers also offer an option called classified display advertisements which are a mix of classifieds and display ads. These classifieds contain some elements used in display ads such as color, pictures and borders etc. Classified display ads stand out in the clutter of ordinary classifieds.

Display advertisements

- Display ads are one of the preferred advertising options for big companies. Display ads use various tools such as pictures, good layout and copy text to communicate their message to customers.
- Display ads can be placed anywhere in the newspaper unlike classifieds which are restricted to the classified section. Although these ads are more expensive than classifieds, they are more effective in communicating with customers.
- Companies are using innovative ways to differentiate their displays ads from those of their competitors to avoid clutter. The size of the ad may range from full page to quarter page and the format may be color or black and white.

Special Inserts and Outserts:

- Newspaper inserts allow marketers to present their message in distinct, stand-alone way with the maximum control of their creativity. They can also reach special sections of audience in an attractive way. The inserts are printed separately and placed inside the newspaper before delivering the newspaper. The inserts may contain detailed product information, a catalog or display poster.

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- Outserts are special marketing piece on the outside of the newspaper with a clear plastic wrap. The outserts are offered as tags-on, stickers, posters, catalogs, CDs etc. The outserts give the advertisers the freedom to include a creative marketing piece and can be targeted at a special customer group.

10.3.3 Advertising Rates in Newspapers

The advertising rates in a newspaper vary based on the type, placement, size and the timing of the advertisement.

Display advertisement rates are quoted in terms of per col cm, or per sq cm.

The Future for Newspapers

Newspapers remain a significant advertisement medium; but, in recent years, advertising sales for mainstream print papers have decreased significantly. They generate much of their advertisement revenue from local advertisers, particularly retailers that use display ads to promote their goods and services, and notify customers regarding sales and other promotions. To national advertisers, newspapers pay to fewer than 5 percent of advertisement budgets, and they are heavily dependent on regional and local marketers for their advertising revenue.

The major strength of newspapers lies in their role as a medium which local marketers can use effectively on an ongoing basis. Nevertheless, there are a variety of problems that newspapers must address in order to retain their strong position as a powerful local advertising medium and to attract more national advertisement. Things involve rivalry from other advertising media, distribution maintenance and control, cross-media opportunities and declining readership.

10.4 Magazines and Advertising

After newspapers, Magazines occupy an important print medium for advertisers. According to eMarketers survey, on an average an American adult spends 16 minutes per day on a magazine. Marketers wanted to optimize the benefit of the opportunity by placing ads in magazines. According to Magazine Publishers Association of America (MPA), magazine advertising is more effective in building awareness and improving product sales than television.

Magazines are classified based on frequency such as weekly, fortnightly, monthly, quarterly, half-yearly and annually. Industry specific and consumer specific journals are also published based on frequency basis to target special sections. The two targeted sections of magazines are:

- Consumer publications
- Business publications

10.4.1 Consumer Publications

- Consumer oriented magazines are targeted at the general public covering various topics. For example, Outlook and India Today are general purpose magazines appealing to broader customer groups. They are also magazines to serve very specific niche sections such as women, industry, subject etc.
- Consumer publications attract 80% of advertising spending because they are more preferred than business publication due to their wide appeal and coverage.

Example: TIME Magazine Covered Mark Zuckerberg

In 2021, Mark Zuckerberg, the chairman and CEO of Facebook, was featured on the cover of the new edition of the American news magazine TIME, which also included an artwork of an app deletion button and the words "Delete 'Facebook'?" along with the options "Delete" or "Cancel". The front page was made for the article that talked about the dissolution which happened in December 2020, wherein Facebook changed the policy of “people-first”. The information showed the consumer publications magazines.

Source: Binu Mathew (09.10.2021), “'Delete Facebook' features on American news magazine TIME's cover”. <https://telecomlive.com/web/delete-facebook-features-on-american-news-magazine-times-cover/> Accessed on 05/09/2022

10.4.2 Business publications

Business publications are targeted at a specific industry or professional group. The readers of these magazines look for information that may help in their career advancement or better performance at their workplace. These publications are further classified under three heads.

- **General business publications:** The general business magazines cover a wide range of areas related to business and management. The target audience of these magazines is broader compared to that of other more specialized business magazines. For example, Business Today, Business World, Fortune India, Business India etc., are targeted at general business executives.
- **Professional Publications:** These magazines are targeted at specific professional groups such as IT professionals, lawyers, finance professionals, etc. For example, Computer Gaming World provides information about computer games industry which is targeted at computer professionals interested in games.
- **Industry publications:** These publications are targeted at specific industries to serve well defined customers. For example, Times of India publishes various magazines catering to the needs of specific industries such as Times Shipping Journal, Times Journal of Construction and Design, Times Agriculture Journal etc.

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10.4.3 Advantages and Disadvantages of Magazine Advertising

Advantages: The following are the various advantages of magazine advertising.

Advantages of Magazine Advertising	
Longer life span	<ul style="list-style-type: none">• Magazines are published weekly or fortnightly, audience look at them till they get the next issue. Moreover many magazines have a life beyond the issue period based on the importance of content. Magazines generally provide in-depth discussion on particular issues where customers are interested to reread.• Often magazines, brings out special issues where readers preserve such issues for a longer period of time. Marketers benefit more from long life span of magazines.
More Credibility	<ul style="list-style-type: none">• Customers attach more credibility to the content in magazines than in newspaper.• The credibility associated with magazines also help Marketers to draw attention to their ads. For example, A beauty product ad has more weight, if placed in women's magazine such as Femina or Women's Era than in a newspaper.
Flexibility in targeting	<ul style="list-style-type: none">• Magazines operate in specific regions or niche subject areas. It is easier for companies to select a particular magazine that covers its target group. For example, Sportstar magazine can target only readers interested in sports• Magazines also facilitate geographic selectivity such as regional magazines. For example, Kumudam is the largest circulated Tamil magazine.
High quality	<ul style="list-style-type: none">• Magazine paper quality is much better than newspaper hence better production quality is possible for ads.• Since magazines have a longer shelf life, content planning can be done more effectively. Magazines are printed in color hence the ad appeal gets better.
Image building	<ul style="list-style-type: none">• Magazines provide better image for the ads based on its reputation. For example, A business school ad in Harvard Business Review may enhance its image in the eyes of its readers.

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More readership	<ul style="list-style-type: none"> • One magazine attracts more number of readers as all the family members may read a single magazine. • Ads in a magazine reach more number of readers hence more effective for ad campaigns.
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Disadvantages: The following are various disadvantages of magazine advertising

Disadvantages of Magazine Advertising	
Low reach	<ul style="list-style-type: none"> • Magazines cater to niche segments with restricted target customers, resulting in a lower reach. • Overall reach of magazines is not as wide as radio or television.
High Cost	<ul style="list-style-type: none"> • The special magazines targeted at niche segments command higher cost for ads. The ad rates charged by a magazine vary depending upon the subject area it covers. • Increased competition lead to less readership and high operating costs of magazines.
Long lead time	<ul style="list-style-type: none"> • The advertisers have to negotiate with the magazine publishers six months in advance for the placement of an ad. • The frequency of the magazine also increases the lead time. • If a company wants to place an ad in response to a sudden change in market condition, magazines are not the right option.
Ad clutter	<ul style="list-style-type: none"> • High operating costs forced publishers to accommodate more ads in less space. In such situations company ads may be lost in the clutter of many advertisements.

10.4.4 Media Space Buying in Magazines

- Magazines sell advertising space in terms of pages unlike newspapers. The usual ad sizes include full page, half page, 2/3 page and 1/3 page. The rates also vary according the location of the advertisement. The front page and back page command higher premia than ads on the inside pages.
- Rates of ads vary based on the color of the advertisement. Generally magazines allow three types of color options such as black & white, black & one color and 4-color. The ad rate for center spread is normally very high.

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- Magazines offer special discounts based on the frequency or number of insertions made over a period of time.
- Magazines offer rate base, which is the guaranteed circulation that the magazine promises for the advertiser. The excess circulation above the rate base is a bonus for the advertiser. On the other hand, if the circulation falls below the rate base the magazine refunds the difference to the advertiser.
- With the severe competition from television, radio and newspapers, magazines are innovating themselves to attract more advertisers with various ad options such as sponsorships, samplings, supplements, gatefolds, double-page spreads, advertorials, etc.

The Future for Magazines

In the magazine industry, the last few years have been quite difficult; multiple magazines are facing sales declines as marketers move much of their advertising to digital media and other IMC tools, and have been reluctant to raise ad investment since the recession. Most newspapers experienced a decrease in their amount of advertisement pages, and find it impossible to increase prices to cover the loss in ad pages. Most of the magazines have gone out of business in recent years, even those that have been circulated for decades, and a variety of publications have ceased publishing their print versions and are only available online. Paper and ink prices continue to grow, and the industry has needed to deal with the substantial rises in postal rates that have had a huge effect on their cost structure. Magazines are now experiencing heavy competition from other outlets such as TV, the Internet, social media, and direct mail. Publishers are looking for a variety of options to strengthen their position—including stronger editorial platforms, improved circulation control, cross-magazine and media deals, database marketing, technical advancements, and electronic delivery methods—to make advertising more compelling to marketers as well as to survive.

Check Your Progress - 1

1. Which is the largest circulated English daily in India?
 - a. The Hindu
 - b. The Times of India
 - c. Hindustan Times
 - d. The Telegraph
2. What is the disadvantage of newspaper advertising?
 - a. Affordability
 - b. Reach

- c. Credible
 - d. Short shelf life
3. Which of the following are short text ads which are placed with other ads which belong to various types of categories?
- a. Classifieds
 - b. Display advertisements
 - c. Special inserts
 - d. Special outserts
4. Which of the following magazine does not come under consumer publications?
- a. Outlook
 - b. Femina
 - c. India Today
 - d. Computer Gaming World
5. Which of the following is an advantage of magazine advertising?
- a. Longer life span
 - b. Long lead time
 - c. Low reach
 - d. High cost

10.5 Radio and Advertising

Radio is innovating itself to become an effective medium for advertisers. The private players offer very attractive features to attract marketers to air their ads. All India Radio is also bringing many changes in its programs to provide better options for advertisers to promote their products.

Example: Top radio Advertisers in 2020

In 2020, Maruti Suzuki and LIC stood at the top two advertisers on radio channel. LIC rose five spots to take the top spot. The newcomers to the Top 10 advertisers on radio were Mother Dairy Fruit & Veg, Amazon, GCMMF (Amul), and Ultratech Cement. The information showed the top advertisers on radio.

Source: ETBrandEquity (19.01.2021). LIC, Maruti Suzuki top radio advertisers in 2020: TAM AdEx report. <https://brandequity.economicstimes.indiatimes.com/news/advertising/lic-maruti-suzuki-top-radio-advertisers-in-2020-tam-adex-report/80343811> Accessed on 05/09/2022

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10.5.1 Advantages and Disadvantages of Radio Advertising

Advantages: The following are the various advantages of radio advertising.

