DEPARTMENT OF MANAGEMENT STUDIES

II YEAR / III SEMESTER

BA4010: INTEGRATED COMMUNICATION MARKETING

STUDY MATERIAL

Anna University Chennai

Regulation 2021

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JEPPIAAR
ENGINEERING COLLEGE

VISION

To build Jeppiaar Engineering College as an institution of academic excellence in technology and management education, leading to become a world class university.

MISSION

- To excel in teaching and learning, research and innovation by promoting the principles of scientific analysis and creative thinking.
- To participate in the production, development and dissemination of knowledge and interact with national and international communities.
- To equip students with values, ethics and life skills needed to enrich their lives and enable them to contribute for the progress of society.
- To prepare students for higher studies and lifelong learning, enrich them with the practical skills necessary to excel as future professionals and entrepreneurs for the benefit of Nation's economy.

DEPARTMENT OF MANAGEMENT STUDIES

VISION

To be a prominent management institution developing industry ready managers, entrepreneurs and socially responsible leaders by imparting extensive expertise and competencies.

MISSION

- To provide management education to all groups in the community.
- To practice management through scholarly research and education.
- To advance in the best practices of management which enable the students to meet the global industry demand.
- To promote higher studies, lifelong learning, entrepreneurial skills and develop socially responsible professionals for empowering nation's economy.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

MBA programme curriculum is designed to prepare the post graduate students
- To have a thorough understanding of the core aspects of the business.
- To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- To prepare them to have a holistic approach towards management functions.
- To inspire and make them practice ethical standards in business.

PROGRAMME OUTCOMES (POs)

On successful completion of the programme,
1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to understand one's own ability to set achievable targets and complete them.
5. Ability to fulfill social outreach
6. Ability to take up challenging assignments

COURSE OBJECTIVE:

This course introduces students to the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme

COURSE OUTCOMES:

1. To review and give a general understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media.
2. This course introduces students to the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.
3. To Know how IMC fits into the marketing mix.
4. To develop an awareness about marketing communications tools, and how each can be used effectively- individually or in an integrated mix.
5. To examine the process by which integrated marketing communications programs are planned, developed, executed and measured.

CO-PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	0	0	2
CO2	3	3	3	0	0	2
CO3	3	3	3	0	0	2
CO4	3	3	3	0	0	2
CO5	3	3	3	0	3	2
Average	3	3	3	0	3	2

BA4010 INTEGRATED MARKETING COMMUNICATION

UNIT I AN INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION (IMC) 9
An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour

UNIT II UNDERSTANDING COMMUNICATION PROCESS   9
Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low 20% involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model

UNIT III PLANNING FOR MARKETING COMMUNICATION (MARCOM)   9
Establishing marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget

UNIT IV DEVELOPING THE INTEGRATED MARKETING COMMUNICATION PROGRAMME   9
Planning and development of creative marcom, Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom-Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.

UNIT V DIGITAL MEDIA & ADVERTISING   9
Digital Media, Evolution of Technology, Convergence of Digital Media, E- Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Adverting, E-PR Advertising Laws & Ethics: Adverting & Law, Advertising & Ethics

UNIT-1

Integrated marketing communications (IMC) is the use of marketing strategies to optimise the communication of a consistent message of the company's brands to stakeholders. Coupling methods together improves communication as it harnesses the benefits of each channel, which when combined together builds a clearer and vaster impact than if used individually.

IMC requires marketers to identify the boundaries around the promotional mix elements and to consider the effectiveness of the campaign's message. In the mid to late 1980s, the marketing environment was undergoing profound environmental changes with implications for marketing communications. Media proliferation, audience fragmentation, globalisation of markets, the advent of new communications technologies, the widespread use of databases meant that the old methods, and practices used in mass marketing were no longer relevant. In particular, the rise of digital and interactive media meant that marketers were relying less on advertising as the dominant form of marketing communications. Amongst practitioners and scholars, there was an increasing recognition that new approaches to marketing communications were required. That new approach would become known as *integrated marketing communications.*

IMC unifies and coordinates the organizations marketing communications to promote a consistent brand message. Coordinating the brands communications makes the brand seem more trustworthy and sound as it is seen as a 'whole' rather than a mixture of different messages being sent out.

Evolution of IMC

The term Integrated Marketing Communications was first coined in 1989. Since that era, marketing communications has shifted from a dominance of advertising. The American Association of Advertising Associations (4As) defined IMC as "an approach to achieving the objectives of a marketing campaign through a well-coordinated use of different promotional methods that are intended to reinforce each other." At that time, the 4As recognized the importance of various mediums including advertising, public relations, sales promotion and direct marketing for delivering consistent messages across marketing channels.

The need to focus beyond advertising predominately was due to several factors. It was becoming increasingly difficult for a single message to have a significant impact; there were other ways to effectively reach customers; and technology advances made audience targeting and database marketing more efficient and cost-effective.

As with any concept, integrated marketing communications has evolved. The concept is now more centered on the customer, specifically customer shopping and buying preferences. Based on the theory that it takes between 7 and 12 impressions before a message is effective at moving a customer to purchase, integrated marketing communications leverages the opportunity to place messages in front of the customer at various stages of the buying cycle. Depending on the customer, a different series of integrated product messages will tell the full product story and effectively reach the customer.

Integrated marketing communications uses the principles of the four Ps (product, price, promotion and place) to pull together all aspects of marketing communications. These include advertising (broadcast, outdoor, online and direct marketing), online/digital media (e-commerce, e-mail marketing, social media, mobile marketing, search engine optimization and content marketing), public relations, promotions, sales, customer service, trade shows/events and product

promotions. In today's world, organizations not only push out messages but also use technology to reach their target audiences. Businesses and organizations rely on Internet presence to tell their story and provide the ability to purchase products, when appropriate. Organizations also use social media to interact with customers and prospective customers. And since the Internet is so highly used as a source of information, organizations and businesses strive to rank in the top listing of an Internet search.

Overall, it's not enough to just reach the customer. Integrated marketing communications at its best is the most cost-effective and efficient mix of mediums to move a target audience through the buying process, based on the organization's goals, objectives and budget.

Features

1. Outside-in approach: An initial key feature of Integrated Marketing Communication is that the process should *start with the customer or prospect* and then work back to the brand communicator in determining the most appropriate messages and media to persuade or induce the communicator's brand. The IMC approach avoids an "inside-out" approach (*from company to customer*) in identifying communication vehicles and instead starts with the customer (*"outside-in"*) to determine those communication methods that will best serve the customers' information needs and motivate them to purchase the brand.

2. Use of appropriate marketing communication tools: IMC tools include advertising, sales promotions, sponsorships, etc. Such is the case with marketing communications: not all tools (again, advertising, sales promotions, sponsorships, etc.) are equally effective for all jobs. Rather, a truly professional marketing communicator selects those tools that are best for the job. A professional marketing communicator must *carefully select those tools that are most appropriate for the communications objective at hand.*

3. Message consistency: The philosophy and practice of IMC is the demand that all the communication through various IMC tools must all strive to present the same message and convey that message consistently across diverse message channels, or points of contact. Marketing communications must, in other words, *speak with a single voice.* Coordination of messages and media is absolutely critical to achieving a strong and unified brand image and moving consumers to action.

A vice president of marketing at Apple Inc. fully recognized the value of speaking with a single voice when describing his intention to integrate all the marketing communication contacts for Apple's brand of smart phones, Macs and tablets. This executive captured the essential quality of "single voicing" when stating that, under her leadership, "whenever consumers see an iPhone, they'll be seeing the same message." Now, every piece of communication from package to Internet has to reflect the same message."

4. Build relationships: IMC believes that successful marketing communication requires building relationships between brands and their consumers/customers. A *relationship* is an enduring link between a brand and its customers. It can be argued, in fact, that relationship building is the key to modern marketing and that IMC is one of the keys to relationship building. Successful relationships between customers and brands lead to repeat purchasing and perhaps even to loyalty toward a brand. The importance of relationship building has
spawned the growth of an entire industry of consultants and software suppliers who are involved in the practice of customer relationship management, or CRM.

5. Influence consumer attitude: A final IMC feature is the goal to *affect the behaviour* of the target audience or target market. Successful IMC requires that communication efforts be directed at encouraging some form of behavioural response. The objective, in other words, is to *move people*

to action. An IMC program must be judged, *ultimately*, in terms of whether it influences behaviour; but it would be simplistic and unrealistic to expect an action to result from every communication effort. Prior to purchasing a new brand, consumers

generally must be made aware of the brand and its benefits and be influenced to have a favourable attitude toward it.

6. Cost-effective: IMC helps in the optimum utilization of resources. The systematic communication mix helps in avoiding the duplication of images, photos, etc. Agency fees are reduced by using a single agency for all communications and even if there are several agencies, time is saved when meetings bring all the agencies together – for briefings, creative sessions, tactical or strategic planning. This reduces workload and subsequent stress levels – one of the many benefits of IMC.

7. Creates an Integrated Communication Plan: The best marketing strategy in the world will ultimately fail if you are unable to get the right message to your potential customers at the right place and the right time. An integrated marketing communications plan matches your available budget of time and money to the most effective means for distributing your message. No matter how great your product or service, if your potential customers don't know it exists; there will never be a sale.

8. Budget and allocate resources: An "integrated marketing communications plan" must have a target budget and resources assigned to each element of the plan. Depending on the size of budget, brands will probably need to make trade-offs between methods to achieve communication goals. In addition, brands need to have the internal or external resources aligned to carry out the plan. A good integrated marketing communications plan can take marketing efforts to the next level.

ADVANTAGES/RELEVANCE OF IMC

1. Competitive advantage: Although IMC requires a lot of effort, it delivers many benefits. It can create competitive advantage, boost sales and profits, while saving money, time and stress. The ability to keep a customer for life is a powerful competitive advantage.

2. Aids in buying process: IMC wraps communications around customers and helps them move through the various stages of the buying process. The organization simultaneously consolidates its image, develops a dialogue and nurtures its relationship with customers.

3. Building brand identity: IMC, with help of various communication mix, builds a strong brand identity by tying together all images and messages.

4. Message credibility: IMC also makes messages more consistent and therefore more credible. IMC helps the marketers in choosing the right message for the target audience with the right communication tools. This reduces risk in the mind of the buyer which, in turn, shortens the search process and helps to dictate the outcome of brand comparisons.

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6. Increased profits: IMC also increases profits through increased effectiveness. In a busy world, a consistent, consolidated and crystal clear message has a better chance of cutting through the 'noise' of over five hundred commercial messages which bombard customers each and every day.

7. Updating the consumer: Carefully linked messages also help buyers by giving timely reminders, updated information and special offers which, when presented in a planned sequence, help them move comfortably through the stages of their buying process.

8. Avoids deviation: IMC helps in coordinating corporate messages, positioning and images across all places. Such coordination ensures same message and content across all communication and hence avoids deviation in the messages.

DISADVANTAGES OF IMC

1. Restrict creativity: IMC can restrict creativity. There will be no more wild and crazy sales promotions unless they fit into the overall marketing communications strategy. The joy of widespread creativity may be silent, but the creative challenge may be greater and ultimately more satisfying when operating within a tighter, integrated, creative brief.

2. Time-consuming: IMC deals in coordinating the message across the various media. Appropriate coordination requires systematic planning which becomes a time-consuming process.

3. Spoils corporate image: IMC requires coordination with various media and advertising agency. Proper track with these advertising agencies is a must, failing in which, the communication many a time distorts and spoils the corporate image.

4. Requires proper coordination: Sadly, some organizational structures isolate communications, data, and even managers from each other. For example, the PR department often doesn't report to marketing. The sales force rarely meets the advertising or sales promotion people and so on. Imagine what can happen when sales representatives are not told about a new promotional offer!

EFFECTIVE IMPLEMENTATION

To ensure that an organization becomes integrated and stays integrated, following are the steps:

- To get Senior Management Support for the initiative by ensuring they understand the benefits of IMC.
- Integrate at different levels of management. Put 'integration' on the agenda for various types of management meetings – whether annual reviews or creative sessions. Horizontally – ensure that all managers, not just marketing managers understand the importance of a consistent message – whether on delivery trucks or product quality. Also ensure that Advertising, PR and Sales Promotions staff are integrating their messages.
- Ensure the Design Manual or even a Brand Book is used to maintain common visual standards for the use of logos, type faces, colours and so on.
- Focus on a clear marketing communications strategy. Have crystal clear communications objectives; clear positioning statements. Link core values into every communication. Ensure all communications add value to (instead of dilute) the brand or organization. Exploit areas of sustainable competitive advantage.
- Start with a Zero Budget. Start from scratch. Build a new communications plan. Specify what you need to do in order to achieve your objectives. In reality, the budget you get is often less than you ideally need, so you may have to prioritize communications activities accordingly.
- Think customers first. Wrap communications around the customer's buying process. Identify the stages they go through before, during and after a purchase. Select communication tools which are right for each stage. Develop a sequence of communications activities which help the customer to move easily through each stage.

- Build relationships and brand values. All communications should help to develop stronger and stronger relationships with customers. Ask how each communication tool helps to do this. Remember: customer retention is as important as customer acquisition.
- Develop a good marketing information system which defines who needs what information when. A customer database, for example, can help the telesales, direct marketing and sales force. IMC can help to define, collect and share vital information.
- Share artwork and other media. Consider how, say, advertising imagery can be used in e-mails, exhibition stands, news releases and websites, etc.
- Be prepared to change it all. Learn from experience. Constantly search for the optimum communications mix.

The Tools for IMC

Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. While implicit communication occurs through the various elements of the marketing mix, most of an organisation's communications with the marketplace take place as part of a carefully planned and controlled promotional program. The basic tools used to accomplish an organisation's communication objectives are often referred to as the promotional mix.

Traditionally the promotional mix has included four elements: advertising, sales promotion, publicity/public relations, and personal selling. However, direct marketing and interactive media should also be viewed as tools of promotional mix as modern-day marketers use them extensively to communicate with their target markets. Each element of the promotional mix is viewed as an integrated marketing communications tool that plays a distinctive role in an IMC program. Each may take on a variety of forms, and each has certain advantages.

➢ Advertising

According to American Marketing Association, advertising is defined as any paid form of non-personal presentation and promotion of ideas goods or services by an identified sponsor. Advertising can be used to build up a long-term image for a product (Coca-Cola) or trigger quick sales (a Big Bazaar ad for a weekend sale). Advertising can efficiently reach geographically dispersed buyers. Certain forms of advertising (TV) can require a large budget, whereas other forms (newspaper) do not. The presence of advertising might have an effect on sales: consumers might believe that a heavily advertised brand, must offer" good value". Because of the several forms and uses of advertising, it is difficult to make generalizations. Yet the following qualities can be noted:

1. Pervasiveness-advertising permits the seller to repeat a message many times. It also allows the buyer to receive and compare the messages of various competitors. Large-scale advertising, says something positive about the seller's size, power, and success.

2. Amplified expressiveness-advertising provides opportunities for dramatizing the company and its products, the artful use of print, sound, and colour.

3. Impersonality-the audience does not feel obligated to pay attention or respond to advertising. Advertising is a monologue in front of, not a dialogue, with the audience.

4. No immediate feedback-the non personal nature of advertising results in no opportunity for immediate feedback from the message recipient (except in direct response advertising). Therefore, before the message is sent, the advertisers must consider how the audience will interpret and respond to it.

5. Cost effective-advertising is considered as a very cost-effective method for communicating with large audiences. One message, in the national network, prime-time television reaches across to a crores of people.

The nature and purpose of advertising differs from one industry to another and/or across situations. The targets of an organisation's advertising efforts often vary, as do advertising's role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customers; another may want to develop awareness or a positive image for its products on service over a longer period.

➢ **Sales promotion**
According to American Marketing Association, sales promotion is defined as a variety of short-term incentives to encourage trial or purchase of a product or service, which is designed to supplements and coordinate personal selling and advertising efforts. Consumer- oriented sales promotion is targeted to the ultimate user of a product or service and includes contests, coupons, premiums, rebates, sweepstakes, and the like to draw a stronger and quicker buyer response. Trade-oriented sales promotion is targeted toward marketing intermediaries such as wholesalers, distributors, and retailers. Promotional and merchandising allowances, price deals, sales contests, and trade shows are some of the promotional pools used to encourage the trade to stock and promote a company's products. Sales promotion tools offer three distinctive benefits:
1. Communication- they gain attention quickly, and may lead the consumer to the product.
2. Incentive-they incorporate some concession, inducement, or contribution that gives value to the consumer.
3. Invitation-they include a distinct invitation to engage in the transcription now.

Sales promotion incentives can be used for short-run effects such as to highlight product offers and boost sagging sales.