Advantages of Radio Advertising	
High Reach	<ul style="list-style-type: none">• Radio covers nearly 97% of Indian population and is accessible in remote villages of the country. This is an attractive medium for companies because they cannot reach illiterate customers through any other media.
Less cost	<ul style="list-style-type: none">• Producing a radio ad campaign is less costly compared to ads in other media.• Increased competition from television has forced radio to sell its media space at lesser rates.
Flexibility	<ul style="list-style-type: none">• Creating a radio ad campaign takes less time and the availability of medium space is very high.• A company can plan its ad campaign at shorter notice and the frequency of ads can be increased hence more suitable for retail stores.• It serves local market well because channels cater to specific cities. For example, Barista, a coffee chain with many outlets across the country can design campaign specific to a particular city or region.
Sponsorship	<ul style="list-style-type: none">• Companies can sponsor a particular program to enhance its brand recall. For example, a sports company can sponsor a sports related program.
Imagery transfer	<ul style="list-style-type: none">• Radio can enable the consumer to visualize the television ad mentally, when the company incorporates a similar audio jingle or ads as that shown on television.• Imagery transfer reinforces the company's TV ad campaign in the customer's mind thereby achieving higher brand awareness for the product. For example, Titan integrates its TV ad and radio ad to achieve higher impact.
High mobile	<ul style="list-style-type: none">• Radio provides more mobility than other media. Studies indicate that 32% of people listen to FM radio while driving, 9% listen to it at public places, and 7% at the work place. In-car listening has become a habit among radio listeners.

Disadvantages: The following are various disadvantages of radio advertising

Disadvantages of Radio Advertising	
Constraints on reach	<ul style="list-style-type: none"> • The youth and professionals who show more interest in radio constitute only 21% of the population. • Private players have to work under government constraints which are limiting the reach. The ‘news’ section is not allowed for private players
Lack of measurement systems	<ul style="list-style-type: none"> • Radio lacks proper audience measurement systems and measuring audience in remote places is also difficult. • Companies are unable to decide upon the media space and media schedule for their ad campaigns.
Fleeting medium	<ul style="list-style-type: none"> • Many people listen to the radio while doing some other activity hence they may pay less attention to a radio campaign.

10.5.2 Media Space Buying in Radio

Media space buying in radio is of two types: network radio and spot radio.

Network radio: Network radio represents a network of radio stations managed by a single radio broadcaster. This is more advantageous for consumer goods companies whose market is spread across various regions. The advantages are as follows:

- **Cost effective:** It covers a large number of regions at a lower price.
- **Easy Negotiation:** The advertiser has to deal with a single broadcaster which makes negotiation easier.

Spot radio: Spot buying refers to buying media space in specific radio channels. Spot buying is used by local advertisers whose market is restricted to specific regions. National advertisers also use spot radio when their marketing plans are region specific. The advantages and disadvantages are as follows.

- **Flexibility & Intensity:** Company can design its advertisement campaigns according to the requirements of the local market. It also allows the company to decide upon the intensity of the advertising campaigns periodically according to changing market conditions.
- **Expensive:** It increases the cost for ad campaign as it loses the economies-of-scale advantage.

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- **Cumbersome Negotiation:** Spot buying makes the media planning process more complex and cumbersome because it has to negotiate with a large number of players and at the same time decide upon the Ad copy, media vehicle, and media schedule for each market.
- **Timing decisions:** Radio broadcasting is classified into time bands targeting different audience. The cost of each band depends on the listenership levels. Companies have to decide the time band based on their budgetary constraints.

10.6 Television and Advertising

Television medium is a dominant medium for many marketers to promote their products. Television has the highest reach of all the media so it is a preferable vehicle to meet the mass market. TV advertising is now targeting regional audience with the targeted TV advertising.

Example: Top Three Advertising Categories on TV

According to The Economic Times (2020), in a research by TAM Media Research, toothpaste, e-commerce websites, and toilet soaps were the top three advertising categories on television. In a survey on TV advertising, FMCG major Hindustan Unilever was the biggest advertiser on the medium throughout the year. The information showed that the HUL was the biggest advertiser on television.

Source: Shambhavi Anand (30.12.2020), "Soap, toothpaste brands, e-commerce sites spent the most on television adverts, says report".

*<https://economictimes.indiatimes.com/industry/services/advertising/soap-toothpaste-brands-e-commerce-sites-spent-the-most-on-television-adverts-says-report/articleshow/80019309.cms>
Accessed on 05/09/2022*

Region- specific targeted –television advertising is a media innovation on television through which companies can choose national TV channels to advertise on, but choose to show the ad only in the city/state of their choice, and pay only for their selected market – as against paying for national TV channel, resulting in a huge wastage.

Prior to the turn of the century, the most important change in the entertainment business was the growing proliferation of cable television and alternate delivery systems (ADS), such as direct satellite transmission, which significantly expanded the amount of networks accessible to audiences. Some of the more important trends impacting the television industry, as well as its usage as an advertisement medium, is the fragmentation of the viewer market that has arisen with the rise of channels accessible through cable and ADS. Although market heterogeneity obviously impacts broadcasting, the effect of technology on television viewing habits is far more concerned with the industry. TV shows are broadcast digitally via personal computers, laptops and smartphones as well as via connected streaming video devices and gaming consoles such as Apple TV,

Amazon Fire TV, Google Chromecast, Xbox and PlayStation, as well as smart TVs, in addition to time-shifted programming on DVRs. Most tv programs were seen live only 10 years ago, but it is anticipated that by 2020 just 50% of viewing will be live and the other half will be nonlinear.

Although all of these factors have given rise to predictions of the eventual death of television as a significant advertisement platform, other analysts remain much more optimistic about the future. They acknowledge that although viewer markets are increasingly divided and viewer habits shift, television advertisement remains relevant and essential to advertisers.

10.6.1 Advantages and Disadvantages of Television Advertising

Advantages: The following are the various advantages of television advertising.

Advantages of Television Advertising	
Wider reach	<ul style="list-style-type: none"> • According to KPMG, the TV connections in India are expected to reach nearly 150 million by 2014. The expanding footprint of direct-to-home (DTH) networks also helped media penetrate deeper into rural markets. • Mass product companies like HUL, P&G, Colgate are focusing on age group of 18-49 to capture the heavy viewers of TV programs.
Creativity	<ul style="list-style-type: none"> • TV with its audio-visual characteristics, which provide a variety of creative options for the advertiser. • With the availability of color, sight, movement and sound options, advertisers have more flexibility in developing ads. • High Definition (HD) TV screen facilitates further creative options for advertisers. • TV medium provides creative options such as sponsorship deals, product placements, teaser campaigns, etc.
Higher Impact	<ul style="list-style-type: none"> • Multi Media effects of TV ads have a higher impact on target customers. • TV medium helped to broadcast emotional appeal for faster impact on customer psyche. • Targeted programs at appropriate timing reached the right customers to create positive impact. For example, Food products are advertised during cooking show

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Cost-effective	<ul style="list-style-type: none">• The wide coverage and reach of TV ads reduced the cost per exposure.• Competition among TV channels further reduced advertising cost
Ideal for creating brand awareness	<ul style="list-style-type: none">• Wider reach and higher impact of TV medium is a natural choice for creating brand awareness of new products or reminder advertising.• Eureka Forbes, a personal selling company, has created brand awareness through TV ads before persuading customers with the sales force to buy the product.

Disadvantages: The following are various disadvantages of television advertising

Disadvantages of Television Advertising	
Transient medium	<ul style="list-style-type: none">• TV ads are made for short duration which may not attract the attention of the customers. Advertisers may not be able to communicate the desired message in such a short time.• Information oriented products require more time. For example, insurance products require detailed explanation which cannot be described in few seconds of TV ads.
Ad clutter	<ul style="list-style-type: none">• The customer is bombarded with many ads giving rise to ad clutter. A company's ad may not attract the attention of the customer.• Ad clutter also reduces the viewer's interest in advertisements. The customer may switch over to other channel to avoid clutter.
Fragmentation	<ul style="list-style-type: none">• Customer groups are segregated based on their interests and channels fragment those customers based on type of programs.• Companies have to use all the channels to reach and attract entire target market .
Still Costly	<ul style="list-style-type: none">• TV channels follow various rates based on type of program and timing of the program.• The spot during prime time is still costly for marketers to go for ad campaign.• Media cost plus production cost together make TV advertising a costly affair.

10.6.2 Media Space Buying in Television

Companies spend huge amount of money for TV advertising and hence it is a very important media buying decision. Companies have to make a variety of decisions: whether to buy network or spot or local purchase, choice of specific station, selection of the timing, the sponsorship etc.

Type of Advertising Buying Decision

Companies have to make three types of advertising buying decisions: network advertising buying, spot advertising buying and local advertising buying.

- **Network advertising buying:** Network advertising is used by national advertisers to air an advertisement simultaneously through various television stations across regions of the nation. NDTV, Doordarshan, TV9 etc. broadcast the advertisement based on network advertising buying. The national channels broadcast nationwide through its regional stations.
- **Spot advertising buying:** Marketer buys the advertising space with each channel separately for the placement of the ad. There are more than 700 private satellite TV stations and 30 government channels catering to various sections of customers. In India many of the channels are classified based on language such as Bengali, Kannada, Hindi, etc. If a company's market is restricted to particular region or if it wants to tap the customers of a specific region, the company can utilize the regional channels for advertising its products. Apart from offering selectivity, regional channels are less expensive than national channels.
- **Local advertising buying:** Local advertising refers to buying of media space in city specific channels. This is usually used by local merchants who buy media space in the local cable television channels which are run by cable operators in each city. Some of the popular cable channels include Siti Cable, Gemini Cable Vision etc. which are run by individual operators.

Selection of the Timing Decision

- Companies have to make a timing decision for their ads because the advertising rates depend upon the popularity of the program and the time band within which the program is being aired.
- The popularity of the program is measured using Television Rating Point (TRP) which is monitored by TAM Media, a joint venture between ORG_MARG and Nielsen Media.

Sponsorship Decision

- Companies can sponsor a complete show or co-sponsor a particular show. Sponsoring a complete show will provide the company high brand recall and give the company a positive image for being associated with a popular program.

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- Sponsoring complete program provides more time for the company's advertisements so that it can run ads of a longer duration to obtain higher impact.
- In co-sponsorship approach a large number of companies purchase advertising space instead of a single company. This reduces cost for the company.
- The disadvantage with co-sponsorship is that participating companies' ads may create clutter and the particular company's ad may not draw enough attention from the audience. The company may also not get its preferred placement in the program due to the participation of other advertisers.

10.7 Outdoor Advertising

Outdoor or Out-of-Home advertising is one of the oldest forms of advertising which has been in existence since the times of Emperor Ashoka. Ashoka used outdoor advertising to communicate government policies and popularize Buddhism among people. Marketers found the outdoor media as a powerful channel to communicate with the customers. Outdoor media provides advertisers high impact access to a narrowly targeted audience such as commuters and local shoppers. Based on the objectives of marketers, they can choose from a wide array of static and mobile outdoor media. Static outdoor media include posters and painted bulletins. Mobile outdoor media consists of mobile billboards or advertisements placed on vehicles in transit. It is also called as wrap advertising. Wrap advertising is a complete or partial covering (wrapping) a vehicle with an advertisement. Wrap advertising can be done by painting outer surface of the vehicle or using vinyl sheets to communicate the message.

10.7.1 Outdoor Media Mix

Outdoor advertising has displayed more innovation in the choice of vehicles (mix) while communicating with the customers. Outdoor advertising includes signs, billboards, posters, aerial and transit displays. It is also extensively used at point-of-purchase such as a business district, shopping mall or retail outlet. The following are few examples.