➢ **Publicity/ public relations**
According to American marketing Association, publicity is defined as non personal stimulation of demand for a product, service or business unit by planting commercially significant news about it in a published medium or obtaining favourable presentation of it upon radio, television or stage, that is not paid for by the sponsor. It usually comes in the form of a news story, editorial, or announcement about an organisation and/or its products and services. Like advertising, publicity involves non personal communication to a mass audience, but unlike advertising, publicity is not directly paid for by the company. The company or organisation attempts to get the media to cover or run a favourable story on a product, service, cause, or event to affect awareness, knowledge, opinions, and behaviour. Techniques used to gain publicity include news releases, press conferences, feature articles, photographs, films, and videotapes. For example, the success or failure of a new movie is often determined by the reviews it receives from film critiques, which are viewed by many moviegoers as objective evaluators. Publicity also has certain distinctive qualities:
1. High credibility-news stories and features are more authentic and credible to readers, then ads.
2. Ability to catch buyers off guard-publicity can reach prospects that prefer to avoid salespeople and advertisements.
3. Dramatization- publicity has the potential for dramatizing a company or product.

4. Low-cost-publicity is generally done in low cost since the company is not paying for time or space in a mass media such as TV, radio, or newspapers.
5. Uncontrollable-publicity is not always under the control of an organisation and is sometimes unfavourable. Negative stories about a company and its products can be very damaging.

According to American Marketing Association public relations is defined as a variety of programs designed to promote or protect a company's image or its individual products. It is important to recognize the distinction between publicity and public relations. When an organisation systematically plans and distributes information in an attempt to control and manage its image and the nature of the publicity it receives, it is really engaging in a function, known as public relations. Public relations generally have a broader objective than publicity, as its purpose is to establish and maintain a positive image of the company among its various publics. Public relations uses publicity and a variety of other tools-including special publications, participation in community activities, fund raising, sponsorship of special events, and various public affairs activities-to enhance an organisation's image.

➢ Direct marketing
Direct Marketing is defined as the use of mail, telephone, fax, e-mail or Internet to communicate directly with or solicit a direct response from specific customers and prospects. Direct marketing is much more than direct mail and mail-order catalogues. It involves a variety of activities, including database management, direct selling, telemarketing, and direct response ads through direct mail, the Internet, and various broadcast and print medias. Some companies, such as Tupperware, Discovery toys, and Amway, do not use any other distribution channels, relying on independent contractors to sell their products directly to consumers. One of the major tools of direct marketing is direct response advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer. The availability of credit cards and toll-free phone numbers has also facilitated the purchase of products from direct response ads. Direct marketing is:
1. Customized-the message can be prepared to appeal to the addressed individual.
2. Up to date-a message can be prepared very quickly and changes can be brought in the message frequently.
3. Interactive-the message can be changed depending on the parson's response.

➢ Interactive/ Internet marketing
As the new millennium begins, we are experiencing perhaps the most dynamic and revolutionary changes of any era in the history of marketing, as well as advertising and promotion. These changes are being driven by advances in technology and developments that have led to dramatic g growth of communication through interactive media, particularly the Internet. Interactive media allow for a back-and-forth flow of information whereby users can participate in and modify the form and content of the information they receive in real-time. Unlike traditional forms of marketing communications such as advertising, which are one- way in nature, the new media allow users to perform a variety of functions such as receive and alter information and images, make inquiries, respond to questions, and, of course, make purchases.
Thousands of companies, ranging from large multinational corporations to small local firms, has developed websites to promote their products and services, by providing current and potential customers with information, as well as to entertain and interact with consumers. In addition to

advertising on the Web, marketers offer sales promotion incentives such as coupons, contests, and sweepstakes online, and they use the Internet to conduct direct marketing, personal selling, and public relations activities more effectively and efficiently. While the Internet is a promotional medium, it can also be viewed as a marketing communications tool in its own right. Because of its interactive nature, it is a very effective way of communicating with customers.

➤ **Personal selling**

According to American marketing Association personal selling is defined as face to face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions and procuring orders. The final element of an organisations promotional mix is personal selling. Personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preference, conviction, and action. Personal selling has certain distinctive qualities, such as:

1. Personal interaction-personal selling involves an immediate and interactive relationship between two or more persons. Each party is able to observe the others reactions.

2. Cultivation of personal relations-personal selling permits all kinds of relationships to spring up, ranging from a matter-of-fact selling relationship to a deep personal friendship.

3. Response-personal selling makes the buyers feel under some obligation for having listened to the sales talk and is able to generate a purchase response in some of the situations.

4. Flexibility in communication-in personal selling the seller can see or hear the potential buyer's reactions and modifying the message accordingly. The personnel, individualized communication in personal selling allows the seller to tailor the message to the customers specific needs or situation.

5. Feedback-personal selling also involves more immediate and precise feedback, because the impact of the sales presentation can generally be assessed from the customers' reactions. If the feedback is unfavourable, the salesperson can modify the message.

6. Persuasiveness-personal selling efforts can be more persuasive than advertising as they can be targeted to the specific markets and customer types.

➤ **Events and Experiences**

These are company sponsored activities and programs designed to create brand-related interactions with customers. Sponsorships improve the visibility of the company. Companies provide customers with an experience of using the product which ends up leading to a higher brand recall than competitors. These events prove to be engaging with the audience.

Importance of Integrated Marketing Communication-

➤ **Plays an integral role in communicating brand message to a larger audience.** Integrated Marketing communication helps in integrating all essential components of marketing to communicate similar message to potential and existing end-users.

➤ **It goes a long way in creating brand awareness among customers at a minimal cost.** Integrated marketing communication is essential not only for business to business marketing but also for direct interaction with customers. Organizations implementing integrated marketing communication not only successfully promote their brands among target audience but also develop trust among them who would always stick to their brands, no matter what. Through integrated marketing communication, similar message goes to customers simultaneously, eventually creating a better impact on them. Believe me, the end-user does not even think of buying Brand B, if features and benefits of Brand A are communicated well to the end-users. Integrated marketing communication is more

effective as it carefully blends various marketing tools such as advertising, public relations, direct marketing and so on.

➢ **Scores over traditional ways of marketing as it focuses on not only winning new customers but also maintaining long term healthy relationship with them.** Integrated marketing communication ensures two way dialogue with customers - a must in all business. Customer feedbacks need to be monitored well if you wish to survive in the long run. Remember, their feedbacks are valuable and need to be evaluated carefully. Gone are the days when marketers used to rely only on advertising and simple promotions to make their brand popular among end- users. In the current scenario of cut throat competition, marketers need to promote their brands by effectively integrating relevant marketing tools for better results and increased productivity. Integrated marketing communication plays an essential role in delivering a unified message to end-users through various channels and thus has better chances of attracting customers. A single message goes to customers across all marketing channels be it TV, Radio, Banners, hoardings and so on. Integrated marketing communication ensures the brand (product or service) is an instant hit among end-users. It also develops a sense of attachment and loyalty among end-users. Marketers do not also have to think really hard as to which marketing tool is really effective in creating brand awareness.

➢ **Saves time which is often lost in figuring out the best marketing tool.** Through integrated marketing communication, marketers can smartly blend and integrate all marketing tools for better response. In a layman's language integrated marketing communication provides a wide range of options which help marketers connect easily with their target customers. Integrated marketing communication ensures that the customer gets the right message at the right place and right time. Integrated marketing communication uses several innovative ways to promote brands among customers such as newspaper inserts, hoardings and banners at the most strategic locations, pamphlets, brochures, radio or television advertisements, press releases, discount coupons, loyalty clubs, membership clubs,PR Activities, sales promotional activities, direct marketing initiatives, social networking sites (Face book. Twitter, Orkut), blogs and so on.

Reasons for the growing importance of IMC

The IMC approach is being adopted by both large and small companies and has become popular among firms marketing consumer products and services as well as business to business marketers. There are a number of reasons why marketers are adopting the IMC approach; some of them are listed as under:

One fundamental reason is that companies understand the value of strategically integrating the various communications functions, rather then having them operate autonomously. By coordinating their marketing communications efforts, companies can avoid duplication, take advantage of synergy among promotional tools, and develop more efficient and effective marketing communications programs.

The move to IMC also reflects an adoption by marketers to a changing environment, particularly with respect to consumers, technology, and media. Major changes have occurred among consumers with respect to demographics, and lifestyles, media use, and buying and shopping patterns.

A shifting of marketing expenditure from media advertising to other forms of promotion-particularly consumer and trade oriented sales promotions- have led marketers feel that traditional

media advertising has become too expensive and is not cost effective. The escalating price competition in many markets have also resulted in marketers' pouring more of their promotional budgets into price promotions rather than media advertising.

A movement away from relying on advertising-focused approach, which emphasize mass media such as network television and national magazines, to solve communication problems. Many companies are turning to lower cost, more targeted communication tools such as event marketing and sponsorships, direct mail, sales promotion and the Internet as they develop their marketing communication strategies.

A shift in marketplace power from manufacturer to retailers-due to consolidation in the retail industry, small local retailers are being replaced by regional, national, and international chains, thus shifting the focus of marketers to sales promotion tools.

The rapid growth and development of database marketing-many companies are building databases containing customer names; geographic, demographic, and psychographic profiles; purchase patterns; media preferences; credit ratings; and other characteristics.

Marketers are using this information to target consumers through a variety of direct-marketing methods such as telemarketing, direct mail, and direct- response advertising, rather than relying on mass media.

Demands for greater accountability from advertising agencies and changes in the way agencies are compensated-demands for accountability are motivating many agencies to consider a variety of communication tools and less expensive alternatives to mass media advertising.

The rapid growth of the internet, which is changing the very nature of how companies do business and the ways they communicate and interact with consumers.

MODEL OF IMC PROCESS

Basic Model of Communication

Communication has been variously defined as the passing of information, the exchange of ideas, or the process of establishing a commonness or oneness of thought between a sender and a receiver

- **Source Encoding**

The sender, or **source,** of a communication is the person or organization that has information to share with another person or group of people. The source may be an individual (say, a salesperson or hired spokesperson, such as a celebrity, who appears in a company's advertisements) or a nonpersonal entity (such as the corporation or organization itself). For example, the source of the ad shown in the opening vignette is the EDS company, since no specific spokesperson or source is shown. The communication process begins when the source selects words, symbols, pictures, and the like, to represent the message that will be delivered to the receiver(s). This process, known as **encoding,** involves putting thoughts, ideas, or information into a symbolic form. The sender's goal is to encode the message in such a way that it will be understood by the receiver. This means using words, signs, or symbols that are familiar to the target audience.

- **Message**

The encoding process leads to development of a **message** that contains the information or meaning the source hopes to convey. The message may be verbal or nonverbal, oral or written, or symbolic. Messages must be put into a transmittable form that is appropriate for the channel of communication being used. In advertising, this may range from simply writing some words or copy that will be read as a radio message to producing an expensive television commercial. For many products, it is not the actual words of the message that determine its communication effectiveness but rather the impression or image the ad creates

- **Channel**

The **channel** is the method by which the communication travels from the source or sender to the receiver. At the broadest level, channels of communication are of two types, personal and non personal. *Personal channels* of communication are direct interpersonal (face-to-face) contact with target individuals or groups. Salespeople serve as personal channels of communication when they deliver their sales message to a buyer or potential customer. Social channels of communication such as friends, neighbors, associates, co-workers, or family members are also personal channels. They often represent *word-of-mouth communication,* a powerful source of information for consumers.

Non personal channels of communication are those that carry a message without interpersonal contact between sender and receiver. Non personal channels are generally referred to as the **mass media** or mass communications, since the message is sent to many individuals at one time.

- **Receiver/Decoding**

The **receiver** is the person(s) with whom the sender shares thoughts or information. Generally, receivers are the consumers in the target market or audience who read, hear, and/or see the marketer's message and decode it. **Decoding** is the process of transforming the sender's message back into thought. This process is heavily influenced by the receiver's frame of reference or **field of experience,** which refers to the experiences, perceptions, attitudes, and values he or she brings to the communication situation. For effective communication to occur, the message decoding process of the receiver must match the encoding of the sender. Simply put, this means the receiver understands and correctly interprets what the source is trying to communicate.

- Noise

Throughout the communication process, the message is subject to extraneous factors that can distort or interfere with its reception. This unplanned distortion or interference is known as **noise.** Errors or problems that occur in the encoding of the message, distortion in a radio or television signal, or distractions at the point of reception are examples of noise. When you are watching your favorite commercial on TV and a problem occurs in the signal transmission, it will obviously interfere with your reception, lessening the impact of the commercial. Noise may also occur because the fields of experience of the sender and receiver don't overlap. Lack of common ground may result in improper encoding of the message— using a sign, symbol, or words that are unfamiliar or have different meaning to the receiver. The more common ground there is between the sender and the receiver, the less likely it is this type of noise will occur.

- Response/Feedback

The receiver's set of reactions after seeing, hearing, or reading the message is known as a **response.** Receivers' responses can range from non observable actions such as storing information in memory to immediate action such as dialing a toll-free number to order a product advertised on television. Marketers are very interested in **feedback,** that part of the receiver's response that is communicated back to the sender. Feedback, which may take a variety of forms, closes the loop in the communications flow and lets the sender monitor how the intended message is being decoded and received.

The Response Process the most important aspect of developing effective communication programs involves understanding the *response process* the receiver may go through in moving toward a specific behavior (like purchasing a product) and how the promotional efforts of the marketer influence consumer responses. In many instances, the marketer's only objective may be to create awareness of the company or brand name, which may trigger interest in the product. In other situations, the marketer may want to convey detailed information to change consumers' knowledge of and attitudes toward the brand and ultimately change their behavior.
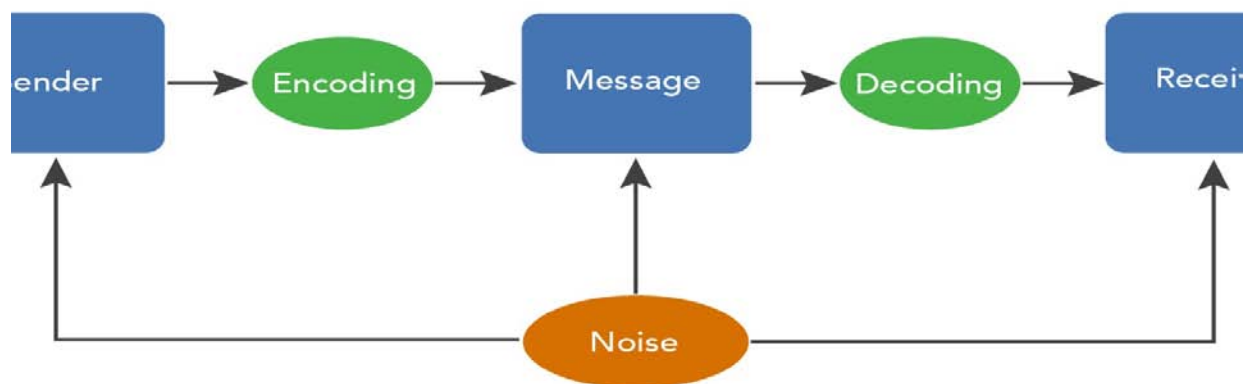
Traditional Response Hierarchy Models

A number of models have been developed to depict the stages a consumer may pass through in moving from a state of not being aware of a company, product, or brand to actual purchase behavior. Four of the best-known response hierarchy models. While these response models may appear similar, they were developed for different reasons.

AIDA model

It was developed to represent the stages a salesperson must take a customer through in the personal-selling process. This model depicts the buyer as passing successively through attention, interest, desire, and action. The salesperson must first get the customer's attention and then arouse some interest in the company's product or service. Strong levels of interest should create desire to own or use the product. The action stage in the AIDA model involves getting the customer to make a purchase commitment and closing the sale. To the marketer, this is the most important stage in the selling process, but it can also be the most difficult. Companies train their sales reps in closing techniques to help them complete the selling process.

Perhaps the best known of these response hierarchies is the model developed by Robert Lavidge and Gary Steiner as a paradigm for setting and measuring advertising objectives. Their **hierarchy of effects model** shows the process by which advertising works; it assumes a consumer passes through a series of steps in sequential order from initial awareness of a product or service to actual purchase. A basic premise of this model is that advertising effects occur over a period of time. Advertising communication may not lead to immediate behavioral response or purchase; rather, a series of effects must occur, with each step fulfilled before the consumer can move to the next stage in the hierarchy. As we will see in Chapter 7, the hierarchy of effects model has become the foundation for objective setting and measurement of advertising effects in many companies.
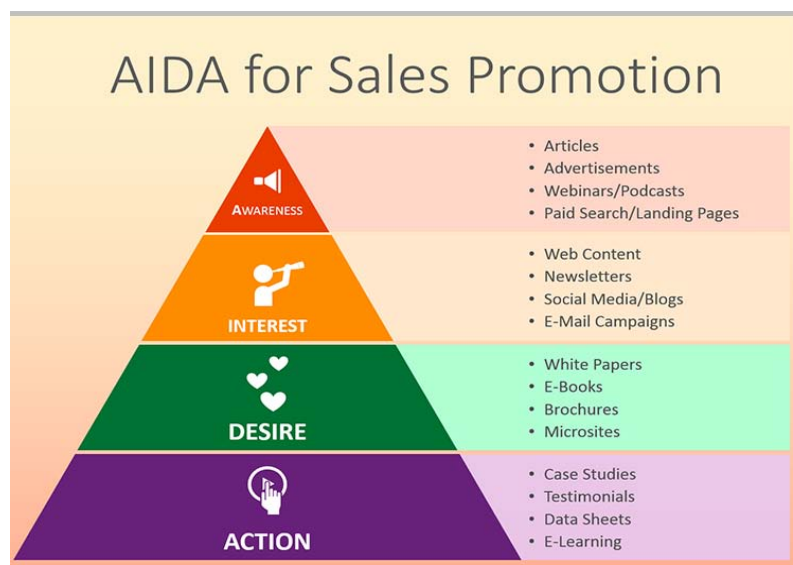
Hierarchy of Effects Model

The hierarchy of effects model is a model which tells advertisers to make an advertisement in such a way that the customer goes through all these six stages namely awareness, knowledge, liking, preference, conviction and purchase. It is created by Robert J Lavidge and Gary A Steiner in 1961, the hierarchy of effects model suggests six steps to consumer buying behaviour.

Hierarchy of Effects Steps with Example

The steps are defined as below:

1. Awareness

This is the most crucial step and the starting point for purchase. Brands must make sure that the consumer is aware of the presence of your brand in a particular product segment.

For example, if Tina wants to buy a toothbrush, and you as the marketing manager of XYZ want her to buy your brand's toothbrush, you have to make sure that you advertise well so that she is aware of the existence of such a brand for toothbrushes.

2. Knowledge

This is where your product will be evaluated against other brands by the consumer. Make sure enough (positive) knowledge is available about your product – through the internet, retail stores and the product package itself.

For example, now Tina, aware that there is a XYZ brand will try figure out what unique features and benefits you are offering over any other brand like Colgate and Oral-B.

3. Liking

This is where the consumer builds a liking to your product. This is where your product is being considered for its emotional benefits; be sure to make them prominent.

For example, now Tina has evaluated the pros and cons of buying a XYZ brush but might not like the colour of it, or might feel that this brush is for the elderly. As the marketing manager of XYZ, you have to make sure that these features, that leave emotional impact, are taken care of properly in the marketing communication program.

4. Preference

By this time consumer may be convinced to try out your product, but may like other brands of toothbrush too. So what is it that will make her prefer XYZ over the other brands? These points of differentiations or unique selling points need to be highlighted to make sure that the consumer likes your brand more than the others in her consideration list.

For example, Tina now may be actually considering buying a XYZ toothbrush. But is she thinking that she'll buy it to try it only or is she thinking that the next buy will also be a XYZ brush?
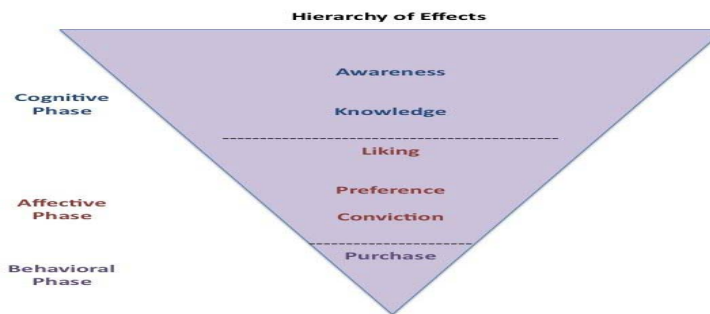
5. Conviction

This is the stage where the doubt in consumers' minds about buying the product of your brand needs to be converted into action. Marketers can aid in this step by giving out free samples, test drives etc. This step should also decide if the consumer will stick to your brand i.e. actually buy your brand, or switch after testing the sample.

For example, Tina tried the brush you gave her for a month and then when time came to buy one, she bought an Oral-B one. Make sure that doesn't happen and that trial builds loyalty. Incorporate such unique features in your brand that will encourage purchase.

6. Purchase

The last and the most crucial stage of the consumer buying cycle is the purchase. You need to make sure that purchase experience is easy and perhaps even enjoyable for the consumer. Some of the ways to encourage purchase is by keeping simple and multiple paying options, making the product available easily, easy to understand usage instructions, offers etc.

For example, now that Tina has decided to buy your brand after trying it out for a month, make sure she knows where to buy it from and how she can pay. You may also give her a tube of toothpaste free to delight her.

Hierarchy of Effects

Cognitive Phase
- Awareness
- Knowledge

Affective Phase
- Liking
- Preference
- Conviction

Behavioral Phase
- Purchase

Innovation Adoption Model

Innovation-Adoption Model was developed by Rogers in 1995. He postulated various stages in which a target customer sails through from the stage of incognizance to purchase. The 5 stages of the Innovation-Adoption Model are **A**wareness, **I**nterest, **E**valuation, **T**rial, and **A**doption.
It evolved from work on the diffusion of innovations.

- **Awareness**

This is the primary stage of Innovation-Adoption Model. takes action is the awareness stage of the model where the consumer becomes aware of a brand or a product mostly through advertisements.

- **Interest**

This is the second phase of the Innovation-Adoption Model. This is a stage in which the information about the brand or a product multiplies in the market and triggers the interest of the potential buyers of the product to gain more knowledge and information about the product.

- **Evaluation**

Evaluation is the third stage of the Innovation-Adoption Model that supplements the necessary information regarding the product to the consumers. In this stage, the consumers evaluate and try to gain a deeper understanding of the product that stimulated interest in them.

- **Trial**

In this stage, the customers try the product before making the final choice to purchase the product.

- **Adoption**

Adoption is the final stage of the Innovation-Evaluation Model. In this stage, the customer accepts the product, makes a purchase decision and finally purchases the product.

This model represents the stages a consumer passes through in adopting a new product or service. Like the other models, it says potential adopters must be moved through a series of steps before taking some action (in this case, deciding to adopt a new product). The steps preceding adoption are awareness, interest, evaluation, and trial. The challenge facing companies introducing new products is to create awareness and interest among consumers and then get them to evaluate the product favorably. The best way to evaluate a new product is through actual use so that performance can be judged. Marketers often encourage trial by using demonstration or sampling programs or allowing consumers to use a product with minimal commitment. After trial, consumers either adopt the product or reject it.

Innovation-Adoption Model
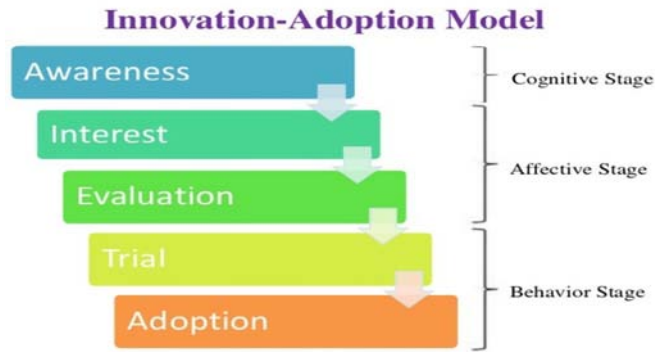
Information Processing Model

The Information-Processing Model is a structure used by cognitive psychologists to define the mental processes. This model links the human thought process to the computer functions. It signifies that the human mind, like the computer takes in information, organizes, and stores the information to be repossessed later. It claims that just like the computer possesses an input device, a processing unit, a storage unit, and an output device, the human mind also has a parallel framework. The Information-Processing Model comprises of 6 stages namely the **P**resentation, **A**ttention, **C**omprehension, **Y**ielding, **R**etention and the **B**ehavioral stage.

- **Presentation**

The presentation is the fundamental stage in the Information-Processing Model. This is the awareness phase where the consumer becomes aware of his needs and seeks a product to satiate his needs.

- **Attention**

This is the second stage of the Information-Processing Model, where the product seizes the attention of the potential customers.

- **Comprehension**

In this stage of the Information-Processing Model, the consumer compares and evaluates various products of different brands accessible in the market to ascertain the product that actually meets his requirement.

- **Yielding**

This is a stage in which the customer figures out what exactly he wants and the brand and its product that balances his needs to its specifications.

- **Retention**

This is the fifth stage in the Information-Processing Model. This is the stage in which the customer remembers the key features and attributes, the benefits and all the positive aspects of the products that he is seeking to purchase.

- **Behavior**

This is the last stage of the Information-Processing Model in which the purchase action of a product of a particular band takes place.

In the Information-Processing Model, the Presentation, Attention and Comprehension take place in the Cognitive stage, Yielding and Retention of information fall under the Affective stage, and the final Behavioral action takes place in the Behavioral stage.
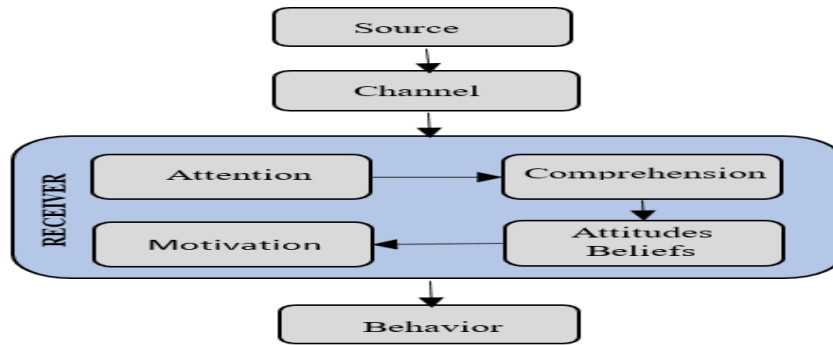
It was developed by William McGuire. This model assumes the receiver in a persuasive communication situation like advertising is an information processor or problem solver. McGuire suggests the series of steps a receiver goes through in being persuaded constitutes a response hierarchy. The stages of this model are similar to the hierarchy of effects sequence; attention and comprehension are similar to awareness and knowledge, and yielding is synonymous with liking. McGuire's model includes a stage not found in the other models: retention, or the receiver's ability to retain that portion of the comprehended information that he or she accepts as valid or relevant. This stage is important since most promotional campaigns are designed not to motivate consumers to take immediate action but rather to provide information they will use later when making a purchase decision.

The Standard Learning Hierarchy

In many purchase situations, the consumer will go through the response process in the sequence depicted by the traditional communication models. Ray terms this a **standard learning model,** which consists of a learn → feel → do sequence. Information and knowledge acquired or *learned* about the various brands are the basis for developing affect, or *feelings,* that guide what the consumer will *do* (e.g., actual trial or purchase). In this hierarchy, the consumer is viewed as an active participant in the communication process who gathers information through active learning.

Ray suggests the standard learning hierarchy is likely when the consumer is highly involved in the purchase process and there is much differentiation among competing brands. High-involvement purchase decisions such as those for industrial products and services and consumer durables like personal computers, printers, cameras, appliances, and cars are areas where a standard learning hierarchy response process is likely. Ads for products and services in these areas are usually very detailed and provide customers with information that can be used to evaluate brands and help them make a purchase decision
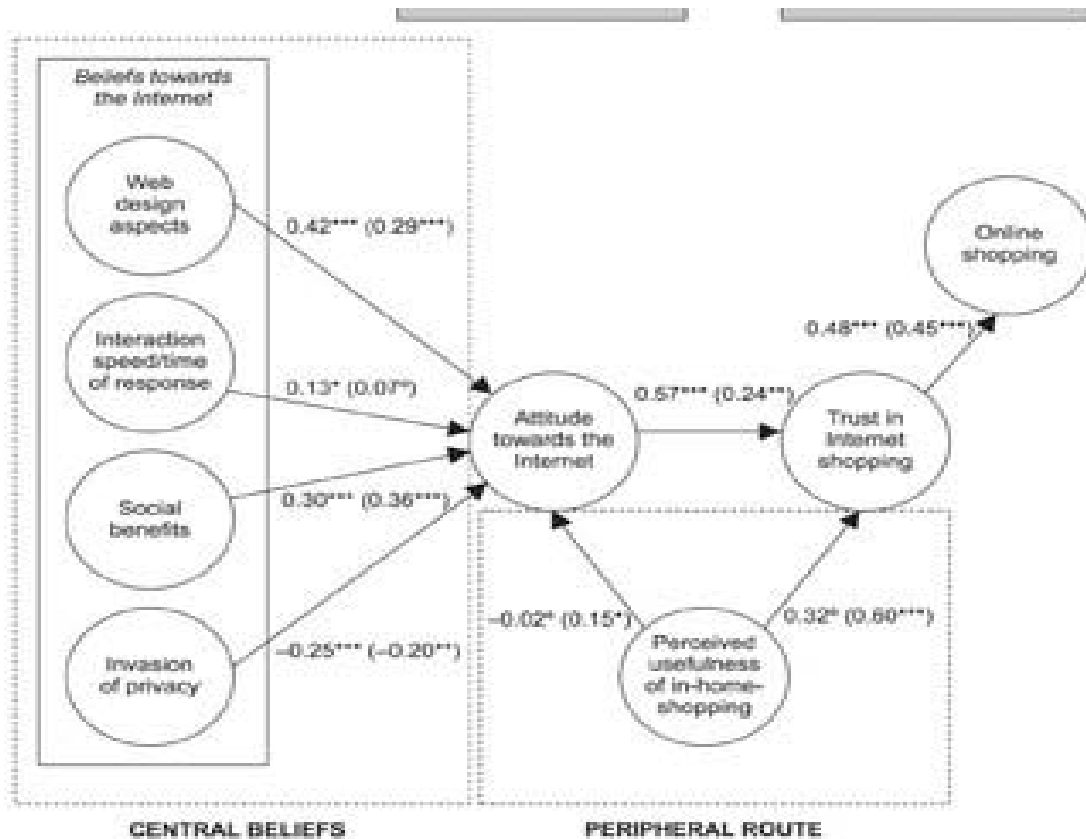
LOW INVOLVEMENT HIERARCHY

Low involvement hierarchy is a part of an advertising model where some products require low involvement from the consumer as they are taken through the process of awareness, knowledge, liking and then finally a purchase. Now for products that require a low involvement from the consumer can be those products where the consumers are not that brand sensitive and the products are required in certain situation/need. For example:- A cold medicine where the user requires the product in certain needs, the company should make the user aware about their product and the benefit whether it is with respect to price or with respect to quality. The company should not try to associate the person with the brand but differentiate its product in the eyes of the user by telling the benefits of the products.
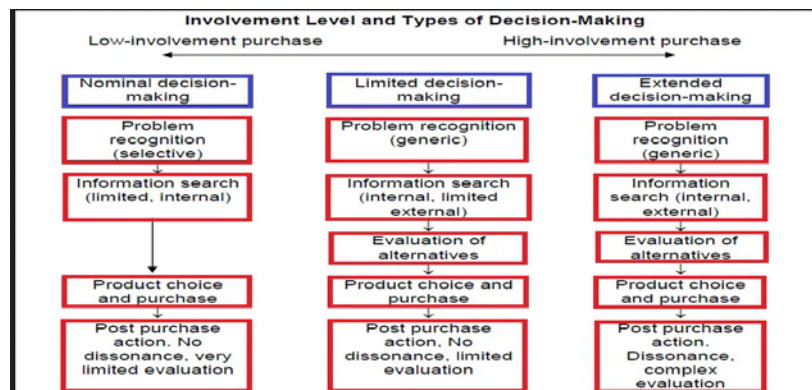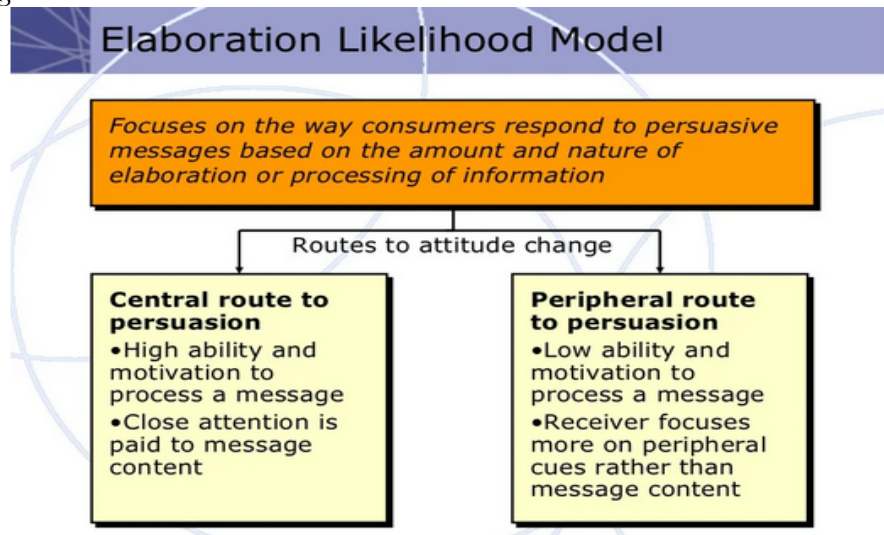
Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) presents two routes to persuasion; the central route and the peripheral route. Elaboration involves the mental activity surrounding the response to a marketing message, and is determined by MOA; motivation, opportunity and ability.