Signs

A sign can be any outdoor display of lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, designs, trade names or marks or combination of them. They are made visible to public and are intended to advertise a firm, a product or a service. Signs act as one of the most efficient and effective tools of communication for small business. They help customers locate the business establishments, attract customers who pass through a particular location and also create a distinct identity for a business.

Marketers' can use a myriad of signs based on the communication objective and the target audience. Signs perform three major communication functions such as information & directional, outdoor advertising and image building.

Informational and directional: Signs provide direction to the customers like a pole star. They also tell the customer about the location. Signs attract customers to step into a retail outlet such as roof sign of Carrefour which may increase impulse buying.

Outdoor advertising: Signs are an effective means of communicating with a transient group of potential customers. Signs create awareness about the existence of a business establishment which increases more footfalls. For example, if a marquee sign displays McDonald's restaurant, a customer may enter into the outlet to have his lunch.

Example: Law for Outdoor Advertising in Bengaluru

According to the Bangalore Mirror, the BBMP, Bengaluru's municipal corporation body, had granted advertisers permission to erect billboards up to 82 feet in height under a new set of advertising regulations. According to the new laws, they can be 59 feet high even on roadways that are less than 30 metres wide. This, which was announced in 2021 by the state administration, enabled advertisers to install billboards up to a height of 25 metres even on highways with a maximum width of 30 metres. 18-meter-high hoardings are permitted by the government. The information showed that the Bangalore municipality has permitted outdoor advertisement hoarding that are 18-meter high.

Source: ETBrandEquity (29.07.2021), "Outdoor ads set to make a bigger comeback in the Garden City". <https://brandequity.economictimes.indiatimes.com/news/advertising/outdoor-ads-set-to-make-a-bigger-comeback-in-the-garden-city/84852141> Accessed on 05/09/2022

Image building: Signs also facilitate image building. Marketers can use signs to project a particular image that appeal to their target audience. A flashy sign such the 'backlit awning' of Apple Logo may project a youthful image and attract youth.

Posters

A poster is a bill or placard containing a message that is displayed at a public place. Posters are often decorated with various designs to attract the attention of customers towards the message. Many companies opt for massive poster advertising for increasing the visibility of their products. The popularity of poster advertising has increased as it provides high level of exposure at moderate costs. Posters come in various sizes such as 24-sheet, 30-sheet and bleed size. These posters are named after the number of individual sheets required to fill a poster panel. The 24/30 sheet posters have a white border but bleed size poster carries visuals that fill the entire board.

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Billboards/Hoardings

A billboard (Hoarding in the UK) is a large outdoor advertising structure (a billing point), usually erected in high-traffic areas such as alongside busy roads and busy road junctions. Billboards display large advertisements to passing vehicular traffic. The billboards are highly visible in the top designated crowded locations. The world's tallest billboard is located at One Times Square in New York.

Billboards remain there for 24 hours a day, 365 days a year. The earlier canvas and metal sheet billboards were replaced with Vinyl sheets to reproduce high quality images. Digital printing technology and advanced technology in lighting have enhanced visibility and appeal of billboards. Apart from attracting the attention of prospective customers, billboards also play a laudable role in reinforcing and retaining public interest in the product for a long time.

Billboards come in various sizes but the two standard sizes are –the bulletin and the poster panel. Bulletins are billboards that display painted or computer generated vinyl images, which last for more than a year. A standard bulletin is 14 feet high and 48 feet wide.

A poster panel is a type of billboard that carries an advertisement printed on the poster paper. Poster panels last for about two months. The poster panel billboard is 12 feet high and 25 feet wide.

Catchy large size visuals on billboards maximize the power of the message. Whatever may be the type of billboard, the cost of hiring space on a billboard is determined by the amount of traffic that passes through that particular location, the size of the board and its visibility.

Balloons

Balloons filled with hydrogen or helium can be hoisted at any location and can be lit up to be effective at night. They are available in variety of shapes and can be posted at a height of up to 200 feet. Balloons can be used in any season and they can withstand winds blowing at even 25 kmph. Balloon type of advertising gets instant attention and hence can be used to promote special events like carnivals.

Balloons can be used by big shopping malls as location marks. For example, Wal-Mart uses balloon outdoor advertising to display its location.

Inflatables

Inflatables are similar to balloons but made out of nylon fabric coated with silicon. Balloons are normally available in rounded shape but inflatables can be seen in all shapes. Inflatables are filled with air and are usually placed on traffic islands or any other place that attracts large crowds. These inflatables are used to make mascots for events like film festivals, national games etc. For example, Santa Claus mascot is used during Christmas season to attract more customers into retail stores.

In-flight and Airport Advertising

With increasing competition airlines have drastically reduced the fares for air travel. As the number of passengers keep increasing, companies have started showing interest in in-flight advertising. It takes various forms such as in-flight magazines, in-flight videos, in-flight radio and in-flight catalogs.

Advertising at airport provides an opportunity to reach the elite group of customers. Companies can display their advertisements at the terminals in arrival, departure and baggage claim areas. Passengers spend more time in the waiting lounge and baggage claim area in an airport.

Mass-transit Advertising:

Mass-transit advertising on buses, trains, and other moving vehicles provide access to commuters. Companies can carry their message by placing signs on these media to increase the frequency of exposure and compliment advertisements aired on broadcast media.

Mobile Billboards

Mobile billboards are the traditional billboards mounted on the back of trucks and driven through selected routes for advertising a product or service. They are similar to any other billboard, but draw more attention and get more exposure as they can move along with the target customers. Unlike many outdoor media that are confined to one location, mobile billboards allow advertisers to take the message to a selected target audience at a particular time. These billboards come handy when no other outdoor medium is available to reach target customers located in a particular region.

10.7.2 Advantages of Outdoor Advertising

The following are various advantages of outdoor advertising

Advantages of Outdoor Advertising	
High reach	<ul style="list-style-type: none">• Today's customers are spending more time in travelling than watching television or reading newspaper. Companies use outdoor advertising to exploit the travelling time of customers.
Cost effective	<ul style="list-style-type: none">• The cost per thousand in terms of repeat exposure to the target audience is the least when compared to other medium like radio or television. Outdoor Advertising Association of America (OAAA) says outdoor advertising is 80% less expensive than TV, 60% less expensive than newspaper and 50% less expensive than radio.

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Flexibility for localization	<ul style="list-style-type: none">Outdoor can be targeted at customers at a particular area. This can be done through posters, billboards or transit boards in any location. This helps target specific ethnic groups, age groups, income groups etc. It enables marketers to customize his national advertising strategy to appeal to local customers.
Round the clock exposure	<ul style="list-style-type: none">Outdoor advertising is the only media that gives constant exposure to a marketer's message. It enables the marketer's message to be displayed round the clock, throughout the year.
Marketer controlled media	<ul style="list-style-type: none">Outdoor advertising is marketer controlled media because it cannot be switched off like television or pushed aside like a newspaper. It is also one of the best ways of communicating with the most upwardly mobile people, who cannot be reached using other marketing communication tools.
Out-of-home advertising	<ul style="list-style-type: none">Outdoor advertising is the only medium to attract the attention of a target customer when he is outside his home.
Creative canvas	<ul style="list-style-type: none">Marketers can experiment with colors or any other way of creative expressions on outdoor advertising.
Reinforcement advertisement	<ul style="list-style-type: none">Outdoor advertising (ODA) can be used effectively to reinforce the campaigns run on TV or radio or print. The visuals or graphics in the outdoor media can be used to refresh a customer's imagery of a television advertisement. The large size advertisements on billboards act as extensions to magazine advertisements. ODA can be used to enhance the effectiveness of sales promotion activities or the special events organized by a company.

Check Your Progress - 2

6. Which of the following is the advantage of radio advertising?
- Sponsorship
 - Lack of measurement system
 - Fleeting medium
 - Government rules and regulations

7. What is targeted television advertising?
 - a. Choice of national TV channels to show the ad only in the city/state of their choice.
 - b. Choice of any particular TV channel to show the ad only in the city/state of their choice
 - c. Choice of any particular TV program to show the ad only in the city/state of their choice
 - d. Choice of TV program in movies
8. Which of the following is the advantage of television advertising?
 - a. Costly
 - b. Ad clutter
 - c. Transient medium
 - d. Higher impact
9. Which of the following advertising buying decision is used by national advertisers to air an advertisement simultaneously through various television stations across regions of the nation?
 - a. Spot
 - b. Local
 - c. Network
 - d. Regional
10. Which of the following is a large outdoor advertising structure, usually erected in high-traffic areas such as alongside busy roads and busy road junctions?
 - a. Signs
 - b. Billboard
 - c. Balloons
 - d. Inflatables

10.8 Unconventional medium

Any space that is visible can be used to place advertising messages. When ads are not placed in the media or on out-of-home networks it is sometimes referred to as "unconventional media". Using unconventional media has two main advantages:

- It is much cheaper than regular media
- It attracts more attention than regular media and
- Customers may perceive it as an "innovative strategy" to connect them.

Block 3: Marketing Communications Execution

Unconventional media is expanding fast and providing attractive opportunities for companies to promote their products. The efficacy of conventional advertisements has been challenged due to the oversaturation of mainstream advertising and advancements in advertisement-filtering technologies. As a result, product placement has become a common promotional strategy in recent years as an innovative means to target consumers. Product placement is defined as a paid inclusion of product messages in a movie or television program to unobtrusively influence the audience. A wide array of new forms of product placement are emerging as a result of advancements in advertising and media technology, such as placements in books, movies, music videos, gaming, and blogs. These developments mean that product placement concepts are going to develop.

The following are various unconventional media available for companies to influence customers.

- Advertising in Cinema Theaters
- Infilm advertising
- Content advertising
- Kiosk advertising
- **Advertising in Cinema Theaters:** Displaying advertisements before the film and previews have become a common practice in all cinema theatres. Cinema theaters also provide additional opportunities for companies to promote their products such as ads in theater lobbies, at kiosks, and on popcorn tubs and drink cups. For example, PepsiCo has used cinema theaters to promote and advertise their brands more effectively.
- **Infilm advertising:** In-Film advertising is nothing but promoting brands through movies. Consumers are bored of traditional brand communication and they desire to receive communication in an entertaining and enjoyable way. Infilm advertising provides an innovative stage for brands to reach their potential consumers. Infilm advertising helps a brand to be present in the content itself and therefore become indivisible from the film story. Such combination of the brand within the script of a film assists in conveying the brand message in an entertaining and appealing way.

Films provide a powerful environment where the audience is completely captive and in a receptive frame of mind as they wait to be entertained. A well organized media plan based closely around the films being shown can be a highly effective way of communicating brand messages to a willing audience.

- **Content advertising:** Content ads are similar to search ads with a difference. While search ads are displayed to users who are actively searching for specific information, content ads are shown to users who are in a more

passive, browsing state of mind. Content advertising is also known as contextual advertising, or advertising on the search engines' content networks.

Content advertising is a form of targeted advertising for advertisements appearing on websites or other media, such as content displayed in mobile browsers. The advertisements themselves are selected and served by automated systems based on the content displayed to the user.

Content advertising is a form of targeted advertising in which the content of an ad is in direct correlation to the content of the web page the user is viewing. For example, if the user is viewing a website pertaining to sports and that website uses content advertising, the user may see advertisements for sports-related companies. Since content advertising is more targeted, it is more likely to be clicked, hence generate revenue for the website.