When elaboration is high, consumers will focus on the arguments contained within the message and seek to acquire more information. This is known as the central route. Consumers are actively engaging in the process of persuasion, possessing the motivation and ability to think about the message.

Our "I need a car" consumers will take the central route, considering the price, performance and reliability.

When elaboration is low, consumers require peripheral cues outside of the selling points to remain engaged in the persuasion process. Consumers on the peripheral route often don't care about the topic, lacking the motivation to centrally process. If the consumer does not understand the message, they will lack the ability to do central processing.

Our "I JUST need a car" consumers will take the peripheral route, looking for a sleek design, cool colour and big rims.

Elaboration Likelihood Model

Focuses on the way consumers respond to persuasive messages based on the amount and nature of elaboration or processing of information

Routes to attitude change

Central route to persuasion
- High ability and motivation to process a message
- Close attention is paid to message content

Peripheral route to persuasion
- Low ability and motivation to process a message
- Receiver focuses more on peripheral cues rather than message content

Elaboration Likelihood Model

THE FOOTE, CONE AND BELDING (FCB) MODEL

FCB is a 2x2 grid model to interpret how your target consumers buy your product.

Richard Vaughn from FCB (Foote, Cone & Belding) created the Model in 1980.

• FCB model is an approach to **interpret consumers' buying behavior and apply it to strategize advertising communications.**

It divides decisions into 4 quadrants on the basis of:

1) Is the decision be taken rationally or emotionally? (X-axis)

2) How much money/stake is involved in the decision? (Y-axis)

1. Informative Decision

• **Expensive** products with a high level of tangible importance to consumers fall under the Informative Decision category.

• Potential consumer first **learns about the product in detail.** After gaining sufficient information he/she feels the need (by the virtue of the product specifications) to buy the product.

• E.g. **Life insurance, Real estate, Utility cars, Mutual funds, Security systems,** etc. falls under this category.

2. Affective Decision

• **Expensive** products associated with emotional attributes such as **love, belongingness, esteem,** etc. fall under the Affective category.

• Potential consumer **first develops a strong urge** towards the brand or the product. Then he/she learns about the product specification (tangible details hold low value) and make the purchase.

• E.g. **Diamond ring, Sports car, Expensive wine/liquor, Art piece**, etc. falls under this category.

3. Habitual Decision

• **Everyday essential** products with a high level of tangible importance to consumers fall under the Habitual Decision category.

• Potential consumer buys the **product out of awareness** created by marketing efforts then learns about the utility & quality and purely on the utilitarian aspect he/she feels regarding the product.
• E.g. **Toiler cleaner, Soap, Bed sheet, Newspaper**, etc. falls under this category.

4. Satisfaction Decision
• **Products of craving** with a high level of consumer satisfaction based on emotional impulses fall under the Satisfaction Decision category.
• Potential consumers **buy the product out of impulse** in order to feel the desired pleasure. After using the product, he/she learns about the product first-hand.
• E.g. **Cigarettes, Beer, Ice-cream, Clothes, movie tickets**, etc. fall under this category. (Note: Now sizable strata of the population do check movie reviews before watching)

Advertising strategies in FCB Grid
The FCB grid shows the buyer's decision making process. This helps organization to frame their marketing strategies also. So FCB is more than an advertising tool.

Following are various types of marketing which can be used to advertise/sell a product in the respective category.
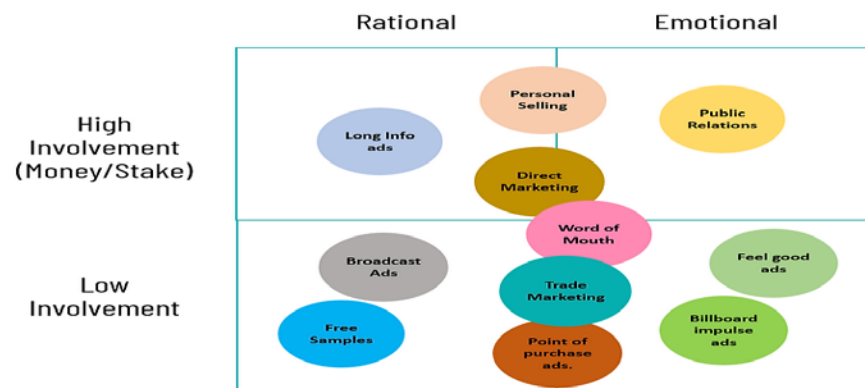
UNIT -III

Marketing communication (MarCom) is a fundamental and complex part of a company's marketing efforts. Loosely defined, MarCom can be described as all the messages and media you deploy to communicate with the market.

Marketing communication includes advertising, direct marketing, branding, packaging, your online presence, printed materials, PR activities, sales presentations, sponsorships, trade show appearances and more

Marketing communication has two objectives. One is to create and sustain demand and preference for the product. The other is to shorten the sales cycle.

Creating preference

- Creating preference is often a longer-term effort that aims at using communication tools to help position product or company in the minds of the target customer.
- Positioning and building a brand takes time and requires a certain consistency (not just in the communication efforts themselves, but also in regards to the core elements of product, pricing, and distribution) and therefore represents a significant commitment for the company.
- Establishing preference by building a brand will impact market share, profitability and even your access to talent—and thus provides long-term value for the company.

Shortening the sales cycle

Shortening the sales cycle means assisting your sales and channel partners in their efforts to identify, engage and deliver a customer. Understanding the customer's buying process brings critical insight into how one can shorten the sales cycle.

The figure below illustrates the process the buyer goes through when buying a product. Through market research and conversations with salespersons, MarCom staff must identify how they can help speed up the process.

In the case of high-tech products, the sales cycle involves considerable amounts of customer education in the early stages of the process. MarCom must focus on creating, packaging and delivering relevant information to the buyer throughout the buying process in order to meet this education   need.

In general, the communication techniques employed to shorten the sales cycle are by nature more tactical than those used in building a brand. Nevertheless, your strategy to achieve the two MarCom objectives must be balanced, or the legitimacy of your plan will be questioned if one objective takes priority over the other. Need a close collaboration with sales and customer-facing channel partners in order to get this balance right.

Objectives of Marketing Communications

In a market full of competitors, companies leverage different unique techniques and tactics to reach their audiences. They combine marketing channels and tools to convey the necessary message and make sure that prospects understand it. These communications include advertising, PR, sponsorships, promotion, social media, etc. They help fulfill different objectives, to name a few:

- communicate the main message and idea to the target audience;
- introduce a product to leads;
- initiate brand switching;
- allow a brand to compete within the market;
- improve your product and brand awareness;

- influence buying decisions;
- encourage customers to purchase a product;
- establish a positive brand image;
- attain brand recognition, trust, and transparency.

Types of Marketing Communications

Marcom implies different ways of reaching customers. We've prepared the main types businesses use most often to drive the attention of their target audience.

- **Digital marketing.** In this type, brands use the internet to market and promote products, connect with customers and encourage them to purchase. You can approach prospects and customers through email marketing, messengers, social media, web push notifications, etc. Create desktop and mobile versions of your website to enable users to feel comfortable when using your service. SendPulse enables you to create effective marketing campaigns and reach leads and customers in no time. You can communicate the necessary message to your target groups with our chatbots, web push notifications, and SMS.
- **Public relations.** This approach is considered one of the most effective and credible ones. This is because the information about a certain brand or product comes from the third uninterested party that genuinely recommends a specific company or discourages people from buying its products. Business owners don't control the content parties disseminate about their companies. PR works best for brands that offer an excellent product, consistent user experience, and smooth customer support. These factors positively influence brand reputation.
- **Advertising.** Entrepreneurs spend millions of dollars to promote their products on TV, radio, social media, YouTube, and other channels. They seek help from advertising agencies or develop ads by themselves to hook a wide audience and encourage prospects to purchase. The method is expensive yet effective. By running ads on various platforms, companies can receive a high ROI that exceeds expenses.
- **Social media.** According to Asset Digital Communications, 71% of small and mid-sized startups consider social media platforms to promote their goods. Since 4.48 billion people worldwide use social media, it's the most popular channel for promotion. At a low cost, brands can reach the international public. There are various channels you can use to market your product like Facebook, Instagram, YouTube, place ads on sites and blogs, and ask influencers for promotion.
- **Customer recommendations.** Customers can become brand promoters for free. Word-of-mouth marketing is an effective tool since most people trust the recommendations of close people. Happy customers who like a product can promote it better than any quality ads. You can encourage more satisfied clients to promote your brand. For example, you can develop referral programs, provide consumers with discounts and special offers, and invite them to join a loyalty program. As a result, you'll gain trust, credibility, and awareness.
- **Direct marketing.** This form of communication implies companies preparing content and tailoring messages for pre-selected customers. A brand already knows its consumers and the offers they need at a certain period. Companies send coupons, items on discount, special offers, etc.
- **Sales promotion.** The majority of people opt-in to receive updates on the brand's news, especially sales, discounts, coupons, giveaways, loyalty programs, referral programs, and free delivery. With this approach, companies that just start can hook attention and increase product sales. More people will discover a new brand and get involved. Sales promotion is

also a good idea for well-established companies. It helps sell old collections and make room for new products.

Steps in marketing communications strategy

1. **Identify your target audience.** Offering your product to all people doesn't work. You need to target specific audience segments that need your product to help solve their problem. That's why you need to identify your target group, their location, age, gender, interests, preferences, needs, occupation, etc. This will help you craft personalized messages and marketing campaigns. Besides, you'll know which channels it's better to choose to reach your ideal customer. Develop a buyer persona to name the characteristics of your consumer. It'll help you select people you should target. To develop an accurate buyer persona, you need to mention the customer's job title, pain points, challenges, and goals.

2. **Define your unique value proposition.** UVP makes your company stand out and outperform your competitors. It's essential to have one to demonstrate it to your audience and prove that you are superior to other brands for a number of reasons. UVP is a solution your customers need. If you succeed in helping your customers, they will reward you with good revenue, word-of-mouth promotion, a bigger customer base, a good position within the market, and more. For example, Domino's Pizza positions itself as a company that delivers the freshest and hottest pizza faster than competitors, only in 30 minutes.

3. **Bring the solution to customers' problems.** The next thing you should do is to match customers' pain points with the solution you offer. Create a table with customer problems and product solutions. Mark the offerings that meet customers' problems. Share this table with your team to create messages that address clients' issues and provide solutions. Align messaging across all marketing channels you use for communication.

4. **Select channels to deliver your message.** The channels you use depend on the goals you want to attain and customers' preferences. Identify the platforms and messengers your target audience prefers the most. Start with developing your website and publishing quality content on your blog. SendPulse's landing page builder empowers you to create a landing page within 15 minutes. Apply multi-channel services like SendPulse to send email campaigns, set up web push notifications, and support clients via chatbots.

5. **Measure the end result.** Once you implement everything, track the results. See if your business moves towards the achievement of your goals. Metrics will provide with a clue of company's performance.

ESTABLISHING AND ALLOCATING THE PROMOTIONAL BUDGET

Establishing the Budget

The size of a firm's advertising and promotions budget can vary from a few thousand dollars to more than a billion. When companies like Ford, Procter & Gamble, and General Motors spend over 2 billion dollars per year to promote their products, they expect such expenditures to accomplish their stated objectives. The budget decision is no less critical to a firm spending only a few thousand dollars; its ultimate success or failure may depend on the monies spent. One of the most critical decisions facing the marketing manager is how much to spend on the promotional effort.

Unfortunately, many managers fail to realize the value of advertising and promotion. They treat the communications budget as an expense rather than an investment. Instead of viewing the dollars spent as contributing to additional sales and market share, they see budget expenses as cutting into profits. As a result, when times get tough, the advertising and promotional budget is the first to be cut—even though there is

strong evidence that exactly the opposite should occur. Moreover, the decision is not a one-time responsibility. A new budget is formulated every year, each time a new product is introduced, or when either internal or external factors necessitate a change to maintain competitiveness. While it is one of the most critical decisions, budgeting has perhaps been the most resistant to change. A comparison of advertising and promotional texts over the past 10 years would reveal the same methods for establishing budgets. The theoretical basis for this process remains rooted in economic theory and marginal analysis

Marginal Analysis graphically represents the concept of marginal analysis. As advertising /promotional expenditures increase, sales and gross margins also increase to a point, but then they level off. Profits are shown to be a result of the gross margin minus advertising expenditures. Using this theory to establish its budget, a firm would continue to spend advertising/promotional dollars as long as the marginal revenues created by these expenditures exceeded the incremental advertising/promotional costs. The optimal expenditure level is the point where marginal costs equal the marginal revenues they generate If the sum of the advertising/promotional expenditures exceeded the revenues they generated, one would conclude the appropriations were too high and scale down the budget. If revenues were higher, a higher budget might be in order .While marginal analysis seems logical intuitively, certain weaknesses limit its usefulness. These weaknesses include the assumptions that
(1) sales are a direct result of advertising and promotional expenditures and this effect can be measured and
 (2) advertising and promotion are solely responsible for sales

Sales Response Models the sales curve in sales leveling off even though advertising and promotions efforts continue to increase. The relationship between advertising and sales has been the topic of much research and discussion designed to determine the shape of the response curve.   Almost all advertisers subscribe to one of two models of the advertising/sales response function: the concave-downward function or the S-shaped response curve.

The concave-downward function. After reviewing more than 100 studies of the effects of advertising on sales, Julian Simon and Johan Arndt concluded that the effects of advertising budgets follow the microeconomic law of diminishing returns. That is, as the amount of advertising increases, its incremental value decreases. The logic is that those with the greatest potential to buy will likely act on the first (or earliest) exposures, while those less likely to buy are not likely to change as a result of the advertising. For those who may be potential buyers, each additional ad will supply little or no new information that will affect their decision. Thus, according to the

Concave-downward function model, the effects of advertising quickly begin to diminish. Budgeting under this model suggests that fewer advertising dollars may be needed to create the optimal influence on sales.

• *The S-shaped response function.* Many advertising managers assume the **S-shaped response curve** which projects an S-shaped response function to the budget outlay. Initial outlays of the advertising budget have little impact. After a certain budget level has been

reached, advertising and promotional efforts begin to have an effect, as additional increments of expenditures result in increased sales. This incremental gain continues only to a point, however, because at the beginning of range C additional expenditures begin to return little or nothing in the way of sales.

BUDGETING APPROACHES

The theoretical approaches to establishing the promotional budget are seldom employed. In smaller firms, they may never be used. Instead, a number of methods developed through practice and experience are implemented. This section reviews some of the more traditional methods of setting budgets and the relative advantages and disadvantages of each.

First, you must understand two things:

(1) Many firms employ more than one method, and (2) budgeting approaches vary according to the size and sophistication of the firm.

Top-down approaches because a budgetary amount is established (usually at an executive level) and then the monies are passed down to the various departments. These budgets are essentially predetermined and have no true theoretical basis. Top-down methods include the affordable method, arbitrary allocation, percentage of sales, competitive parity, and return on investment (ROI).

Affordable method (often referred to as the "allyou- can-afford method"), the firm determines the amount to be spent in various areas such as production and operations. Then it allocates what's left to advertising and promotion, considering this to be the amount it can afford. The task to be performed by the advertising/promotions function is not considered, and the likelihood of under- or overspending is high, as no guidelines for measuring the effects of various budgets are established. Strange as it may seem, this approach is common among small firms. Unfortunately, it is also used in large firms, particularly those that are not marketing-driven and do not understand the role of advertising and promotion.

The logic for this approach stems from "We can't be hurt with this method" thinking. That is, if we know what we can afford and we do not exceed it, we will not get into financial problems. While this may be true in a strictly accounting sense, it does not reflect sound managerial decision making from a marketing perspective. Often this method does not allocate enough money to get the product off the ground and into the market. In terms of the S-shaped sales response model, the firm is operating in range A. Or the firm may be spending more than necessary, operating in range C. When the market gets tough and sales and/or profits begin to fall, this method is likely to lead to budget cuts at a time when the budget should be increased.

Arbitrary Allocation Perhaps an even weaker method than the affordable method for establishing a budget is arbitrary allocation, in which virtually no theoretical basis is considered and the budgetary amount is often set by fiat. Budget is determined by management solely on the basis of what is felt to be necessary. In a discussion of how managers set advertising budgets, Melvin Salveson reported that these decisions may reflect "as much upon the managers' psychological profile as they do economic criteria." While

Salveson was referring to larger corporations, the approach is no less common in small firms and nonprofit organizations. The arbitrary allocation approach has no obvious advantages. No systematic thinking has occurred, no objectives have been budgeted for, and the concept and purpose of advertising and promotion have been largely ignored. Other than the fact that the manager believes some monies must be spent on advertising and promotion and then picks a number, there is no good explanation why this approach continues to be used. Yet budgets continue to be set this way, and our purpose in discussing this method is to point out only that it is used—not recommended.

Percentage of Sales Perhaps the most commonly used method for budget setting (particularly in large firms) is the **percentage-of-sales method,** in which the advertising and promotions budget is based on sales of the product. Management determines the amount by either (1) taking a percentage of the sales dollars or (2) assigning a fixed amount of the unit product cost to promotion and multiplying this amount by the number of units sold. A variation on the percentage-of-sales method uses a percentage of projected future sales as a base. This method also uses either a straight percentage of projected sales or a unit cost projection. In the straight-percentage method, sales are projected for the coming year based on the marketing manager's estimates.

One advantage of using future sales as a base is that the budget is not based on last year's sales. As the market changes, management must factor the effect of these changes on sales into next year's forecast rather than relying on past data. The resulting budget is more likely to reflect current conditions and be more appropriate.

Some firms budget a very small percentage (for example, 0.7 percent in lumber and wood products), and others spend a much higher proportional amount (12.0 percent in the games and toy industry). Actual dollar amounts spent vary markedly according to the company's total sales figure. Thus, a smaller percentage of sales in the construction machinery industry may actually result in significantly more advertising dollars being spent. Proponents of the percentage-of-sales method cite a number of advantages. It is financially safe and keeps ad spending within reasonable limits, as it bases spending on the past year's sales or what the firm expects to sell in the upcoming year. Thus there will be sufficient monies to cover this budget, with increases in sales leading to budget increases and sales decreases resulting in advertising decreases. The percentage- of-sales method is simple, straightforward, and easy to implement. Regardless of which basis—past or future sales—is employed, the calculations used to arrive at a budget are not difficult. Finally, this budgeting approach is generally stable. While the budget may vary with increases and decreases in sales, as long as these changes are not drastic the manager will have a reasonable idea of the parameters of the budget.

Competitive Parity If you asked marketing managers if they ever set their advertising and promotions budgets on the basis of what their competitors allocate, they would probably deny it. Yet if you examined the advertising expenditures of these companies, both as a percentage of sales and in respect to the media where they are allocated, you would see little variation in the percentage-of-sales figures for firms within a given industry. Such results do not happen by chance alone. Companies that provide competitive advertising information, trade associations, and other advertising industry periodicals are sources for competitors' expenditures. Larger corporations often subscribe to services such as Competitive Media Reporting, which estimates the top 1,000 companies' advertising in 10

media and in total. Smaller companies often use a **clipping service,** which clips competitors' ads from local print media, allowing the company to work backward to determine the cumulative costs of the ads placed.

In the **competitive parity method,** managers establish budget amounts by matching the competition's percentage-of-sales expenditures. The argument is that setting budgets in this fashion takes advantage of the collective wisdom of the industry. It also takes the competition into consideration, which leads to stability in the marketplace by minimizing marketing warfare. If companies know that competitors are unlikely to match their increases in promotional spending, they are less likely to take an aggressive posture to attempt to gain market share. This minimizes unusual or unrealistic ad expenditures.

Return on Investment (ROI) In the percentage-of-sales method, sales dictate the level of advertising appropriations. But advertising causes sales. In the marginal analysis and S-shaped curve approaches, incremental investments in advertising and promotions lead to increases in sales. The key word here is *investment.* In the **ROI budgeting method,** advertising and promotions are considered investments, like plant and equipment. Thus, the budgetary appropriation (investment) leads to certain returns. Like other aspects of the firm's efforts, advertising and promotion are expected to earn a certain return. Build-Up Approaches The major flaw associated with the top-down methods. is that these judgmental approaches lead to predetermined budget appropriations often not linked to objectives and the strategies designed to accomplish them. Amore effective budgeting strategy would be to consider the firm's communications objectives and budget what is deemed necessary to attain these goals. As noted earlier, the promotional planning model shows the budget decision as an interactive process, with the communications objectives on one hand and the promotional mix alternatives on the other. The idea is to budget so these promotional mix strategies can be implemented to achieve the stated objectives

Objective and Task Method It is important that objective setting and budgeting go hand in hand rather than sequentially. It is difficult to establish a budget without specific objectives in mind, and setting objectives without regard to how much money is available makes no sense. For example, a company may wish to create awareness among X percent of its target market. A minimal budget amount will be required to accomplish this goal, and the firm must be willing to spend this amount.
The **objective and task method** of budget setting uses a **buildup approach** consisting
of three steps:
(1) defining the communications objectives to be accomplished,
(2) determining the specific strategies and tasks needed to attain them, and
(3) estimating the costs associated with performance of these strategies and tasks. The total budget is based on the accumulation of these costs.

Payout Planning The first months of a new product's introduction typically require heavier-than-normal advertising and promotion appropriations to stimulate higher levels of awareness and subsequent trial. After studying more than 40 years of Nielsen figures, James O. Peckham estimated that the average share of advertising to sales ratio necessary to launch a new product successfully is approximately 1.5:2.0.35 This means that a new entry should be spending at approximately twice the desired market share, as shown in the two

examples in Figure 7-19. For example, in the food industry, brand 101 gained a 12.6 percent market share by spending 34 percent of the total advertising dollars in this category. Likewise, brand 401 in the toiletry industry had a 30 percent share of advertising dollars to gain 19.5 percent of sales.

Quantitative Models Attempts to apply *quantitative models* to budgeting have met with limited success. For the most part, these methods employ **computer simulation models** involving statistical techniques such as multiple regression analysis to determine the relative contribution of the advertising budget to sales. Because of problems associated with these methods, their acceptance has been limited Once the budget has been appropriated, the next step is to allocate it. The allocation decision involves determining which markets, products, and/or promotional elements will receive which amounts of the funds appropriated.

ALLOCATING THE BUDGET

Once the budget has been appropriated, the next step is to allocate it. The allocation decision involves determining which markets, products, and/or promotional elements will receive which amounts of the funds appropriated. Allocating to IMC Elements As noted earlier, advertisers have begun to shift some of their budget dollars away from traditional advertising media and into sales promotions targeted at both the consumer and the trade.

Direct marketing, the Internet, and other promotional tools are also receiving increased attention and competing for more of the promotional budget. The advantage of more target selectivity has led to an increased emphasis on direct marketing, while a variety of new media have given marketers new ways to reach prospective customers. Rapidly rising media costs, the ability of sales promotions to motivate trial, maturing of the product and/or brand, and the need for more aggressive promotional tools have also led to shifts in strategy.

Client/Agency Policies Another factor that may influence budget allocation is the individual policy of the company or the advertising agency. The agency may discourage the allocation of monies to sales promotion, preferring to spend them on the advertising area. The agency position is that promotional monies are harder to track in terms of effectiveness and may be used improperly if not under its control. Market Size While the budget should be allocated according to the specific promotional tools needed to accomplish the stated objectives, the *size* of the market will affect the decision. In smaller markets, it is often easier and less expensive to reach the target market. Too much of an expenditure in these markets will lead to saturation and a lack of effective spending. In larger markets, the target group may be more dispersed and thus more expensive to reach.than others. Marketers of snow skis would find greater returns on their expenditures in Denver, Colorado, than in Fort Lauderdale, Florida. Imported Mexican beers sell better in the border states (Texas, Arizona, California) than in the Midwest. A disproportionate number of imported cars are sold in California and New England. When particular markets hold higher potential, the marketing manager may decide to allocate additional monies to them.

Market Share Goals Two studies in the *Harvard Business Review* discussed advertising spending with the goal of maintaining and increasing market share.40 John

Jones compared the brand's share of market with its share of advertising voice (the total value of the main media exposure in the product category). Jones classified the brands as "profit taking brands, or under spenders" and "investment brands, those whose share of voice is clearly above their share of market." His study indicated that for those brands with small market shares, profit takers are in the minority; however, as the brands increase their market share, nearly three out of five have a proportionately smaller share of voice.

Communication Objectives

Communication objectives are the reasons that a business or individual may choose to interact, or communicate, with customers, employees, coworkers or other businesses and what the business hopes to gain from the exchange. This communication may come in the form of conversations, written statements, marketing campaigns or any other strategy that conveys information. Creating objectives before communicating can help a business or individual develop strategies that guide the content of each instance of communication. This can help them reach efficiently reach goals.

Any type of company or organization can create and utilize communication objectives in the workplace. The term itself can apply to many different areas of a company, such as marketing, management and leadership. Employees may use communication objectives within everyday interactions whenever they engage in an act of communication with a set purpose. Defining the goals that many already employ can help make the communication process more efficient for all parties.

Different kinds of Communication Objectives

There are different kinds of communication objectives that can be used. A summary below:

- **Building Awareness**

  Building Awareness is important for new products and companies that are still unrecognised in a market. The - often - initial promotion efforts are mainly directed to developing an identity. Aim for the promotion: 1) effectively reach clients 2) communicating benefits (pointing out benefits for client)

- **Providing information**

  In other situations, it is needed only to help clients in the seeking phase of the purchasing process. By providing information, you help them in making a choice. There are various forms depending on the competition in the market. With few competitors, you can keep it descriptive and only explain what the benefits are. With many competitors, it is possible to compare against competitors and thus making the advantages relative to the competitors clear.

- **Creating interest**

  Sometimes a potential client is already familiar (aware of) with a certain product/service or company but hasn't bought anything (yet). Pushing a client from product awareness towards making a purchase is an important challenge. Creating a need has a central role here. The potential client must understand that he/she has a certain need, so that he/she considers purchasing. Often fundamental human qualities such as emotions, anxiety, sex and humour are used in order to persuade.

- **Corroborating a brand**

  A purchase is not the highest aim; client satisfaction and repeat purchases is where the marketer aims for. After a purchase has been done the marketer can drive a promotion in order to

build a stronger relationship with the client. An example: many shops these days ask for e-mail addresses for follow-up emails and use client cards for loyalty programmes.

- **Stimulating demand**

Some communication are intended to stimulate (more) demand. The most important aim for this is to quickly actualize purchases. Some examples:

1. trial software
2. free trial
3. customer base make an offer/ give reasons to buy (again)

Characteristics of Objectives

- Concrete,
- measurable
- tasks
- Well-defined audience

Marketing Objectives	Communications Objectives
Generally stated in the firm's marketing plan	Derived from the overall marketing plan
Achieved through the overall marketing plan	More narrow than marketing objectives
Quantifiable, such as sales, market share, ROI	Based on particular communications tasks
To be accomplished in a given period of time	Designed to deliver appropriate messages
Must be realistic and attainable to be effective	Focused on a specific target audience

Sales Objectives

- Increased Market Share
- Increased Sales
- Brand Extensions Relation

Sales objectives focus on a measurable objective, making more money, versus communications objectives, which may seek intangible results, such as improving the company's image.
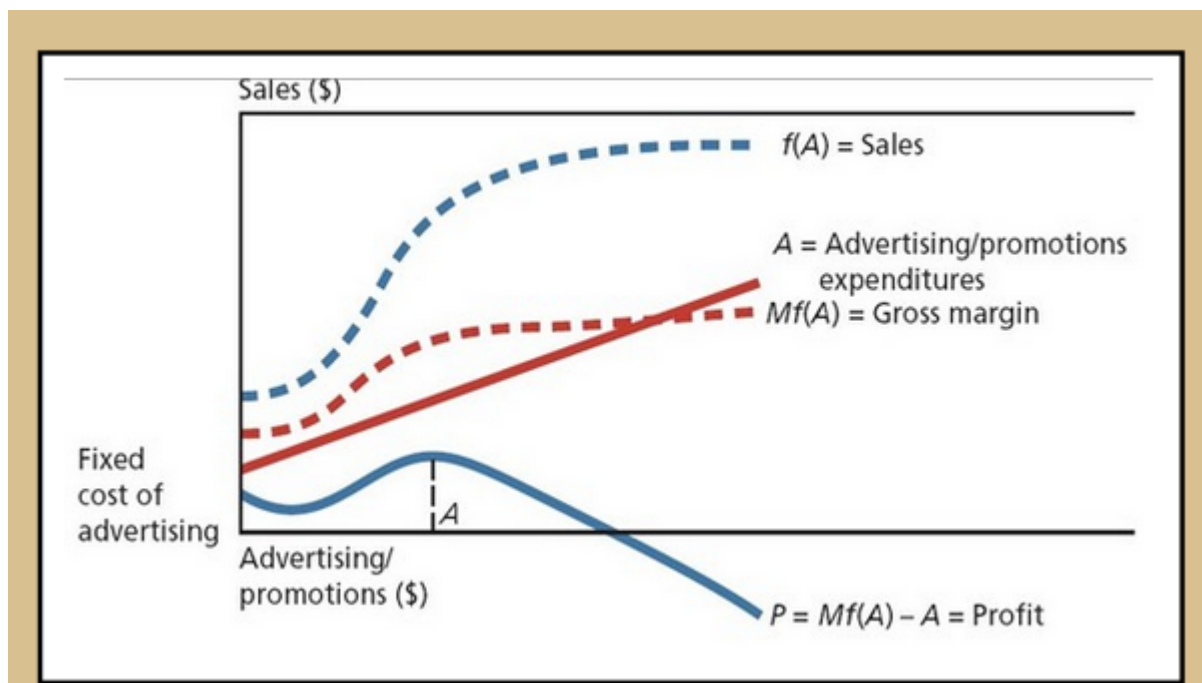
Factors Influencing Sales

- Technology
- Competition
- The economy
- Advertising &
- Promotion
- Price
- Product
- quality
- Distribution

Sales Objectives are Appropriate

Sales as an objective for a promotional campaign, in certain situations it is appropriate. To promote sales of the MINI automobile in the United States, MINIs were stacked on top of SUVs that toured the country to bring attention to the brand. Seats were also removed from sports stadiums, and MINIs were placed on display. Wallet cards were also handed out that encouraged interested parties to visit the MINIUSA.com website to create a personalized MINI and sign up to become a "MINI Insider." These nontraditional, integrated advertising efforts translated into higher sales and thousands of pre-orders.

They are often looking for a quick fix for declining sales or loss of market share. Campaigns and ad agencies may be changed if sales expectations are not being met, and many companies want agencies to accept incentive-based compensation systems tied to sales performance.

Factors Influencing Advertising Budgets

- Hidden product qualities
- Product life cycle
- Product price
- Product durability
- Purchase frequency
- Differentiation

Top-Down vs. Bottom-Up Budgeting

Top-Down Budgeting

Top management sets the spending limit

↓

Promotion budget set to stay within spending limit

Bottom-Up Budgeting

Promotion objectives are set

↓

Activities needed to achieve objectives are planned

↓

Costs of promotion activities are budgeted

↓

Total promotion budget is approved by top management

Top-Down Budgeting Methods

- **Affordable method** – the firm determines the amount to be spent on the various areas such as production and operations and then allocates what is left to advertising and promotion.
- **Arbitrary allocation** – budget is set by management based on what is felt to be necessary. No theoretical basis underlies the budgeting process.
- **Percentage of sales** – advertising and promotion budget is based on the sales of product. Determined by taking either a percentage of actual sales, or anticipated revenue from sales.

- **Competitive parity** – setting budgets on the basis of what competitors spend. Usually accomplished by matching the same percentage of sales expenditures as competitors.

- **Return on investment** – advertising and promotions are considered investments, and the budget appropriation is based on the returns the company feels it will generate from advertising

Factors that influence advertising and promotion budgets

- The organization's structure Power and politics
- The use of expert opinions
- Characteristics of the decision maker
- Approval and negotiation channels
- Pressure on senior managers to arrive at the optimal budget

DAGMAR Model
"Defining Advertising Goals for Measured Advertising Results".

It is a marketing tool to compute the results of an advertising campaign. DAGMAR attempts to guide customers through ACCA model. According to this approach, every purchase encounters four steps; Awareness, Comprehension, Conviction, and Action. DAGMAR method is an established technique of creating effective advertising. DAGMAR is an advertising model proposed by Russell Colley in 1961. Russell Colley advocated that effective advertising seeks to communicate rather than to sell. Advertisers discover whether their message conveyed enough information and understanding of a product to their consumers and also its respective benefits from clear objectives.

The DAGMAR model argues that advertising objectives should be stated in terms of:
- Concrete and measurable communications tasks
- A specific target audience
- A benchmark starting point and degree of change sought, and
- A specified time period for accomplishing the objectives

The second major contribution of DAGMAR to the advertising planning process...
- A definition of what constitutes a good objective.
- Benchmark measures
- Specified time period

The DAGMAR Model
1. AWARENESS
Awareness of the existence of a product or a service is needful before the purchase behaviour is expected. The fundamental task of advertising activity is to improve the consumer awareness of the product.