- **Kiosk Advertising:** Kiosks are a small, temporary, standalone booths used in high-foot-traffic areas for marketing purposes. A kiosk will usually be manned by one or two individuals who help attract attention to the booth to get new customers. Because of their small, temporary nature, kiosks can be used as a low-cost marketing strategy by small companies. Kiosks provide an ideal medium for effective communication between the company and the target audience. Word of mouth is the most efficient method of marketing and placing a representative at a kiosk acts as channel of information between the company and the potential customers.
 - Kiosks also combine surrounding areas with static and digital signage to increase presence in captive hold room environments.
 - Maximum visibility to visitors
 - Not intruding means of communication with the target audience

Example: “One Station, One Product” Kiosk

In 2022, The "One Station, One Product" Kiosk was installed at Vishakapatnam Railway Station in Andhra Pradesh and inaugurated by the Waltair Division of East Coast Railway. The concept was initiated by central government that each railway station can become a promotion hub where local products can advertise and thereby greatly benefit nearby companies. The information showed that the kiosk was used to advertise the local products.

Source: Siva G (04.04.2022), “Andhra Pradesh: 'One Station One Product' kiosk launched at Visakhapatnam railway station”. <https://timesofindia.indiatimes.com/city/visakhapatnam/one-station-one-product-kiosk-launched-at-visakhapatnam-railway-station/articleshow/90446006.cms> Accessed on 05/09/2022

Credit card companies often set up kiosks in airports to seek new customers for a credit card that offers frequent-flyer miles.

10.9 Summary

- The unit examined four mass media channels such as newspapers, magazines, radio and television. The characteristics of each medium and media buying process for each of them are discussed along with the advantages and disadvantages of each medium.
- Newspapers have three types of advertising options that a marketer can use while considering the newspaper medium –classifieds, display advertisements and special inserts & outserts. The cost of advertising space is calculated based on per col.cm or rupees per sq.cm.
- The advantages and disadvantages of magazine advertising have been discussed. The magazine advertising space is purchased in terms of pages and ad sizes include full page, half page, 2/3 page and 1/3 page. Advertising rates also vary according to the position of the ad in the magazine. Front and back covers command a premium over inside pages. The cost of the ad also depends on the color of the ad.
- Radio is the medium that has brought in a lot of innovation recently. Many private players have entered with latest programs to attract customers. Advertising space is bought in three ways: network advertising, spot advertising and local advertising.
- Large advertisers whose market is spread across various regions use network buying. Smaller or regional players use spot advertising to purchase advertisement space on individual stations to reach customers of specific regions. Local companies use local advertising where the ads are aired in local radio stations. The radio channels divide the broadcast into various time-bands and fixed prices for each time-band.
- The most preferred medium is the television due to various parameters such as wider reach, more creative options and higher impact. Though there are many advantages available with television medium it has its disadvantages such as fleeting medium, high costs, clutter, and fragmentation.
- The buying process for television advertising space involves making key decisions relating to advertising buying strategy, timing of the ad and the sponsorship issue.
- Outdoor advertising includes signs, billboards, aerials and transit displays.
- A sign can be any outdoor display of lettering, parts of letters, figures, numerals, emblems etc. Some of the signs marketer can consider are – projecting signs, roof signs, wall signs, free standing signs, marquee signs and backlit awnings.
- Billboards/hoardings display large advertisements to passing vehicular traffic. The billboards are highly visible in the top designated crowded locations.

- Marketers are also using balloons and inflatables to attract large crowds.
- Firms are also making use of moving vehicles such as buses, trains, trucks etc. for mass-transit advertising and mobile billboards.
- In-flight and airport advertising has become another important medium today because more number of passengers are travelling by flights.
- Unconventional medium in the form of infilm advertising, kiosk advertising and content advertising explained.

10.10 Glossary

Billboard/Hoarding: A billboard is a large board used for displaying advertisement posters usually erected on roadsides or in locations that attract crowds.

Circulation: Circulation is the number of copies of the publication that are sold.

Classifieds: Classifieds are short text ads which are placed with other ads belonging to a similar category. These may include real estate ads, employment ads, matrimonial ads, buy/sell ads etc.

Continuity: Continuity refers to the scheduling of media exposures of a particular advertisement or campaign within a given period.

Display ads: Display ads use various tools such as pictures, good layout and copy text to communicate their message to customers. Display ads can be placed anywhere in the newspaper unlike classifieds which are restricted to the classified section.

Frequency: Frequency refers to the number of times the customer is exposed to the company's message during a specific time period.

Marque signs: Marque sign is a sign attached to a marquee or canopy over the entrance to a building, extend completely or in part across the footpath.

Outdoor advertising: Outdoor advertising includes signs, billboards, posters, aerial and transit displays. It is referred to the advertising activities of a marketer through the use of public display media.

Poster panel: A poster panel refers to a type of billboard that carries an advertisement printed on poster paper.

Poster: A poster is a bill placard containing a message that is displayed at a public place, often decorated with various designs to attract the attention of customers towards a message.

Projecting sign: It refers to the signs that project from the wall of a building, usually a commercial establishment.

Block 3: Marketing Communications Execution

Rate base: Rate base refers to the guaranteed circulation that the magazine promises for the advertiser. The excess circulation above the rate base is a bonus for the advertiser. On the other hand, if the circulation falls below the rate base the magazine refunds the difference to the advertiser.

Readership: Readership refers to the number of actual readers who read the publication.

Roof sign: This is a sign placed above the roof of a building or structure, always supported by the roof or the façade of a building.

Sign: A sign can be any outdoor display of lettering, part of letters, figures, numerals, phrases, sentences, emblems etc. or combination of them.

Vehicle exposure: Vehicle exposure refers to the viewership or the readership enjoyed by a media, which an advertiser intends to use.

Wall sign: A wall sign is a sign that is attached parallel to the exterior wall of a building.

10.11 Self-Assessment Test

1. What is mass media? Explain various advertising options available in newspapers?
2. What are the various features of consumer magazines and business magazines?
3. Discuss the advantages and disadvantages of radio advertising?
4. Explain various strategies of media space buying in television?
5. What is outdoor advertising? Discuss any three types of outdoor advertising media?
6. What are the various advantages of outdoor advertising?

10.12 Suggested Readings/Reference Material

1. George E. Belch, Michael A. Belch, Keyoor Purani, Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition, McGraw Hill, 2021.
2. Michael Branding, Social Media Marketing, Notion Press, 2021.
3. William D. Wells, Sandra Moriarty, Nancy Mitchell, *Advertising and IMC: Principles and Practice, 11th Edition*, Pearson Education, 2021.
4. Ritu Narang, Advertising, Selling & Promotion, First Edition, Pearson Education, 2020.
5. Manendra Mohan, Advertising Management – Concept and Cases, McGraw Hill Education, 1st edition, 2017.

10.13 Answers to Check Your Progress Questions

1. (b) The Times of India

Times of India is the largest circulated English daily in India with a circulation of 2,997,675 as on June 2013, followed by The Hindu, Hindustan Times and The Telegraph.

2. (d) Short shelf life

Newspaper advertising has only one day of shelf life

3. (a) Classifieds

Classifieds are short text ads which are placed with other ads belonging to various types of categories.

4. (d) Computer Gaming World

The magazines such as Outlook, Femina and India Today come under consumer publications where as Computer Gaming World comes under business publications.

5. (a) Longer life span

Longer life span is an advantage of magazine advertising because the frequency is either fortnightly or monthly. The disadvantages are long lead time, low reach and high cost.

6. (a) Sponsorship

The advantage of radio advertising is that some company can sponsor a particular program. The disadvantages of radio medium are lack of proper measurement system, fleeting medium and Government rules and regulations that restrict the freedom.

7. (a) Choice of national TV channels to show the ad only in the city/state of their choice

Targeted television advertising is the Choice of national TV channels to show the ad only in the city/state of their choice.

8. (d) Higher Impact

High impact is one of the advantages of television advertising. But the disadvantages of television advertising are it is costly, ad clutter and transient medium.

9. (c) Network advertising buying

Network advertising buying is used by national advertisers to air an advertisement simultaneously through various television stations across regions of the nation.

10. (b) Billboard

Billboard is a large outdoor advertising structure, usually erected in high-traffic areas such as alongside busy roads and busy road junctions.

Unit 11

Measurement and Evaluation of Marketing Communications

Structure

- 11.1 Introduction
- 11.2 Objectives
- 11.3 Advantages and Disadvantages of Measurement
- 11.4 Elements of Evaluation Mechanism
- 11.5 Measuring Advertising Performance
- 11.6 Measuring Sales Performance
- 11.7 Measuring Public Relations Performance
- 11.8 Measuring Personal Selling Performance
- 11.9 Measuring Direct Marketing Performance
- 11.10 Cross-Promotional Interaction Measurement
- 11.11 Case Study
- 11.12 Summary
- 11.13 Glossary
- 11.14 Self-Assessment Test
- 11.15 Suggested Reading/Reference Material
- 11.16 Answers to Check Your Progress Questions

“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

- John Wanamaker

11.1 Introduction

The information highlights the significance of measuring marketing communication, and this is discussed in this unit.

“Half the money I spend on advertising is wasted, and the problem is I don't know which half” said Lord Leverhulme. If Advertisers do not know how TV programs have performed, they will be buying ‘blind’. At the same time broadcasters will have no means to justify premiums on programs that they expect will do well as they will have no methodology to prove this post facto. Hence, there is a greater significance for measurement and evaluation of marketing communications programs.

Unit 11: Measurement and Evaluation of Marketing Communications

Companies are spending huge amount of money on marketing communications with the expectations of more sales. Since so much money is involved in marketing communications, it is essential for a company to ascertain the return on their investment. Marketers hence look for answers to the following questions.

- What is the return on investment (ROI) of marketing communications budget?
- Was the advertising campaign successful?
- Did the marketing communication campaign convey the right message?
- Was there an increase in sales?

These questions have to be answered to justify marketing communications budget. This unit will measure and evaluate the effectiveness of marketing communications programs.

11.2 Objectives

After reading through this unit, you should be able to:

- Know the reasons for the measurement and evaluation of marketing communications programs
- Understand various metrics used in evaluating marketing communications effectiveness
- Discuss various methods used for measuring marketing communications programs effectiveness
- Ascertain the necessity of marketing communications effectiveness research

11.3 Advantages and disadvantages of measurement

The measurement of marketing communications performance is necessary to set aside resources such as money, time and expert advice. It is a complex process because every penny invested is worth in terms of outcome which is to be known objectively. The measurement and evaluation strategy provides the following advantages and disadvantages.

Test the campaign first for effective utilization of money

- It is always advisable to test the campaign at a smaller scale before launching it in the market.
- By testing the effectiveness, the marketer can decide whether to go ahead with the campaign or not, and can avoid spending huge money on less effective campaign.
- If the campaign objectives are met, the marketer can launch the campaign.
- A campaign conveying the wrong message to the target market can damage the image and goodwill of the company.

Block 3: Marketing Communications Execution

Choice of campaign strategy is crucial

- There are various alternative marketing communications programs that compete each other for money. For example, should the company go in for advertisements or sales promotion?
- Even with in the category of advertisement, marketers have to decide what media is to be used for the advertisement to reach the target audience.
- Company can test the right media based on measurement of various alternative programs and media.