Once the consumer awareness has been provided to the target audience, it should not be forsaken. The target audience tends to get distracted by other competing messages if they are ignored. Awareness has to be created, developed, refined and maintained according to the characteristics of the market and the scenario of the organization at any given point of time.

The objective is to create awareness about the product amongst the target audience.

2. COMPREHENSION
Awareness on its own is not sufficient to stimulate a purchase. Information and understanding about the product and the organisation are essential. This can be achieved by providing information about the brand features.

Example: In an attempt to persuade people to budge for a new toothpaste brand, it may be necessary to compare the product with other toothpaste brands, and provide an additional usage benefit, such as more effective than other toothpaste because it contains salt or that this particular toothpaste is a vegetarian toothpaste, which will, in turn, attract more customers.

The objective is to provide all the information about the product.

3. CONVICTION

Conviction is the next step where the customer evaluates different products and plans to buy the product. At this stage, a sense of conviction is established, and by creating interests and preferences, customers are convinced that a certain product should be tried at the next purchase.

At this step, the job of the advertising activity is to mould the audience's beliefs and persuade them to buy it. This is often achieved through messages that convey the superiority of the products over the others by flaunting the rewards or incentives for using the product.

Example: Thumbs up featured the incentive of social acceptance as "grown up". It implied that those who preferred other soft drinks were kids.

The objective is to create a positive mental disposition to buy a product.

4. ACTION

This is the final step which involves the final purchase of the product. The objective is to motivate the customer to buy the product.

Advantages of DAGMAR Approach

A major contribution of Colley's DAGMAR approach was a specification of what constitutes a good objective. According to Russell Colley, there are various advantages of well-founded objectives. These are:

- Be concrete and measurable
- Have a well-defined target audience or market
- Identify the benchmark and the degree of change
- Specify a timeframe to accomplish the objective

TARGET AUDIENCE

DAGMAR claims the target audience is well defined. A group of potential customers, who have the highest likelihood of purchasing the product, is the target market. Identifying the target market includes the process of demographic, geographic, and psychological segmentation. Target markets can be segmented into Primary and secondary groups.

Primary markets are the main target audience, on whom the marketing efforts are mainly focused. Secondary markets are the target audience on whom the marketing efforts will focus after the primary market goals are achieved. After identifying the target audience, the organization devises objectives for advertising and later the objectives for communication.

CONCRETE AND MEASURABLE

The objective of communication should be a precise and clear statement of whatever message the advertiser wants to communicate to the target audience.

The specification must include all the details and descriptions of the measurement procedure.

SPECIFIED TIMEFRAME AND BENCHMARKS

- A good objective has a specified time frame, during which the objective is to be achieved. Understanding the specifications enables advertisers to define goals that will yield the best result.
- Setting a specific timeframe assures effective evaluation of results. The timeframe should be realistic to prohibit skewed results from static marketing.
- Creating the benchmark is essential for an appropriate measurement of the effectiveness of the advertisement.
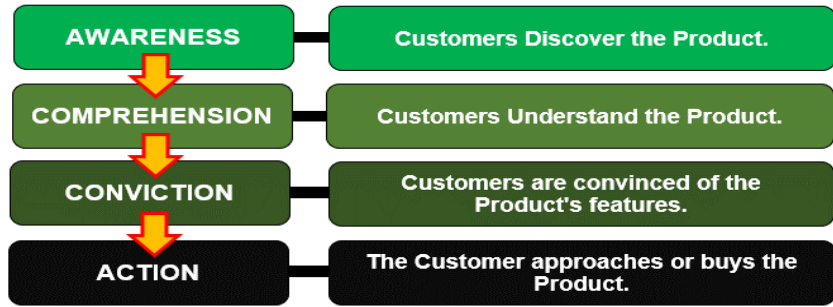
WRITTEN GOAL

The goal should be committed on a paper. When the goals are clearly written, basic shortfalls and flaws are exposed, it becomes eventually easy to determine whether the goal contains the crucial aspects of the DAGMAR approach.

OBJECTIVES OF DAGMAR APPROACH

- Persuade a prospect to visit the showroom.
- Growth in market share.
- Improve sales turnover.
- Perform complete selling function.
- Advertise a special reason to buy.
- Stimulate impulse sales.
- Remind people to buy.
- Create awareness about the product and brand existence.
- Create favourable emotional disposition towards the product.
- Impart information regarding benefits and distinctive features of the product.
- Combat and offset competitive claims.
- Correct false impressions, wrong information and other hindrances to sales.
- Aid sales force with sales promotion and selling activities and boost their morale.
- Establish brand recognition and acceptance.

EXAMPLE OF DAGMAR APPROACH

- Let's suppose that an ABC company wants to evaluate the effectiveness of marketing campaign for its latest product launched. The company starts evaluating the commercial that is designed to persuade potential consumers through the four stages of the buying process:
- In the AWARENESS stage, company ABC spreads awareness among the consumers about its new product launched in the market.
- In the COMPREHENSION stage, company ABC portrays to its consumers the features and distinctiveness of the new product and reminds the consumers of the company ABC's logo and brand name.
- In the CONVICTION stage, company ABC attaches the consumer emotionally to the new product so that the consumer establishes an emotional preference for the company ABC's brand.
- In the ACTION stage, company ABC makes sales.
- Company ABC then evaluates the success of the marketing effort using DAGMAR. The company measures that how fast the customer processed through the four stages of the purchase and how many sales were generated. In cases where the customer is distracted and deviated from buying the product, and the company doesn't meet sales goals, the company needs to change its ad campaign.
- Advertising is strongly associated with economic cycles across major world economies. The DAGMAR method is a long-established method of creating effective advertising. The idea behind the method is to "communicate rather than sell.

AWARENESS	Customers Discover the Product.
COMPREHENSION	Customers Understand the Product.
CONVICTION	Customers are convinced of the Product's features.
ACTION	The Customer approaches or buys the Product.

UNIT-IV

Creative Strategy

A creative strategy is a blueprint your company creates that outlines how you plan to meet specific goals and objectives, like your company's brand identity, marketing, and long-term business growth. An effective creative strategy involves a mixture of strategic goals and innovative approaches to meet those goals.

- Define your target audience
- Identify the actions you want your audience to take
- Explain the strategies you'll use to make those actions happen

Having a creative strategy is important because it's the best way to ensure your end product aligns with your expectations. The creative strategy statement—or a brief outline of how your strategy will appeal to your target audience—also gives the creative team a clear idea of how they should move forward with a project and who they should have in mind when creating deliverables

Creative advertising (aptly explained by the quotation) can be seen as a combination of creative strategy and creative tactics. Where creative strategy constitutes deciding what the advertising message wants to convey while the creative tactics deal with how the advertising message is to be executed. Being creative though is a challenge since the consumer reaction cannot be gauged and the impact of the ad in terms of sales cannot be estimated.

10 questions to ask when building your creative strategy

 What is our brand voice? Your brand voice is your company's personality. Your voice encompasses not only what you say, but also how you say it. Essentially, your voice is how you want your audience to feel about you through every form of communication. Do you want to have a funny and casual voice or a more formal and informative tone? It's important to stick to your brand voice, whatever you choose, because this voice will build awareness and trust.

 What are our primary objectives? Your primary objectives are the end goals you want to achieve through your marketing campaigns. When you define your goals, you gain clarity in your strategic approach, which makes it easier to build out the rest of the strategy.

 Who is our target audience? Knowing who you're trying to reach with your marketing message is crucial to your creative strategy. Without a specific target audience, you'll spend unnecessary time and money spreading your message to people who are uninterested in your brand.

 What do our customers or clients want? Once you know your target audience, use market research to determine what they want from you. The best way to ensure your marketing plan succeeds is to speak to the needs of your end user.

 What is our primary message? Your marketing message will need a primary focus, but it should also align with your brand voice. If you're selling a product or service, your message will focus on how you can best serve your end user. If you're creating deliverables for a client, your message may focus on solving their problem.

 What call to action will we use? Customer-focused products and services require a call to action so you can get your users to take action. Depending on your target market, your call to action may be bold or it may be more subtle.

 What will our deliverables be? After identifying what your customers or clients want, you can make creative assets that fit that need. Assess what resources you'll need to create those assets and determine whether your team members have bandwidth available.

 What marketing channels will we use? Your target audience likely uses specific marketing channels depending on their demographics. For example, if you're marketing to a younger

audience, focus your campaign on social media channels like Instagram and Twitter. Older audiences may use Google more frequently, which will require you to focus more on SEO.

 What is our budget? Your project budget determines how you plan and carry out your creative ideas. You may have an innovative strategy for marketing a new product, but if you don't have the money to put that strategy into action, then fleshing out the strategy isn't worth it.

 How much time do we have to develop the creative strategy? Building a creative strategy takes time because if you're not thorough during the planning stage, the execution stage will go awry. Knowing your project timeline is important so you can stay within these time constraints and plan accordingly.

Six steps for writing a creative strategy

1. Define your goals

Use the goals of your creative marketing strategy to build out your strategy piece-by-piece. Everything in your strategy should relate to those goals so that your strategy feels cohesive.

Tip: Make your goals SMART goals so that they're easy to measure and monitor during strategy execution. For example, one of your goals may include increasing your customer base by 10% year-over-year. Your creative strategy would then detail how you plan to achieve that goal.

2. Write a creative strategy statement

Your creative strategy statement is like a mission statement, with the focus being, "Why are we writing this creative strategy, who are we writing it for, and what value will it bring?" Aim to answer this question succinctly without missing any of the major points.

Tip: The goal of your creative strategy is to communicate your game plan to everyone within your organization. When discussing the value of your product or service, be sure to include how you plan to stand out from your competitors. An example of a creative strategy statement may be:

"We want top B2B and B2C executives using social media platforms like LinkedIn and Facebook to be so impressed with our joyful and humorous marketing campaigns that they reach out to us for help with their own marketing."

3. Choose your success metrics

Success metrics—also known as KPIs—will help you track how well your strategy is performing against your primary objectives. Knowing your metrics from day one can give you time to determine how best to track them. For example, you may have social media and financial metrics with different platforms for tracking each.

Tip: Once you choose success metrics for your creative strategy, set project milestones for when to monitor these metrics. During these checkpoints, determine whether your strategy is progressing as expected or if you need to change direction.

4. Determine your message and target audience

Your message and your target audience comprise a significant portion of your creative strategy. This is where creativity comes in, and you'll want to consider everything from the length and tone to the delivery of your message. Who you're writing to is a key factor in deciding how you should build your message.

Tip: The most effective way to know whether your message fits your target audience is to create personas. Detailed personas make it easier to put yourself in the mind of your target audience and deliver a message they would want to hear.

5. Set a budget

You can set an accurate budget for your creative strategy by outlining everything you think you'll spend money on. Items you should include in your budget may include:

- Project deliverables

- Paid advertising
- Marketing software or creative programs
- External vendors
- Service fees

If you don't begin with an itemized budget, you can easily go over budget without noticing.

Tip: Estimating costs in the planning phase allows you to adjust your budget accordingly before you spend money. If you notice your expected spending is too robust, you'll have time to search for cheaper vendors or plan a more cost-effective strategy.

6. Create a timeline

Sticking to a timeline can keep your project within budget and ensure that your end user is satisfied. For example, if you develop a product and your customers expect a specific release date, they may lose trust if you don't deliver on time. Instead, to ensure everyone stays on track, add milestones to your timeline for team members to follow.
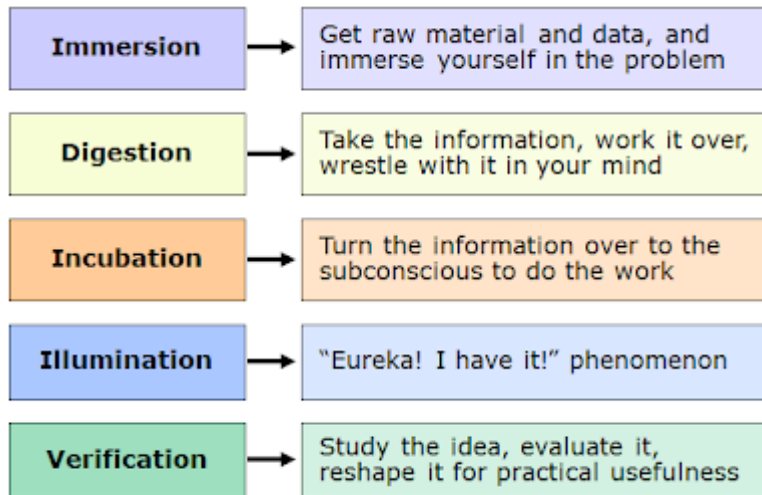
Tip: Use project management software to create timelines and track team member progress against project milestones. Then, create Gantt charts to visualize contingencies between project tasks.

Creative strategy example: Content marketing company

A content marketing company may use a creative strategy to accomplish various goals that lead to long-term business growth. If they notice their social media engagement waning, they can develop a creative strategy focused on social media marketing. See the creative strategy example below for how this agency plans to increase engagement.

- **Goals:** To increase social media engagement by 25% next quarter, with 10% of that engagement being on Instagram and 15% being on Facebook.
- **Creative strategy statement:** To engage and entertain potential clients who find themselves on social media during their workday. Our goal is to spark joy with excellent content and impress clients with our skills, without making them feel pressured to use our services.
- **KPIs:** We'll measure likes, comments, shares, clicks, and followers through Facebook and Instagram analytics pages.
- **Message:** Our message will be joyful and humorous, and our skills should speak for themselves. When clients see our work, we hope they'll say, "I want to use something like this for my company."
- **Target audience:** Our target audience is top executives at B2B and B2C companies.
- **Budget:** $50–100k spent on paid advertising, organic SEO post creation and video production.
- **Timeline:** Three months of creation, three additional months to evaluate performance.

Creative Process

Immersion	→	Get raw material and data, and immerse yourself in the problem
Digestion	→	Take the information, work it over, wrestle with it in your mind
Incubation	→	Turn the information over to the subconscious to do the work
Illumination	→	"Eureka! I have it!" phenomenon
Verification	→	Study the idea, evaluate it, reshape it for practical usefulness

Young's model of the creative process contains five steps:

1. Immersion.
Gathering raw material and information through background research and immersing yourself in the problem.

2. Digestion.
Taking the information, working it over, and wrestling with it in the mind.

3. Incubation.
Putting the problems out of your conscious mind and turning the information over to the subconscious to do the work.

4. Illumination.
The birth of an idea—the "Eureka! I have it!" phenomenon.

5. Reality or verification.
Studying the idea to see if it still looks good or solves the problem; then shaping the idea to practical usefulness.

Young's process of creativity is similar to a four-step approach outlined much earlier by English sociologist Graham Wallas:

1. **Preparation.** Gathering background information needed to solve the problem through research and study.
2. **Incubation.** Getting away and letting ideas develop.
3. **Illumination.** Seeing the light or solution.
4. **Verification.** Refining and polishing the idea and seeing if it is an appropriate solution.

Account Planning

To facilitate the creative process, many agencies now use account planning, which is a process that involves conducting research and gathering all relevant information about a client's product or service, brand, and consumers in the target audience. Account planning began in Great Britain during the 1960s and 70s and has spread to agencies in the United States as well as throughout Europe and Asia

Inputs to the Creative Process: Preparation, Incubation, Illumination

Background Research Only the most foolish creative person or team would approach an assignment without first learning as much as possible about the client's product or service, the target market, the competition, and any other relevant background information. The creative specialist should also be knowledgeable about general trends, conditions, and developments in the marketplace, as well as research on specific advertising approaches or techniques that might be effective. The creative specialist can acquire background information in numerous ways. Some informal fact finding techniques have been noted by Sandra Moriarty:

• Reading anything related to the product or market—books, trade publications, general interest articles, research reports, and the like.
• Asking everyone involved with the product for information—designers, engineers, salespeople, and consumers.
• Listening to what people are talking about. Visits to stores, malls, restaurants, and even the agency cafeteria can be informative. Listening to the client can be particularly valuable, since he or she often knows the product and market best.
• Using the product or service and becoming familiar with it. The more you use a product, the more you know and can say about it.
• Working in and learning about the client's business to understand better the people you're trying to reach.

Product/Service-Specific Research

In addition to getting general background research and preplanning input, creative people receive product/service-specific preplanning input. This information generally comes in the form of specific studies conducted on the product or service, the target audience, or a combination of the two. Quantitative and qualitative consumer research such as attitude studies, market structure and positioning studies such as perceptual mapping and lifestyle research, focus group interviews, and demographic and psychographic profiles of users of a particular product, service, or brand are examples of product-specific preplanning input.

Qualitative Research

Input Many agencies, particularly larger ones with strong research departments, have their own research programs and specific techniques they use to assist in the development of creative strategy and provide input to the creative process. In addition to the various quantitative research studies, qualitative research techniques such as in-depth interviews or focus groups can provide the creative team with valuable insight at the early stages of the creative process. Focus groups are a research method whereby consumers (usually 10 to 12 people) from the target market are led through a discussion regarding a particular topic. Focus groups give insight as to why and how consumers use a product or service, what is important to them in choosing a particular brand, what they like and don't like about various products or services, and any special needs they might have that aren't being satisfied. A focus group session might also include a discussion of types of ad appeals to use or evaluate the advertising of various companies. Inputs to the Creative Process: Verification, Revision The verification and revision stage

of the creative process evaluates ideas generated during the illumination stage, rejects inappropriate ones, refines and polishes those that remain, and gives them final expression. Techniques used at this stage include directed focus groups to evaluate creative concepts, ideas, or themes; message communication studies; portfolio tests; and evaluation measures such as viewer reaction profiles.

CREATIVE STRATEGY DEVELOPMENT

Advertising Campaigns

Most ads are part of a series of messages that make up an IMC or 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 the unifying theme around which the campaign will be built is a critical part of the creative process, as it sets the tone for the individual ads and other forms of marketing communications that will be used. A campaign theme should be a strong idea, as it is the central message that will be communicated in all the advertising and other promotional activities.

Copy Platform

The written copy platform specifies the basic elements of the creative strategy. Different agencies may call this document a creative platform or work plan, creative brief, creative blueprint, or creative contract. The account representative or manager assigned to the account usually prepares the copy platform. In larger agencies, an individual from research or the strategic account planning department may write it. People from the agency team or group assigned to the account, including creative personnel as well as representatives from media and research, have input. The advertising manager and/or the marketing and brand managers from the client side ultimately approve the copy platform.

The Search for the Major Selling Idea

An important part of creative strategy is determining the central theme that will become the major selling idea of the ad campaign. As A. Jerome Jeweler states in his book Creative Strategy in Advertising:

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 It is difficult to pinpoint the inspiration for a big idea or to teach advertising people how to find one. However, several approaches can guide the creative team's search for a major selling idea and offer solutions for developing effective advertising. Some of the best-known approaches follow:
• Using a unique selling proposition.
• Creating a brand image.
• Finding the inherent drama.
• Positioning.

Unique Selling Proposition

The concept of the unique selling proposition
(USP) was developed by Rosser Reeves, former chair of the Ted Bates agency, and is described in his influential book Reality in Advertising. Reeves noted three characteristics of unique selling propositions:

1. Each advertisement must make a proposition to the consumer. Not just words, not just product puffery, not just show-window advertising. Each advertisement must say to each reader: "Buy this product and you will get this benefit."
2. The proposition must be one that the competition either cannot or does not offer. It must be unique either in the brand or in the claim.
3. The proposition must be strong enough to move the mass millions, that is, pull over new customers to your brand.

Creating a Brand Image In many product and service categories, competing brands are so similar that it is very difficult to find or create a unique attribute or benefit to use as the major selling idea. Many of the packaged-goods products that account for most of the advertising dollars spent in the United States are difficult to differentiate on a functional or performance basis. The creative strategy used to sell these products is based on the development of a strong, memorable identity for the brand through image advertising.

Finding the Inherent Drama Another approach to determining the major selling idea is finding the inherent drama or characteristic of the product that makes the consumer purchase it. 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 appeals."34 He believed advertising should be based on a foundation of consumer benefits with an emphasis on the dramatic element in expressing those benefits.

Positioning The concept of positioning as a basis for advertising strategy was introduced by Jack Trout and Al Ries in the early 1970s and has become a popular basis of creative development.35 The basic idea is that advertising is used to establish or "position" the product or service in a particular place in the consumer's mind. Positioning is done for companies as well as for brands.

Appeals and Execution Styles

The **advertising appeal** refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, service, or cause. An advertising appeal can also be viewed as "something that moves people, speaks to their wants or needs, and excites their interest."1 The creative execution style is the way a particular appeal is turned into an advertising message presented to the consumer.

Informational/Rational Appeals

Informational/rational appeals focus on the consumer's practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and/or the benefits or reasons for owning or using a particular brand. The content of these messages

emphasizes facts, learning, and the logic of persuasion.3 Rational-based appeals tend to be informative, and advertisers using them generally attempt to convince consumers that their product or service has a particular attribute(s) or provides a specific benefit that satisfies their needs.

Emotional Appeals

Emotional appeals relate to the customers' social and/or psychological needs for purchasing a product or service. Many consumers' motives for their purchase decisions are emotional, and their feelings about a brand can be more important than knowledge of its features or attributes. Advertisers for many products and services view rational, information-based appeals as dull. Many advertisers believe appeals to consumers' emotions work better at selling brands that do not differ markedly from competing brands, since rational differentiation of them is difficult.

Combining Rational and Emotional Appeals

In many advertising situations, the decision facing the creative specialist is not whether to choose an emotional or a rational appeal but, rather, determining how to combine the two approaches.

Additional Types of Appeals

Not every ad fits neatly into the categories of rational or emotional appeals. For example, ads for some brands can be classified as reminder advertising, which has the objective of building brand awareness and/or keeping the brand name in front of consumers. Well-known brands and market leaders often use reminder advertising.

Advertising Execution

Once the specific advertising appeal that will be used as the basis for the advertising message has been determined, the creative specialist or team begins its execution. Creative execution is the way an advertising appeal is presented. While it is obviously important for an ad to have a meaningful appeal or message to communicate to the consumer, the manner in which the ad is executed is also important.

An advertising message can be presented or executed in numerous ways:
- Straight sell or factual message • Animation
- Scientific/technical evidence • Personality symbol
- Demonstration • Fantasy
- Comparison • Dramatization
- Testimonial • Humor
- Slice of life • Combinations

Creative Tactics for Print Advertising

The basic components of a print ad are the headline, the body copy, the visual or illustrations, and the layout (the way they all fit together). The headline and body copy portions of the ad are the responsibility of the copywriters; artists, often working under the direction of an art director, are responsible for the visual presentation. Art directors also work with the copywriters to develop a layout, or arrangement of the various components of the ad: headlines, subheads, body copy, illustrations, captions, logos, and the like.

Headlines

The headline is the words in the leading position of the ad—the words that will be read first or are positioned to draw the most attention.26 Headlines are usually set in larger type and

are often set apart from the body copy or text portion of the ad to give them prominence. Most advertising people consider the headline the most important part of a print ad.

Body Copy
The main text portion of a print ad is referred to as the body copy (or sometimes just copy). While the body copy is usually the heart of the advertising message, getting the target audience to read it is often difficult. The copywriter faces a dilemma: The body copy must be long enough to communicate the advertiser's message yet short enough to hold readers' interest

Visual Elements
The third major component of a print ad is the visual element. The illustration is often a dominant part of a print ad and plays an important role in determining its effectiveness. The visual portion of and must attract attention, communicate an idea or image, and work in a synergistic fashion with the headline and body copy to produce an effective message. In some print ads, the visual portion of the ad is essentially the message and thus must convey a strong and meaningful image.

Layout
While each individual component of a print ad is important, the key factor is how these elements are blended into a finished advertisement. A layout is the physical arrangement of the various parts of the ad, including the headline, subhead

Creative Tactics for Television
As consumers, we see so many TV commercials that it's easy to take for granted the time, effort, and money that go into making them. Creating and producing commercials that break through the clutter on TV and communicate effectively is a detailed, expensive process. On a cost-per-minute basis, commercials are the most expensive productions seen on television. Video
The video elements of a commercial are what is seen on the TV screen. The visual portion generally dominates the commercial, so it must attract viewers' attention and communicate an idea, message, and/or image. A number of visual elements may have to be coordinated to produce a successful ad. Audio The audio portion of a commercial includes voices, music, and sound effects. Voices are used in different ways in commercials. They may be heard through the direct presentation of a spokesperson or as a conversation among various people appearing in the commercial. A common method for presenting the audio portion of a commercial is through a voice-over, where the message is delivered or action on the screen is narrated or described by an announcer who is not visible.

Planning and Production of TV Commercials
One of the first decisions that has to be made in planning a TV commercial is the type of appeal and execution style that will be used. Television is well suited to both rational and emotional advertising appeals or combinations of the two. Various execution styles used with rational appeals, such as a straight sell or announcement, demonstration, testimonial, or comparison, work well on TV.

Planning the Commercial
The various elements of a TV commercial are brought together in a script, a written version of a commercial that provides a detailed description of its video and audio content. The

script shows the various audio components of the commercial—the copy to be spoken by voices, the music, and sound effects. The video portion of the script provides the visual plan of the commercial—camera actions and angles, scenes, transitions, and other important descriptions. The script also shows how the video corresponds to the audio portion of the commercial

Production

Once the storyboard or animatic of the commercial is approved, it is ready to move to the production phase, which involves three stages:

1. Preproduction—all the work and activities that occur before the actual shooting/ recording of the commercial.

2. Production—the period during which the commercial is filmed or videotaped and recorded.

3. Postproduction—activities and work that occur after the commercial has been filmed and recorded

Models of Creative Advertising

Experts view the creative advertising process to be exactly like an assembly line- organized, sequential, controlled and efficient. One of the models for the same is the **Young's** model which consists of 5 stages:

1.   Immersion
2.   Digestion
3.   Incubation
4.   Illumination
5.   Verification

Graham Wallas Model of Creative Advertising

The model was developed by English sociologist Graham Wallas and is composed of the following steps:
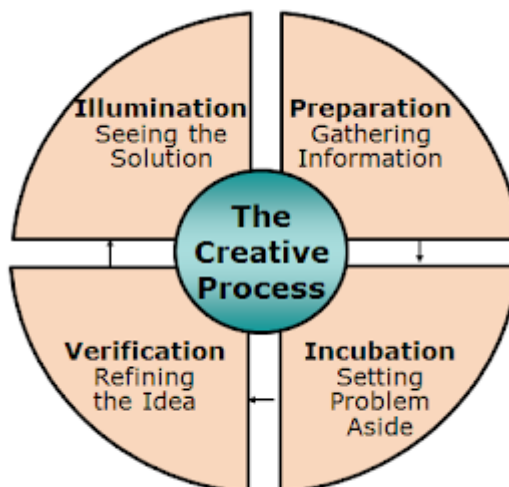
Graham Wallas' model of Creative Advertising

1.   **Preparation**
2.   **Incubation**
3.   **Illumination**

4. Verification

These models are useful since they offer an organized approach to advertising problem solving. These models however have the disadvantage of not explaining how the data for the process is to be collected. For this purpose, *Account Planning* is being used which is the process of conducting research and gathering information about the client's product or service. The following image depicts some of the sources from where background research for the product can be done.

Creative strategy development:
Most ads are part of a series of messages that make up an IMC or **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.
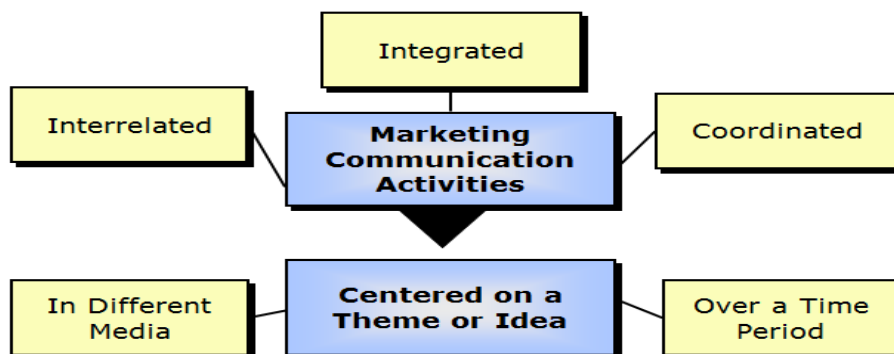
A **campaign theme** should be a strong idea, as it is the central message that will be communicated in all the advertising and other promotional activities.
Basic elements of a creative strategy according to the copy platform are:
1. Basic problem or issue the advertising must address.
2. Advertising and communications objectives.
3. Target audience.
4. Major selling idea or key benefits to communicate.

5. Creative strategy statement (campaign theme, appeal, and execution technique to be used).
6. Supporting information and requirements.

Flow of information in the market:
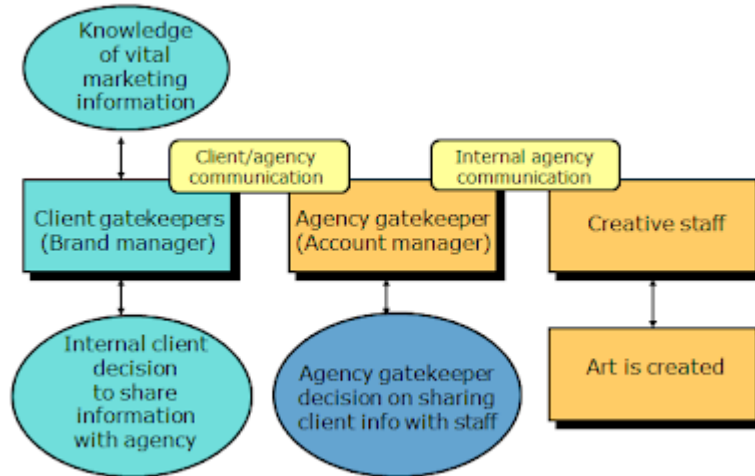
Flow of Information in the Market

A major issue that arises is how to get inspiration for coming up with a creative idea and to cash is on the same.
There are basically 4 techniques for this:
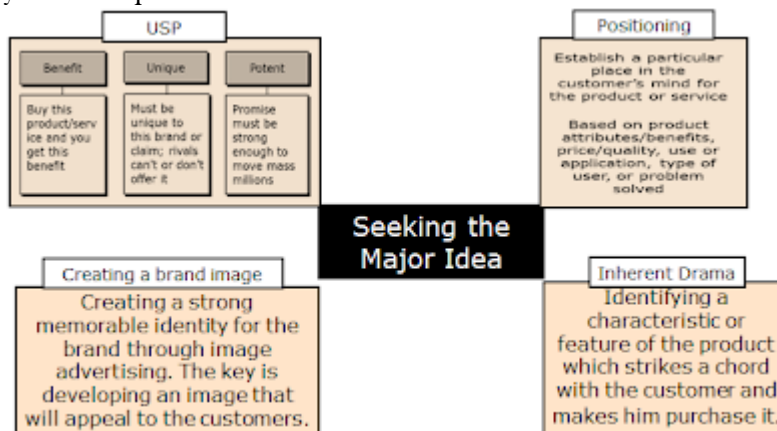
Conclusion:
The advertising message is as important as the strategy developed for the execution of the same. There are innumerable cases where the message has been good but because of poor execution the strategy has failed. There are also cases depicting vice-versa. The classic example being that of Burger King who changed their theme so often that their franchisees also lost faith in the brand.
Thus as important is the advertising message, equally important is the strategy or the tactic used to execute it or bring the message to the target audience.

ADVERTISING APPEAL

Advertising Appeal is an igniting force which stimulates the customer mindset towards the product or services. It not the only factor in the marketing mix which initiates a consumer for buying the product but it is certainly one of the advertisers' most important creative strategy decisions involves the choice of an appropriate appeal.

Advertising appeals are designed in a way so as to create a positive image of the individuals who use certain products. Advertising agencies and companies use different types of advertising appeals to influence the purchasing decisions of people. There are three types of appeals:

1. Rational or Informational Appeal
2. Emotional Appeal
3. Moral Appeal

Rational or Informational Appeals

This is generally product oriented appeal, highlights the functional benefits like- quality, economy, value, or performance of a product. Following are different types of rational appeals:

- **Feature Appeal** - Advertisements based on such appeal are highly informative, provides information of product attributes or features that can be used as the basis for rational purchase decision. Technical and high involvement product often uses this appeal.
- **Competitive Advantage Appeal** - Such appeal is used to compare the product with the competitor's product directly or indirectly and advertiser try to present his product superior then competitor's product on one or more attributes.
- **Favourable Price Appeal** - Here price offer is considered as the dominant point of the message.
- **News Appeal** - Some type of news or announcements about product or company dominates the advertisement.
- **Product Popularity Appeal** - Product popularity is considered as the dominant point of advertisement by highlighting the increasing number of users of brand or the number who have switched to it.
- **High Quality** - Some products are preferred for their quality not merely because of their taste or style, such products are advertised by highlighting the quality attribute in advertisement .
- **Low price** - Many people prefer low priced goods. To target such audience products are advertised by highlighting the low price tag of the product.
- **Long Life** - Many consumers want product of durable nature that can be used for a long period, in advertisement of such product durability is the dominant point of the message.
- **Performance** - Many advertisements exhibit good performance of product.
- **Economy** - Many customers consider savings in operation and use of product, for example in case of automobile the mileage is considered while selecting the brand or model.
- **Scarcity** - Another appeal that is occasionally used is scarcity. When there is a limited supply of a product, the value of that product increases. Scarcity appeals urge consumers to buy a particular product because of a limitation.
- **Other Rational Appeals** - Other rational appeals include purity, more profits, time saving, multifunction, more production, regular supply and availability of parts, limited space required, artistic form, etc. that can make advertising effective.