Avoid ambiguous communication

- The content in the message should be very clear and avoid ambiguous technical jargon. Advertisers should use familiar language in all the marketing communications programs.
- The testing of advertisement is necessary to help the advertisers make their campaign more effective with the correct message.

Worthy of cost and time

- Many Advertisers think that measurement of advertisement incurs cost and time which they consider as waste of time. They would prefer to avoid the testing of advertisement to save time and cost and want to use the opportunity for faster campaign without any delay during special occasions like festivals or events.
- Many of small companies don't prefer measurement due to lack of funds.

Establishing relationship among marketing mix elements

- The elements of marketing mix are interdependent and a change in one element may lead to a change in the sales of a product. It is very difficult to establish an exact relationship between a change in the element 'promotion' on the success and failure of the product.
- Since the research cannot provide exact result, many managers think that it is better not to put any money into it.

Choice of parameters is a prerequisite

- The effectiveness of an advertisement can be measured on the basis of different parameters such as awareness level, sales, reach, recall, etc. There is no agreement among researchers over which parameters to measure hence many marketers avoid testing.

Example: Randomized Control Testing (RCT21) by ARF

RCT21, which stands for Randomized Control Testing, is a new program established by the Advertising Research Foundation in 2020 with the goal of determining how a campaign affects sales.

Contd....

ARF also stated that they would use experimentation techniques to assess the incremental Return On Investment (ROI) of sizable advertising campaigns executed simultaneously across numerous media channels, television networks, and numerous significant digital media platforms. The information shows that ARF has made a new testing tool to measure the impact of advertisement campaigns on sales, an advantage of measurement.

Source: Brad Adgate (03.08.2020). "Randomized Control Testing: A Science Being Tested To Measure An Advertiser's ROI".

<https://www.forbes.com/sites/bradadgate/2020/08/03/randomized-control-testing-a-science-being-tested-to-measure-an-advertisers-roi/?sh=3469dedb3983> Accessed on 06/09/2022

Difficulty of measuring creative work

- The creative directors normally oppose the testing of the advertisement as they do not want their work to be evaluated. They consider research test as not a true measure of their creative talent.
- Creative people discourage companies to go for advertising measurement.

Time consuming

- Managers believe they've got so much to do and simply can't get around to testing, so they don't want to wait to get the message out because they might miss the opportunity.
- Although timeliness is important, there is little to no value in getting the wrong message out and can even be detrimental. Occasions may emerge as market opportunities need preference between research and immediate implementation.

11.4 Elements of evaluation mechanism

The success or failure of a marketing communications campaign depends on various parameters, so the company has to devise a mechanism to measure the effectiveness of the campaign based on these parameters. In order to measure the effectiveness of the campaign, a company has to

- Identify the test variables
- Decide on the timing of the test
- Decide on the location of the test
- Decide on how to test

11.4.1 Identify the Test Variables

The first step in measuring the effectiveness of a promotional campaign is to identify the variables that need to be measured and to define the outcomes. Some of the variables that are considered for measuring the effectiveness of a promotional campaign are: message variables, source variables and media variable.

Block 3: Marketing Communications Execution

Message Variables

- The message conveyed should be strong enough to attract the attention of customers. It should be clear and help the customers to evaluate the product.
- The message should be able to persuade the consumer to make a purchase.

Example: HBO Marketing Campaign “It’s OK to Not Feel OK”

According to a Forbes article (2020), HBO had partnered with the National Alliance on Mental Illness (NAMI). Together, they came up with the slogan "It's OK to Not Feel OK" for a marketing campaign. The message had made viewers aware that while they might not feel normal, they are nonetheless fine. This message was connected with people's fundamental need to feel accepted, which made it powerful. The information shows that the campaign has strong message variable.

Source: Expert Panel (20.07.2020), “10 Well-Executed Recent Ad Campaigns With Perfect Delivery”. <https://www.forbes.com/sites/forbesagencycouncil/2020/07/20/10-well-executed-recent-ad-campaigns-with-perfect-delivery/?sh=421829477135> Accessed on 06/09/2022

Source Variables

- The source of the message should be credible and attractive for the customer to accept.

Media variable

- The choice of the media should be tested for reaching the right target customer. Decisions regarding the media sub class such as print or TV or Digital and the specific vehicle if it is print, such as Mint or Economic Times or Financial Express should be tested. The duration and the location of the campaign also affect its effectiveness.

11.4.2 Decide on the Timing of the Test

The promotional campaign passes through various stages of production: concept generation, rough copy, pre-finished art, finished art, commercial pretesting and market testing. Companies can test the effectiveness of campaign at the end of every stage and the feedback is implemented in the next stage for effective campaign. Timing of test is divided broadly into two categories based on when the tests are performed.

- Pre-test
- Post-test

Pre-test

- The evaluation of a promotional campaign before it is executed in the market is called a pre-test. Marketer is able to judge whether it is worth spending money for the execution of the campaign through a pre-test.

Unit 11: Measurement and Evaluation of Marketing Communications

- If the campaign fails to deliver the desired results during the pre-test, the execution of the promotional campaign can be stopped or revised to make it more effective. The feedback provides marketers valuable insights.
- The limitation with a pre-test is that it may not create the same impact as in the actual environment because the material used for the campaign is presented using mockups, storyboard or animation.
- If the time delay between the pre-test and execution of the campaign is more, the whole exercise may lose its relevance.
- The various forms of pre-tests are: theatre test, portfolio test and on-air test.

Post-test

- Post tests are conducted to know whether promotional campaigns have met the desired objectives or not after the campaigns have been released in the market.
- Post tests are more costly and time consuming as compared to pre-tests but give more accurate results as they are conducted under real market conditions.
- The various types of post-test are: recall (aided or unaided), recognition tests, tracking tests etc.

11.4.3 Decide on the Location of the Test

The place where the testing is performed affects the outcome of the test. The surrounding environment also has an effect on the response of the respondent. Tests conducted in a controlled environment are called laboratory tests, while those conducted in a natural environment are called as field tests.

Laboratory Test

- In a laboratory test, a number of respondents are invited to a particular place to participate in the testing process. They are shown the test commercials or participate in test campaigns and their responses (verbal or nonverbal) are recorded.
- The environment and the information to be delivered are controlled by the researcher in laboratory tests.
- Several alternative tests can be conducted at the same time on the same group of respondents.
- The limitation of this test is the possible bias of the respondents –they are aware they are being tested they might give false opinions just to please the researcher.
- The environment is too artificial without any distractions so the respondents tends to pay more attention than in normal situations.

Block 3: Marketing Communications Execution

Field Test

- In the field test, the respondent is exposed to the promotional campaign, and after this, the tests are conducted. Field tests study the effects of repetition, program content and the presence of competitive messages.
- The limitation is that the artificial environment of laboratory tests is eliminated. The respondent is exposed to other information also and forms his own opinion.
- Since the research is conducted in the field, it is more prone to diversification from competitors.
- Field tests require more resources in terms of time and money.

Decide on how to test

The series of nine standards, named **Positioning Advertising Copy Testing (PACT)**, were intended to include guidance for successful research into copy testing⁶.

1. Provide measurements relevant to objectives of advertising
2. Require agreement on how results will be used
3. Provide multiple measures
4. Be based on a model of human response to communications
5. Consider multiple versus single exposure to the stimulus
6. Require alternative executions to have same degree of finish
7. Provide controls to avoid biasing effects of exposure context
8. Take into account basic considerations of sample definition
9. Demonstrate reliability and validity

11.5 Measuring Advertising Performance

Everyday marketers target audience with their advertisements all the time, whether they are reading newspapers or magazines, watching television, surfing the Internet or on the move. With the proliferation of ads in various media, the audience does not pay full attention to the advertisements. The audience has become used to skipping pages or surfing through television channels to avoid advertisements and clutter.

The effectiveness of an advertisement can either be measured before the ad campaign takes off (pre-test) or after the advertisement is run in selected media (post-test). While pre-test help advertisers avoid the risk of releasing ineffective ads, post-tests provide useful information about the performance of the ad campaigns that have already been released, and can be used for planning future

⁶ “21 Ad Agencies Endorse Copy- Testing Principles,” Marketing News 15 (February 19, 1982)

advertisements. The effectiveness of an advertisement can be measured by monitoring the following parameters.

- Recognition
- Recall
- Persuasion (attitude change)
- Purchase behavior

The psychological reaction of the audience while viewing the advertisement can be measured for understanding advertising effectiveness.

11.5.1 Recognition

Recognition tests are designed to measure a target audience's awareness of brand, points in the ad copy, or the advertisement itself after they have been exposed to it. In the basic form of recognition test, an advertisement is shown or described to the respondent and his verbal responses are noted. If the respondent has seen the advertisement, then he is asked more questions regarding the copy of the commercial, message, brand name, etc. The different tests used to check recognition are as follows.

- Mail survey
- Startch test

Mail Survey:

A questionnaire containing a description of an advertisement and a few questions regarding the advertisement is mailed to the target audience. The brand name is not revealed and the respondent has to identify it. Generally, some incentive is given to fill the questionnaire. The edited advertisement (excluding the parts revealing brand name) is played in front of the respondent and he is asked whether he has heard/seen the commercial before. The respondent with a positive reply is asked to identify the brand name and the parts of the copy which reminded them of the brand name

Startch Test: The Startch test was invented in 1923 by Daniel Startch, a psychologist, to measure the effectiveness of print ads. The precondition for a Startch test is that the respondent should have already read the same issue of magazine in normal conditions as a regular reading. During the test, the respondent is asked whether he has seen or read a particular advertisement before. Depending on the responses the advertisements in the magazine are divided into three categories:

- *Read Most:* The respondent read half or more of the copy
- *Seen Associated:* The respondent read only that part of the advertisement which describes the brand or service
- *Noted:* The respondent remembers seeing the advertisement

Block 3: Marketing Communications Execution

Starch scores obtained in such a manner are found to be highly reliable. The Starch tests also revealed that the recognition of an advertisement also depends on the product class, variables of the copy (size, color, position, etc.) and the delivery media used.

Several researchers have questioned many elements of the Starch form of recognition (as well as other recognition measures) focused on issues with false claims, interviewer sensitivities, and inconsistent scores.

False claiming- Research indicates that respondents can claim to have seen an ad in the recognition tests when they have not. False statements may be the result of watching identical advertising online, anticipating such an ad to occur in the medium, or allowing the questioner to please. Interest within the product segment often increases ad viewership reporting.

Sensitivities of Interviewer. There's a room for biases every time research includes interviewers. Respondents may want to impress the interviewer or fear looking unknowledgeable if they continually claim not to recognize an ad. There can often be variances correlated with orders, transcripts, etc. from interviewers, irrespective of the level of preparation and complexity involved.

Reliability of recognition scores- Starch acknowledges that the precision and quality of its readership ratings improves with the amount of ads tested, which simply implies that checking only one ad for a single display cannot produce accurate or consistent results.

11.5.2 Recall

Recall means remembering an advertisement which leaves an impression on the mind of a person who has seen it. Depending on the amount of help given to the respondent to recall the advertisement, the recall is classified as unaided recall and aided recall. In *unaided* recall the respondent is not prompted with any elements of the advertisement. An unaided test involves asking the respondent questions like –name of the *soap* he knows. In *aided recall* the respondent is prompted with the brand name or some pictures of the advertisement. Aided recall tests may involve questions like –Have you heard of soap called *Rin*?

Example: Ad Recall Test by IHB

According to a survey conducted by the Indian Institute of Human Brands (IHB), cricketer Virat Kohli was on the third position in the most remembered brand ambassadors in advertisements targeting the IPL 2021 audience. He scored 45, which was mostly derived from the association with MRF tyres. This ad recollect research study was conducted ten days after the start of the cricketing league in telephonic interviews with 879 people between the ages of 18 and 35. The information shows advertisement recall test.

Source: Saumya Tiwari (27.04.2021). "Ranveer Singh, MS Dhoni most recalled celebrities in IPL 2021 ads, says report". <https://www.livemint.com/industry/advertising/ranveer-singh-ms-dhoni-most-recalled-celebrities-in-ipl-2021-ads-says-report-11619496741509.html> Accessed on 08/09/2022

Day-After-Recall (DAR)

- The Day-After-Recall (DAR) test, designed by George Gallup in 1940, is conducted in between 24-72 hours after the telecast of the advertisement. The respondents are selected randomly and are contacted by telephone. They are asked if they remember watching any advertisement of the product category. If the respondent replies with the correct brand name, then the response is called an unaided recall. Otherwise, the respondent is given some more information about the commercial like the brand name and asked if he can recollect the commercial. The respondent is also prompted to recall some part of the commercial such as words or slogans or the situation. It is used for measuring the effectiveness of both TV and print advertisements.
- Respondents are tested in a natural and realistic environment (their own house), so they are not biased by any manipulation. The DAR test provides advertisements with standards for comparison in analyzing the performance of other advertisements.
- DAR tests may support unemotional appeals as respondents are required to verbalize the message. Thinking messages may be harder to recognize than emotional communications, so recall rates could be lower for emotional advertising⁷. A number of other studies have also found that emotional ads can be interpreted differently from those of thinking; some ad agencies, such as Leo Burnett and BBDO Worldwide, have gone so far as to create their own methods of assessing emotional ad response.^{8 9}
- The major benefit of day-after recall tests is that they are field tests. The natural setting would offer a more realistic description by the respondent. These tests are also successful as these assessments, sets the benchmarks for the advertisers, a standard for measuring how good their advertisements are performing.
- The limitations of DAR test are many. The small sample (150-300) may not be the representative of the population. Confidentiality of advertisement cannot be maintained as the telecasted advertisements are watched by competitors. The test cannot evaluate the effectiveness of emotional appeal in the advertisement because it is difficult to recall emotional messages. The content of the program in which the advertisement appeared can also influence the recall score. If the sample is pre-recruited, their awareness of asking questions about the advertisement may result in higher recall.

⁷ Hubert A. Zielske, "Does Day-After-Recall Penalize 'Feeling Ads'?" *Journal of Advertising Research* 22, no. 1 (1982), pp. 19–22

⁸ Arthur J. Kover, "Why Copywriters Don't Like Advertising Research—and What Kind of Research Might They Accept," *Journal of Advertising Research* 36 (March/April 1996), pp. RC8–RC10

⁹ Gary Levin, "Emotion Guides BBDO's Ad Tests," *Advertising Age*, January 29, 1990, p. 12

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Portfolio Test

- The portfolio test is primarily used for pre-testing of print advertisements. In a portfolio test, the respondent is shown an advertisement portfolio (in the form of a book) consisting of number of control ads and test ads in a laboratory setting. After a short interval, he is asked to recollect the brand names of the advertisements he has just seen. If he is able to recollect the brands in which the interviewer is interested, it is considered as a successful recall.
- Portfolio tests are commonly used to decide the ad copy to be released in the media next. It can also be used to determine ad stack, and to sequence the advertisement in such a way so as to facilitate maximum recall.
- The advantage of a portfolio test is that a number of alternative print advertisements can be tested simultaneously. The test is very reliable but few factors inhibit the use of this test. They are:
 - **Respondent bias:** The respondent is aware that he is testing the advertisement, and this might affect the recall. If the respondent has an interest in the product category, naturally the recall will be high.
 - **Product category:** Recall is not a good measure of advertising effectiveness in case of low involvement products. Researchers believe that the customer's ability to recognize the advertisement would be sufficient for his purchase behavior for a low involvement product. A detailed recall of various components of an advertisement would be required to influence the purchase of high involvement products like jewelry and automobiles.

11.5.3 Persuasion

Persuasion attempts to influence consumer in favor of purchasing a product or service. It is an act intended to bring about a change in consumer's beliefs, attitudes and behavior towards a particular brand. The tests used to measure the persuasion power of the advertisements are: the theater test and the on-air test.

Theater Test

This is a central location study commonly used for pre-testing of finished broadcast commercials to assess their ability to change consumer brand preferences. In this test consumers are asked to assemble at a pre-determined venue to watch the television program embedded with some commercials along with test advertisements. The respondents are informed that there will be a draw of lots in the end, and if they are selected they can choose a limited number of items from a basket of goods as gifts. The respondents note down their

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preferences in a questionnaire. Then the respondents are shown the television program and the test advertisements. The respondents are once again asked to give the brand preferences.

The responses before viewing the advertisement and after viewing the advertisement are compared and an attitude shift measure is obtained. The group of respondents is asked for unaided recall of the brand names from the telecasted advertisements. This data forms the basis of the clutter awareness score. Companies use different variations of the theatre test to measure brand preference changes. Some companies use shopping malls or hotels for screening of test commercials.

The advantage of the theatre test is that the test advertisements can be easily classified into good and poor ones based on the brand preference score. Apart from this, the theatre test provides an opportunity for measuring the effectiveness of a marketer's ads in comparison with those of his competitors. But as the setting in which the theatre tests are conducted are very different from the natural environment, the response of the audience may not be natural. Some critics also doubt the measure of brand preference changes. According to them the participants might deliberately change the brand preference ratings as they might think they are supposed to make the changes. As the test is conducted in a group setting, an individual may be influenced by the others around him.

On-Air Test

In an on-air test, the advertisement is broadcasted in one to four test markets. Depending on the profile of the target market, the respondents are contacted beforehand and are given some incentive to watch the test advertisement. They are questioned about their brand preferences in certain product categories. The next day after the broadcast of the advertisement, the respondents are contacted again and are asked questions to find out their brand preferences and recall. In this test, the respondents watch the advertisement in their homes, so the researchers feel that the responses are more indicative of the true situations.

11.5.4 Purchase Behavior

The ultimate goal of any promotional program is to make the target audience buy the product. So assessing the purchase behavior in the store is one of the important parameters to measure the effectiveness of the advertisements.

Coupon stimulated purchasing

In this field test, the respondents are selected randomly in a shopping centre. Some respondents are shown test advertisements, others are shown the control advertisements and are asked to fill a questionnaire based on the advertisements. The respondents are given a pack of coupons (discount vouchers), including the

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coupon for the test brand, which can be redeemed in the shopping center. Whether the coupon for the test was redeemed or not is determined with the help of scanner data. The buying behavior of respondents who were exposed to test advertisements is compared with that of respondents who were exposed to control advertisements. In this test, although the exposure to the advertisement is in artificial environment, the actual buying takes place in the market, so the results are considered credible.

Split-cable testing

In this test the company conducting the survey maintains a database of people (panelists) satisfying certain demographic criteria and tracks their purchases for a certain period of time (say 6 months). The buying behavior of this group is tracked in supermarkets and recorded in the database. A device is connected to the TV set of the panelists and their channel surfing behavior is also monitored. Two neighborhood households with similar profiles and which shop at the same superstore are selected. Only one of the households is exposed to the test advertisements while other is not. Then the purchase behavior of both the households towards the test brand is compared.

The advantage of this method is that the whole test is conducted in a controlled manner and all the data related to buying behavior is collected. Competitors will not be aware of the findings of the survey. But there are some disadvantages as well in that it is very expensive to conduct the split-cable tests, and the tests are very time consuming as they have to be performed over a long period like six months. In actual situations marketers often perform more than one test to determine the effectiveness of the advertising campaign.

Essentials of Effective Testing

1. Establish objectives for communication: It is evident that it is almost difficult to establish the direct effect of ads on sales, except for a few instances (most explicitly in case of direct-response advertisements). Hence the marketing objectives established for the advertising program are typically not appropriately communicated. For example, demonstrating the impact of an ad on brand share or on sales is quite difficult (or too expensive). On the other hand, achieving communication objectives may be calculated and contributes to the achievement of brand objectives.
2. Use a consumer response model
3. Use both pre-tests and post-tests
4. Use multiple measures
5. Understand and implement proper research

Check Your Progress - 1

1. The test variables of a promotional campaign can be classified into -----
 - a. Message variables
 - b. Source variables
 - c. Media variables
 - d. All the above
 2. What do you call the evaluation of a promotional campaign before it is executed in the market?
 - a. Post- test
 - b. Pre-test
 - c. Concurrent- test
 - d. None
 3. Match the following:

1. Recognition	A. Portfolio test
2. Recall	B. Theater test
3. Persuasion	C. Starch test
4. Purchase behavior	D. Split-cable test

 - a. 1A, 2B, 3C, 4D
 - b. 1C, 2A, 3B, 4D
 - c. 1B, 2A, 3C, 4D
 - d. 1D, 2A, 3C, 4B
 4. On-Air test is conducted to monitor which of the following parameter?
 - a. Purchase behavior
 - b. Persuasion
 - c. Recall
 - d. Recognition
 5. Which of the following psychological tests measures the relationship between pupil dilation and response to stimuli?
 - a. Electrodermatology
 - b. Pupillometrics
 - c. Eye tracking
 - d. Brain waves
-

11.6 Measuring Sales Promotion Performance

Sales promotion is conducted for a short period offer to create an immediate impact on the sales. It is one of the below the-line promotion strategy to influence customer purchase behavior. Sales promotion is targeted at various target groups such as customers and channel members i.e. retailers and wholesalers. The promotions targeted at buyers are called consumer sales promotions and those targeted at channel partners are called trade sales promotions. Consumer sales promotion implements the pull strategy by using techniques like price-offs, coupons, bonus packs, prize promotions, etc. Trade sales promotion implements the push strategy with the help of trade allowances, off-invoice allowances, slotting fees, trade contests, etc.

The objectives of consumer sales promotion are:

- Trial of the product
- Repurchase of the product.

Consumers are given some incentives like 'buy one get one free', free sample, price-off, etc. Consumers are also encouraged to repurchase the product by giving a coupon (offering some amount of discount) at the first purchase which can be redeemed on the second purchase. Sometimes consumer sales promotions are also carried to move excess inventory from traders and make space for new stocks.

The objectives of trade sales promotions are:

- To maintain good relations with channel partners
- To give channel partners incentives to promote the company's products vis-à-vis competitors' products

Sales promotions do not provide long-term benefits like brand building, customer loyalty, etc. Too many promotions or continuous promotions may damage the brand image. If the competitors try matching each others' promotions, it leads to promotional wars.

Sales Promotion Measures

The effectiveness of sales promotions can be measured in two ways: direct evaluation and indirect evaluation. In direct evaluation, sales volume is used as the measurement parameter, whereas in indirect evaluation, indicators of sales are used as the measurement parameters. Some indicators of sales are as follows.

- Number of promoted units sold and profits from the sales
- Number of un-promoted units sold whose sales can be attributed to the promotion and profits from the sales.
- Long-term and short-term attitude towards the brand among present and potential buyers

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- Increase in number of units in distribution and display
- Increase in impulse buying
- Increase in goodwill for the brand

Example: Meesho's Maha Indian Saving Sale

In 2021, Meesho launched a one-day Maha Indian sale on 6th of June 2021, where it received 1 million orders on the sale day. Likewise, in 2022, Meesho again launched a one-day Maha Indian sale on 5th of June 2022, where it recorded 5.35 million orders on the sale day. An increase rate of over 500% in the performance of sales promotion by Meesho.

Source: PTI (10.06.2022), "Meesho records 5.35 mn orders in its one-day 'Maha Indian Savings Sale' event". <https://www.businesstoday.in/latest/corporate/story/meesho-records-535-mn-orders-in-its-one-day-maha-indian-savings-sale-event-337110-2022-06-10> Accessed on 08/09/2022

Methods to measure Sales promotion Schemes

Communications framework model: Promotional scheme is analyzed based on how it is communicated with the customers on the basis of four factors:

- Gaining attention
- Understandable communication
- Persuasive ability
- Ability to influence purchase behavior

If a sales promotion scores well on all the factors then it is said to be effective.

For example, on-shelf coupons are either distributed in stores, or are placed on store-shelves, or are available from coupon dispensers placed near the product shelf. The buyer can redeem the coupon on the purchase of the product. A coupon dispenser is normally a bright red container, with a blinking light to attract the attention of the customers. As people are already aware of the concept of coupons, they realize that a discount is being offered. The customer is entitled to get a discount on the coupon without any extra effort or money, and this acts as powerful persuasion tool. The customer may buy the product on impulse or may pre-pone the purchase to avail of the discount. It has been observed that on-shelf coupons score well in respect of all the four communication factors, and this method is therefore considered an effective way of sales promotion.

On-pack promotions offer a free gift on the purchase of the product. The information that something is coming free with the product is printed on the packing or on the outer carton of the product. It often fails to attract the attention of the buyer in an effective way. Usually the free gift offer is printed in a small

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space and the message is written in a concise way, thus failing to communicate the offer clearly. As the message is not communicated properly, it fails to persuade the buyer unless he is specially attracted by the gift on offer.

Scanner data: Store level scanner data according to the brand, size, and flavor is stored in the database and analyzed to study the increase in sales that can be attributed to sales promotions. The database also contains information about various sales promotions going in the region like price reduction schemes, newspaper advertisements featuring information about the sales promotion, etc. The objectives of the system are:

- To identify the short-term increase in sales attributed to a promotion carried by a retailer
- To find the possible cause (type of sales promotion) of increase in sales
- To estimate the efficiency of various sales promotions carried by retailers
- To help manufacturers evaluate various sales promotions options available and select the most effective one
- To identify competitors' successful promotions and retaliate in a proper manner

The system uses baseline procedure to estimate the sales which can be attributed to sales promotions. The baseline procedure makes sure that the data used for estimating the sales does not include seasonal fluctuations or any outliers. By using scanner data, we can also estimate the long-term impact of sales promotion.

Shopper Track: The Shopper Track system consists of an optical eye integrated with a point-of-sale system. It records the number of people walking into the store and identifies whether it is an adult or kid (on the basis of height). The system also tracks the movement of every customer and also records the purchases made. As the optical eye is connected to the point-of-sale system, it can identify the number of people who walked in and made purchases. It also helps retailers to evaluate the effectiveness of various sales promotions carried in the stores.

Sales promotions are never carried out in an isolated environment. At the same time as part of the sales promotions, advertisements of the product may be running in the market, or the sales force may be promoting the product. Thus the overall sales are the result of the combined effect of all the promotions, which is always greater than the sum of the individual sales efforts because of the media-multiplier effect.

11.7 Measuring Public Relations Performance

Public relations (PR) refer to the activities which the company uses to communicate with stakeholders, the media and the public, to establish and maintain goodwill. Depending on the type of people PR is targeting, it can be

classified as corporate PR and marketing PR. The stakeholder considers public relations more credible as it gives the impression that the message is coming from an independent third party. It is a low-cost method to reach target customers. The company cannot always control the information available in the market. All communications from public relations managers should be in line with the marketing communication objectives of the company.

PR activities are performed through communication (personal, printed and visual), press releases, films, television, exhibitions, sponsorships, etc. The effectiveness of a PR activity can be assessed by measuring PR outputs, PR outtakes and PR outcomes. The immediate short-term effect of a PR activity is referred to as PR output; whereas the end result (long-term effect) of a PR activity is referred to as PR outcome; the ability of the public to understand and recall the message is called PR outtake. PR outputs can be measured by media content analysis, cyber space analysis, tradeshow & event measurement and public opinion polls. PR outtakes can be measured using surveys, ethnographic studies, and experimental research. For measuring PR outcomes, behavior, attitude and preference measurement studies are conducted.

Example: How Bajaj Allianz Insurance Company Measures its PR

In 2021, the CEO of Bajaj Allianz Insurance Company, Nikhil Bharadwaj, stated that monitoring Return On Investment on each activity and knowing where the company stands in relation to competitors is essential. Along with the sheer volume of mentions, articles, etc., he said that Share of Voice (SOV) was the most popular PR statistic. Most measurements used a variety of variables, such as which newspaper page the firm news appeared on, to arrive at an index score for both print and online. The information shows that the CEO of company has showed the various ways of measuring public relation performance.

*Source: ETBrandEquity (26.09.2021), "How are brands monitoring their PR Metrics?".
<https://brandequity.economictimes.indiatimes.com/news/marketing/how-are-brands-monitoring-their-pr-metrics/86526271> Accessed on 08/09/2022*

11.8 Measuring Personal Selling Performance

In personal selling, the consumer and the company representative are involved in face-to-face communication. The company representative gives information about the product or service and tries to persuade the customer to make a purchase. It is an ideal way of selling complex or costly products. As personal selling is targeting one person at a time, the customer pays more attention. The information to be conveyed can also be customized to suit the needs and understanding of the individual. It involves two-way communication, so the customer can get his doubts clarified too. The sales person gains valuable insights into the consumer behavior and buying process. However, personal selling is very

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costly and time consuming as the company has to employ several salespersons to cover the market, and each salesperson can attend to only one customer at a time. As there is no standardized message there is the possibility of consumers getting different and distorted messages.

Example: Cloud Analytics' Qualitative Analysis of its Best Salespersons

In 2022, HBR published a case study of Cloud Analytics, a leading global B2B tech company, where the growing numbers in its sales team in Asia Pacific region, was effectively selling into existing accounts, but very less sales representatives were making headway with new clients. The company's regional general manager, Emily, assisted those sales reps who were not giving best in selling to new customers, by evaluating the sales skills and practices of the best sales reps who were selling to new customers.

The above information shows the sales people are evaluated based on their sales skills.

Source: Ian Gross and James Piacentino (22.04.2022), "Is Your Sales Strategy Worth Scaling?". <https://hbr.org/2022/04/is-your-sales-strategy-worth-scaling> Accessed on 08/09/2022

Personal Selling Measures

The effectiveness of personal selling can be measured either in quantitative terms or in qualitative terms.

Personal Selling: Quantitative Measures	Personal Selling: Qualitative Measures
<ul style="list-style-type: none">• Total amount of sales in a period of time• Number of orders obtained• Number of new customers acquired	<ul style="list-style-type: none">• Knowledge of the salesperson regarding the product or service he is selling• The policies of the company and competitors• The relationship with the customers• Communication skills

The other important measures that evaluate the effectiveness of personal selling are:

- **Marketing Intelligence:** Marketing intelligence is information about the developments in the market, other players and their strategies, market trends, consumer behavior or any information which helps in decision making. The ability of sales person to absorb the information and convey it in a meaningful way can also be used as a criterion for measuring performance.

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- **Follow-up activities:** These activities are performed after the sale is closed such as enquiry about timely delivery, complaints if any, asking for referrals, greetings on birthday, anniversary and festivals etc.
- **Program Implementation:** A company runs various promotional campaigns from time to time. The sales force can itself provide feedback about the implementation and effectiveness of the campaign.
- **Communication Objectives:** Whenever a company representative communicates with the customer or prospects, he has an objective in mind (say, to make a sale, convey information, etc.). Whether the communication objective was fulfilled or the rate of success in fulfilling can serve as measures for assessing the performance of sales people.

Personal Selling Evaluating Methods

The various methods used for measuring the effectiveness of personal selling are:

- **Time Utilization:** The time spent by the sales person on various activities like making sales calls, field visits, follow-ups, customer services, etc. is measured through the use of sales reports, call reports, etc. The total sales made are divided by the total time spent, thus time spent per call can be calculated by dividing the total expenses by the total sales made.
- **Comparative Performance:** The performance of sales people working in the same territory can be compared. The simplest criterion used is sales made in a fixed time period. Alternately, the current and past performance of the sales person can be compared to check whether he has improved over time.
- **Qualitative Measures:** The measures like customer satisfaction, customer retention, perceived trustworthiness in the eyes of customers, etc. can be considered as qualitative measures.

11.9 Measuring Direct Marketing Performance

In direct marketing a promotional message is targeted at an individual customer using direct media (without any intermediary) to obtain an instant response. The direct media includes direct mail, door-to-door selling, print, interactive TV, telemarketing, Internet, social media, etc. Direct marketing can selectively target customers and reduce unnecessary wastage of efforts while reaching the target market. Although the cost per target member is greater, this is compensated by its greater effectiveness. Some people consider direct marketing as an intrusive to their privacy.

The effectiveness of direct marketing depends on the quality and accuracy of the consumer database used. In the case of direct mail, the effectiveness also depends on the design, layout and the message in the mailer. The effectiveness of direct

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marketing programs can be measured in terms of cost per order (CPO), the ratio of total cost incurred to the total number of orders received.

Direct Marketing Evaluating Methods

The various methods used for measuring the effectiveness of direct marketing are focus groups and eye-tracking for layout etc.

Focus groups: Focus groups are normally used for measuring the effectiveness of catalog design. In this method, 8-10 people from target market are invited and are asked to discuss the campaign (or direct marketing instrument) under scrutiny. The discussion is recorded and then analyzed qualitatively. The focus group is considered as representative of the whole population. Normally more than one focus group discussion is conducted before arriving at any conclusion.

The advantage of using a focus group is that the results are observed immediately and easily. Also it is very simple to conduct the study. The disadvantage is that the sample size of the focus group is too small to reach a conclusion regarding the population as a whole. Also, an individual might get influenced by groupthink and may not be able to express his own thoughts.

Eye-tracking for layout: This method is normally used for measuring the effectiveness of the layouts of mailers, catalogs, etc. where respondent is asked to view an advertisement and the movement of his eyes is tracked and recorded. The researcher studies the sequence in which respondent observed each section in the advertisement. He also studies the time spent on each section. The time spent on each section is indicative of the interest of the respondent. If he spends more time on one section, it indicates that he is interested or impressed by that section. The elements or sections which distract the respondent from the actual message can also be identified using this method.

Example: Zycus has Mechanism to Measure its Direct Marketing Performance

According to The Economic Times article (2020), as per Ashish Agrawal, Head of Digital Marketing at Zycus, towards the end of the sales cycle, they track "cost per conversion," "cost per marketing qualifying lead," and "cost per newly acquired opportunity." This assisted the company in tracking the ideal cost of obtaining a net new lead with a high likelihood of converting into business. This policy of account-based marketing efforts excites the company's management as it proves higher efficiency outcome. The information shows how Zycus measures its direct marketing performance.

Source: ETBrandEquity (01.10.2020). "Marketing metrics for an evolving world". <https://brandequity.economictimes.indiatimes.com/news/marketing/marketing-metrics-for-an-evolving-world/78420266> Accessed on 08/09/2022

11.10 Cross-Promotional Interaction Measurement

The above discussion has focused on measuring the effectiveness of advertising, PR, direct marketing, sales promotion etc. as if they work independently of one another. But in reality all types of promotions interact with each other and marketers can influence audience more effectively if they understand these interactions from a holistic perspective. The modern electronic communication systems are in danger of slipping into the same trap, one online measure, one word-of-mouth test, another mobile indicator, and so on. But consumers seem to utilize all of these communication systems concurrently, simultaneously and one might assume synergistically, indeed, the latest research priorities of the Marketing encourage scholars to look not only at new media perse, but also at how 'old' media and new media interact. So, what exactly are the challenges in measuring the impact and effect of these integrated systems? Why do we perceive and evaluate synergy between modes of communication?

Each media channel has an impact on each other and it is hard to attribute revenue to one or more media channels directly. As a result, firms do not know how much to spend on various media channels and how these channels cross-impact each other. For example, a TV commercial may prompt a Google search which leads to a click-through on a display ad which, finally, ends up in purchase of the product. Marketers are using advanced analytics to study the interaction effect among various promotional campaigns.

Advertising Analytics 2.0

The traditional advertising measurement approaches called as analytics 1.0 are based on backward looking and fragmented oriented methods. Majority of present companies still measure the performance of print, radio, TV, and digital advertisements on sales independently (called as swim-lane measurement). As a consequence, businesses often misattribute results of their marketing promotional activities. The reality is much different according to Analytics 2.0.

Wes Nicholas, the CEO of MarketShare, a global predictive analytics company, has proposed a model, 'Analytics 2.0.' for evaluating advertising effectiveness in a better manner. Analytics 2.0. suggests that it is possible to increase sales just by reallocating the marketing budget among promotional mix without spending more.

Many successful multinationals are now able to enhance 10-30% marketing performance just by deploying Analytics 2.0. It monitors and evaluates hundreds of variables in real time to make better media decisions and spending allocation.

Each media channel has an impact on each other and companies do not know how much to spend on various media channels and how these channels cross-impact each other. Advertising Analytics 2.0 monitors advertising touch points and their cross-promotional impact so as to optimize ad budget among promotional mix.

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Advertising Analytics 2.0 is based on three important steps as follows.

- **Attribution:** Quantifying the contribution of each element of advertising
- **Optimization:** Using predictive analytics tools to run scenario for business planning
- **Allocation:** Real time redistribution of resources among promotional activities based on scenarios

Example: Predictive Marketing Tools by Google

According to a Forbes article (2022), Google uses big data to infer consumer preferences based on a range of factors, including search history, geography, and popular topics. Big data mining has produced Google's untapped resource for proactive or predictive marketing: figuring out what customers want and how to use that information to improve the company's advertising and product offerings. The information shows how Google uses data to figure out customers' needs.

Source: Christena Garduno (15.03.2022), "How Big Data Is Helping Advertisers Solve Problems". <https://www.forbes.com/sites/forbesagencycouncil/2022/03/15/how-big-data-is-helping-advertisers-solve-problems/?sh=42eccba325e0> Accessed on 08/09/2022

Check Your Progress - 2

1. Which of the following are the objectives of trade sales promotions?
 1. To maintain good relations with channel partners
 2. To give incentives to channel partners to promote company products
 3. To Try the product
 4. To repurchase the product
 - a. 1,2
 - b. 2,3
 - c. 3,4
 - d. 1,3
2. The ability of the public to understand and recall the message of public relations program is called as which of the following?
 - a. PR outputs
 - b. PR outtakes
 - c. PR outcomes
 - d. None

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3. What are the various methods used for measuring the effectiveness of personal selling?
 - a. Time spent by sales person
 - b. Comparative performance of sales people
 - c. Perceived trustworthiness in the eyes of customers
 - d. All the above
 4. Which of the following are the evaluating methods used for direct marketing effectiveness?
 - a. Focus group
 - b. Eye-tracking for layout
 - c. Both
 - d. None
 5. Which of the following are the three important activities of advertising analytics 2.0?
 1. Attribution
 2. Optimization
 3. Allocation
 4. Consolidation
 - a. 1,3,4
 - b. 1,2,3
 - c. 1,3,4
 - d. 2,3,4
-

11.11 Summary

- Companies are spending huge amount of money on marketing communications with the expectations of better outcomes. Marketers wanted to measure the effectiveness of the various promotional methods. This unit discussed the importance of measurement, identification of test variables, timing and location of test.
- The parameters and various methods used for measuring effectiveness of various promotions such as advertising, sales promotion, public relations, personal selling and direct marketing were discussed.
- The success of any promotional campaign can be evaluated by measuring the sales generated by the promotion. The advertising effectiveness is measured in terms of recognition, recall, persuasion and purchase behavior.

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- Some of the commonly used methods are mail survey, Starch test, day-after-recall, portfolio test, theater test, on-air test, coupon simulated purchasing, split-cable testing, etc.
- The effectiveness of sales promotion is measured in terms of new customers acquired, repeat purchases and attitude changes. The methods used are the communication framework model, shopper tracking and scanner data.
- The effectiveness of PR is measured in terms of PR outputs, PR outtakes and PR outcomes. The various methods used are media content analysis, cyber space analysis, trade show & event measurement, public opinion polls, surveys, ethnographic studies, experimental research, behavior and attitude, and preference measurement studies.
- For measuring personal selling performance, the ability of the sales force to use market intelligence, follow-up of customers, program implementation and fulfillment of communication objectives are considered.
- Time utilization studies, comparative performance and other qualitative measures are used for studying the effectiveness of personal selling.
- The results of direct marketing efforts depend on the database used for contacting targets, the design and layout of the mailers, and the cost-per-order.
- The methods used for studying effectiveness are focus group discussions and eye tracking for the layout.
- Advertising analytics 2.0 is also discussed to understand the interactive relationship among promotional mix and take better decisions to optimize promotional outcomes.

11.12 Glossary

Aided recall tests: These tests are one of the forms of recall tests where customers are requested to recall the advertisements in a particular category (like which television advertisement can be recalled in the recent issue of a magazine). The respondent taking this test is prompted with few elements of the advertisement, to remember the advertisement.

Cost Per Order (CPO): Cost Per order (CPO) in direct marketing is calculated as the ratio of total cost incurred to the total number of orders received.

Eye-tracking: In eye-tracking method, the respondent is asked to view an advertisement and the movement of his eyes is tracked and recorded. The method is used to test the effectiveness of the layout of mailers, catalogs, etc.

Field test: Tests conducted in a natural environment are called as field tests.

Laboratory test: Tests conducted in a controlled environment are called as laboratory tests.

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Media content analysis: Media content analysis can be defined as any technique for making judgments about communications, reports, comments, or messages by using a systematic approach to evaluate the content variables of the message.

Post-test: Tests conducted to find out whether promotional campaigns have met the desired objectives or not and after the campaigns have been released in the market are called post-tests.

Pre-test: The evaluation of a promotional campaign before it is executed in the market is called as a pre-test.

Portfolio tests: It is one of the pre-testing techniques where the ad to be tested is inserted between various advertisements (including the competitor ads) and shown to a panel of customers. Later, their feedback is solicited to evaluate the recall value of the advertisement.

Physiological tests: Physiological tests help a company evaluate the level of attentiveness of consumers towards an advertisement. Prominent tests in this category are, Galvanic Skin Response (GSR), pupil dilation and voice stress analysis.

Reach: Reach is defined as the number of different persons or households exposed to a particular advertising media vehicle or schedule during a specified period of time.

Readership: Readership refers to the number of actual readers who read the publication.

Simulation tests: Simulation tests are test conducted in controlled environment. In these tests a select group of customers are exposed to certain promotional offers and the resulting responses are analyzed to measure the effectiveness of the program.

Tracking studies: These are post-testing tools where companies administer a standard questionnaire on the samples of consumers periodically. Through this method a company can evaluate the position of the brand in the market place, impact of the advertising campaign on the product, and position of the competitors brand in the market place.

Unaided recall: In unaided recall the respondent is not prompted with any elements of the advertisement, to remember the advertisement.

Unaided recall test: In these tests, consumers are requested to recall the advertisement that appeared in a recent magazine issue or during a television program.

11.13 Self-Assessment Test

1. Explain various advantages and disadvantages of measuring and evaluating promotional programs.
2. Discuss various elements that you use for the evaluation of promotional campaigns.

Block 3: Marketing Communications Execution

3. What parameters are monitored to measure the effectiveness of advertising campaign.
4. What methods do you use to measure sales promotion effectiveness?
5. Discuss various quantitative and qualitative methods used to evaluate the effectiveness of personal selling.
6. What is cross-promotional interaction? How do you apply advertising analytics 2.0 for better marketing outcomes?

11.14 Suggested Readings/Reference Material

1. George E. Belch, Michael A. Belch, Keyoor Purani, Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition, McGraw Hill, 2021.
2. Michael Branding, Social Media Marketing, Notion Press, 2021.
3. William D. Wells, Sandra Moriarty, Nancy Mitchell, *Advertising and IMC: Principles and Practice, 11th Edition*, Pearson Education, 2021.
4. Ritu Narang, Advertising, Selling & Promotion, First Edition, Pearson Education, 2020.
5. Manendra Mohan, Advertising Management – Concept and Cases, McGraw Hill Education, 1st edition, 2017.

11.15 Answer to Check Your Progress Questions

1. (d) **All the above**

The test variables of a promotional campaign can be classified into three groups such as message variables, source variables and media variables.

2. (b) **Pre-test**

The evaluation of a promotional campaign before it is executed in the market is called as pre-test. The both tests, Post-test and concurrent test are conducted after and during the promotional campaign.

3. (b) **1C, 2A, 3B, 4D**

The parameters of advertising effectiveness such as recognition can be measured by Starch test, recall by portfolio test, persuasion by theater test and purchase behavior by split-cable test.

4. (b) **Persuasion**

On-Air test is conducted to monitor the parameter 'persuasion'.

5. (b) **Pupillometrics**

Pupillometrics is a psychological test used to measure the relationship between pupil dilation and response to stimuli.

6. (a) 1, 2

The objectives of trade sales promotions are two: to maintain good relations with channel partners and to give incentives to channel partners to promote company products. The objectives of consumer sales promotions are trial of the product and repurchase of the product

7. (b) PR outtake

The ability of the public to understand and recall the message of public relations program is called as PR outtakes. The immediate short-term effect of a PR activity is PR output and the long-term effect of a PR activity is PR outcome.

8. (d) All the above

The success of personal selling depends on all the parameters such as time spent by sales person, comparative performance of sale people and perceived trustworthiness in the eyes of customers.

9. (b) Both

The evaluating methods used for direct marketing effectiveness are both focus group and eye-tracking.

10. (b) 1,2,3

The three important activities of advertising analytics 2.0 are attribution, optimization and allocation.

Integrated Marketing Communications

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