Emotional Appeals

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

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

Moral Appeals

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

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

Other Type of Appeals

- **Reminder Appeal** - Advertising using reminder appeal has the objective of building brand awareness. For example- IPO
- **Teaser Advertising** - Advertisers introducing a new product often use this appeal. It is designed to build curiosity, interest and excitement about a product or brand. For example- Ponds ad of Saif & Priyanka
- **Musical Appeals** - Music is an extremely important component in advertising. It captures the attention of listeners. For example- Docomo, Airtel
- **Transformational Appeal** - The idea behind this appeal is that it can actually make the consumption experience better. For example- Ambay products
- **Comparison Appeal** - In this appeal a brand's ability to satisfy consumers is demonstrated by comparing its features to those of competitive brands. For example- Tide & Surf
- **Direct Appeals** - Direct appeals clearly communicate with the consumers about a given need. These extol the advertised brand as a product which satisfies that need.
- **Indirect Appeals** - Indirect appeals do not emphasize a human need, but allude to a need

MEDIA

It refers to the general category of delivery systems available to carry advertising message to a selected audience such as print, broadcast , outdoor etc.

MEDIA PLANNING

The process of choosing the vehicle of mass communication in which to place an advertiser's message, purchasing that time or space, and insuring that the advertising message runs as purchased."

It is also a series of decisions made to answer the question, "What are the best means of delivering advertisements to prospective purchasers of a brand or service?"

Refers to a series of decisions that need to taken in delivering the ad message to the largest numbers of the target audience in the most effective manner at the lowest cost

The Components of Media Planning

Before developing a plan, the media planner must fill in the blanks on specific components. Trying to make a media plan without first understanding its components would be like riding a bicycle blindfolded.

The component checklist serves as a foundation for the plan and should take into account:

- **Audience:** Whom is the message targeting? Why is the message relevant to them? How is the message serving them?
- **Marketing budget:** How much is available to spend on delivering the message?
- **Conversion goals:** What action should the message encourage the audience to take? How will that action support the strategy?
- **Definition of success:** What key performance indicators should be tracked? How do they support the strategy? How will they be measured and reported? What is the anticipated return on investment?
- **Message frequency:** How often should the message be shared? How much is too much?
- **Message reach:** How many people should receive the message? Where do they live? Is the message platform scalable? How reach is measured depends on the platform being used to deliver the message. It is important for media planners to understand the nature, uses, and usefulness of every available form of media.

Media Selection Considerations

Cost per Contact	The cost of reaching one member of the target market.
Reach	The number of target consumers exposed to a commercial at least once during a time period.
Frequency	The number of times an individual is exposed to a message during a time period.
Audience Selectivity	The ability of an advertising medium to reach a precisely defined market.

Special Characteristics of Media:

• In-depth coverage & permanence:

Basically the media should have good coverage and should be a permanent source i.e. can be red, re-red and retained; in this regard magazines are a good example.

• Variety of subjects covered:

It should not be restricted and should take care of variety of subjects.

• **Mobility:**

The media should be in a position to carry the message across to where ever desired. In this regard the best example are newspaper and magazines which can be red and carried almost everywhere i.e. in the house while traveling at the place of work or library etc.

• **Results assessable:**

Basically it is the effort of evaluation which is possible by dividing the cost of space by the number of replies received.

MEDIA PLAN & STRATEGY

Step 1 : Situation Analysis:

Analysis and define the marketing problem. What are the company's and competitions strengths and weakness? What are the opportunities and threats?

Step 2 : Marketing Strategy

Formulate activities that will solve concerned marketing problems:

➢ Marketing objectives
➢ Target market segments
➢ Marketing mix decisions.

Step 3 : Advertising Strategy

Decide what message to communicate through advertising
Detailed profiling of target audience
Product and its positioning decision
Communication media to be used
Advertising message and appeal.

▸ **Index** = % of users in a demographic segment

$$\text{Index} = \frac{\% \text{ of users in a demographic segment}}{\% \text{ of population in the same segment}} * 100$$

▸ **BDI** =

$$\text{BDI} = \frac{\% \text{ of Brands total country sales in ---}}{\% \text{ of total country population in -------}} * 100$$

▸ **CDI** =

$$\text{CDI} = \frac{\% \text{ of product category total country sales in ---}}{\% \text{ of total country population in -------}} * 100$$

Step : 4 Setting Media Objectives

Set media goals that can achieve advertising objectives.

Eg. Use print media to provide coverage of 80% of the target market over a 6 month period.

Step : 5 Determining Media Strategy

▸ Set guidelines for the selection and use of media
▸ Select the best strategy alternative
▸ Media Mix & target market coverage
▸ Geographic coverage
▸ Media Scheduling

Step : 6 Selection Of Media
▶ Comparing and selection the media class the best fulfils the criteria, such as TV , newspapers, magazine, radio or others.
▶ Audience size and characteristics are used in making inter media comparisions.
▶ Media planners will specify particular media vehicles in a media class, such as the names of magazine, newapapers, TV programme etc.

Media Reach & Frequency

$$\text{Frequency} = \frac{\text{Total Exposures}}{\text{Reach}}$$

Programme Rating

$$= \frac{\text{No of household viewing the Program}}{\text{Total number of household owning TV sets}} * 100$$

Gross Rating Points = Reach * Frequency

$$\text{Frequency} = \frac{\text{Gross Rating Point}}{\text{Reach}}$$

$$\text{Reach} = \frac{\text{Gross Rating Point}}{\text{Frequency}}$$

Target Rating Points
Refers to the number of times (frequency) and the number of individuals in the primary target audience that the media will reach.

Important Factors in determining Frequency levels
Marketing Factors
▶ Brand history
▶ Brand share
▶ Brand loyalty
▶ Purchase cycles
▶ Usage cycle
▶ Competitive Share of voice
▶ Target group

Message or Creative factors
▶ Message complexity
▶ Message uniqueness
▶ New versus continuing campaigns
▶ Image versus product sell
▶ Message variation

- ▸ Wearout
- ▸ Advertising units.

Media Factors
- ▸ Clutter
- ▸ Editorial environment
- ▸ Attentiveness
- ▸ Scheduling
- ▸ Number of media used
- ▸ Repeat exposures

Qualitative Aspects Of Media vehicle Source
- ▸ Expertise
- ▸ Prestige
- ▸ Editorial Fit
- ▸ Mood Created
- ▸ Involvement
- ▸ Unbiased approach

Determining The Relative Cost Of Media
- ▸ Cost per thousand (CPM)

$$\frac{\text{Cost of ad space}}{\text{Circulation}} * 100$$

- ▸ Cost per Rating Point (CPRP)

$$\frac{\text{Cost of commercial time}}{\text{Programme rating}} * 100$$

- ▸ **Milline Rate**

   Is the cost in rupees per line of standard dimensions to reach a newspaper circulation of one million. Alternately to calculate the cost of space, rupees, per square inch, or square centimeter is used for media buying. Newspaper with higher circulation figures charge more per line or per unit space.

- ▸ **Media Scheduling**

   Once the media has been selected , it is necessary to determine the timing and allocation of advertising insertion.

   It concern answering such questions as
   - How many of each media vehicles space and time units be bought?
   - Over what time units, this will be bought?
   - Over what time units, should such buying be ?

MEDIA SCHEDULING
Scheduling refers to the pattern of advertising timing, represented as plots on a yearly flowchart. These plots indicate the pattern of scheduled times advertising must appear to coincide with favorable selling periods. The classic scheduling models are Continuity, Flighting and Pulsing.

I Continuity
This model is primarily for non-seasonal products, yet sometimes for seasonal products. Advertising runs steadily with little variation over the campaign period. There may be short gaps at regular intervals and also long gaps—for instance, one ad every week for 52 weeks, and then a pause. This pattern of advertising is prevalent in service and packaged goods that require continuous reinforcement on the audience for top of mind recollection at point of purchase.
Advantages:
Works as a reminder Covers the entire purchase cycle Cost efficiencies in the form of large media discounts Positioning advantages within media Program or plan that identifies the media channels used in an advertising campaign, and specifies insertion or broadcast dates, positions, and duration of the messages.

II Flighting (or "bursting")

In media scheduling for seasonal product categories, flighting involves intermittent and irregular periods of advertising, alternating with shorter periods of no advertising at all. For instance, all of 2000 Target Rating Poinered in a single month, "going dark" for the rest of the year. Halloween costumes are rarely purchased all year except during the months of September and October.
Advantages:
- Advertisers buy heavier weight than competitors for a relatively shorter period of time
- Little waste, since advertising concentrates on the best purchasing cycle period
- Series of commercials appear as a unified campaign on different media vehicles

III Pulsing

Pulsing combines flighting and continuous scheduling by using a low advertising level all year round and heavy advertising during peak selling periods. Product categories that are sold year round but experience a surge in sales at intermittent periods are good candidates for pulsing. For instance, under-arm deodorants, sell all year, but more in summer months.
Advantages:
- Covers different market situations
- Advantages of both continuity and flighting possible

Types Of Scheduling
- ▶ **Steady Pulse**
    - Eg one ad per week for 52 weeks
- ▶ **Seasonal Pulse**
    - Eg A/C For summer seasons
- ▶ **Period Pulse**
    - At regular intervals but not related to the seasons.
- ▶ **Start up pulse;**

Heavy media scheduling for new product

▶ **Promotional pulse:**
  Suits for particular promotional theme of a company.

▶ **Erratic Pulse:**
  Advertising is spaced at irregular intervals.

<u>Media Types</u>

I   **Broad Cast Media**
   Television
- Doordarsan
- Star TV
- Sun TV
- B.B.C
   Radio
- FM
- BBC

II **Non Broad Cast Media**
- Video Cassettes
- Audio Caseettes
- Cable Television
- Cinema

III **Print Media**
   Newspapers
- National
- Regional
- Daily
- Weekly
- Sunday
   Magazines
- General Interest
- Special Interest
- Trade Publications
- Institutional Publications

IV **Direct Response**
- Mailers as letters
- Mailers as pamphlets
- Telemarketing

V   **Outdoor Media**
- Posters
- Hoardings
- Wall painting
- Neon Signs
- Sky Advertising

VI **Vehicular Media**

- Mainline Trains
- Sub Urban Trains
- Buses & trams
- Taxis & Auto Rickshaws
- Private Vehicles

VII Point Of Purchase Media
- Banners
- Stickers
- Packaging
- Painted Signs
- Hangings
- Baskets

VIII Specialty Media
- Signed Printed – T Shirts
- Buttons
- Caps
- Stickers

IX Internet
- Vortal
- Portal
- Independent websites
- Screen savers

IX Other Media
- Trolleys at airport
- Clowns/ Tall man
- Ads in Movies and Videos
- Sandwich Man

I NEWSPAPERS

Advantages

➢ **Flexibility:**
- advertising space from 1 inch to multiple pages can be used.
- ads can be scheduled on any day of the week.
- ads can be prepared on very short notice.

➢ **Range Of Market Coverage**
   Provide geographical flexibility.

➢ **Competitive Advantage:**
   Relatively cheap as against other media.

➢ **Positive Consumer Attitudes:**
   High reader interest & approx 80% coverage.

➢ **Interaction Of National & Local:**
   Provide a bridge between the national advertiser and the local retailer.

Disadvantages

Despite being very useful medium for advertising it has certain disadvantages which should be kept in mind and are as under:

1. *No Audience Selection*: Does not provide audience selectivity.
2. *High waste circulation*: makes them too expensive on national basis.
3. *Short life Span*: unlikely to be put aside and read later like magazine.
4. *Poor reproduction*: generally poor color reproduction.

II   MAGAZINES

Advantages
  ➢ *Target Audience*:
The magazines can reach specialized audiences and thereby prove very useful e.g. magazines like men's health target men's for their health and women magazines target women.
  ➢ *Audience Receptivity*:
Magazines have a very high level of audience receptivity such as an ad in fortune magazine would impress business audience.
  ➢ *Long life Span*:
Magazines have longest life span of all the media because some of them might never be discarded like National Geographic magazine etc. moreover these have highest reach potential as they are past along to family friends customers and colleagues.
  ➢ *Format*:
Generally, the magazines format allows creative advertising variety through multiple pages inserts and other features.
  ➢ *Visual Quality*:
The production quality has become excellent being printed on top class paper and with very good reproduction quality.
  ➢ *Sales promotions*:
Advertisers can use magazines to distribute various sales promotions like coupons, samples and information cards etc.

Disadvantages:

Magazines are limited by certain factors and the most prominent disadvantages as are given and explain below:
  ➢ *Limited distribution*: In view of the magazines having limited distribution they lack penetration, thus selectivity of the medium is lost.
  ➢ *Lack of immediacy:*
Advertisements may take long time to have an effect on the reader because some readers may not look at an issue of a magazine until after it comes to them so the ad may take long time to have an effect on the reader.
  ➢ *Limited flexibility*:
Despite magazines offering advertisers many benefits long leave time and limited flexibility are drawbacks there is closing dates often 2 to 3 months prior to the date of issue.
  ➢ *High cost*:
The production costs for magazines are relatively high because of high quality color production.

III TELEVISION
Advantages
- ➢ **Creativity and Impact:**

The greatest advantage of TV is the opportunity it provides for presenting the advertising message, the blend of sight and sound offers tremendous creative flexibility and resultantly making deep impact.
- ➢ **Coverage and cost effectiveness:**

Television advertising makes it possible to reach large audience nearly everyone regardless of age, gender, income or educational level watches TV at least for sometime. In view of the large coverage of its telecast makes it more effective both for advertising and cost effectiveness.
- ➢ **Captivity and attention:**

The combined power of site, sound, motion and emotion creates a very good effect
- ➢ **Selectivity and flexibility:**

In TV advertising some selectivity is possible to due to variations in the composition of audiences as a result of program content time of telecast and geographical coverage.

Limitations:
- **Costs:** It is enormously expensive medium to advertise.
- **Lack of selectivity:** TV doesn't offer as much audience selectivity as radio, magazine, newspapers or direct mail for reach precise segment of the market.
- **Fleeting message:** Television commercials usually last from 30 seconds or less and leave nothing tangible for the viewer to examine or consider.
- **Clutter:** The problem of reading messages and shorter commercials suggests that since the advertiser message is only one or more spots its results in effectiveness because of such clutter.
- **Limited viewer attention:** Buying time on a TV program it communicates a message to large number of customers yet there is increasing evidence that the size of viewing audience shrink during a commercial break.
- **Deception in television advertising:** Art and technology is being used to create simulations to tell stories to evoke desired reaction from the audience. Basically a tantamount to say what is not actually true.

IV RADIO
Advantages:
- Low cost option.
- Definable target markets based on their format.
- Radio stations offer considerable flexibility & a short lead time.
- Intimacy like FM stations etc, liking to presenters, DJ's etc.
- Mobile: Its portability makes it mobile and can be taken anywhere.

Disadvantages:

Radio has its disadvantages too which are given below:
- **Short exposure time:** Radio advertisements normally last only 15 or 30 seconds and listeners busy with other activities may not register them.
- **Target duplication:** Several radio stations may try to reach the same target market and advertising on all of them may not be financially feasible yet reaching everyone in that target market may not be possible unless all stations are used.

- **Overloading of ads:** Normally too much information is put in one add thus overloading the consumer mind and very little is retain.
- **Loyal listenership:** Radio stations have loyal listener who do not prefer to listen to other stations.

V CABLE TV :
Advantages
- Can buy time on programs for specific audiences
- Cost is lower than normal TV.
- Production costs more affordable.
- More innovative production people available.
- Message reach assured

Limitations:
There are various disadvantages of cable TV which limit its benefits these are appended below:
- Limited or small Reach.
- May have less experienced production crew.
- Reaching specific customers, but not potential customers.
- Audience may be fragmented and viewers may stay with a program for a shorter period of time.

VI TRANSIT ADVERTISING
Advantages
- Exposure to one ad can be long if inside a transit vehicle.
- Frequency.
- Ads outside the transit vehicle are seen by large & diverse audiences.
- Ad message can be timely.
- Method tends to be quite inexpensive.
- Ads could be somewhat lifestyle targeted – passing through specific neighborhoods.

Disadvantages
- Ad design is usually limited to size of space.
- People on mass transit are not generally in a receptive mood.
- Transit ads are hard to target.
- Surroundings may distract from the message.
- Mass transit environment may not suit Message.

VII BILLBOARDS ADVERTISING
Advantages
- Big splashy messages attract attention.
- Ad has impact: technology has made it more interesting.
- Ad reaches lot of people, as they travel same route every day.

Disadvantages
- Hard to reach specific audience.
- Creativity inhibited by space limitations.

- Hard to measure its effectiveness.
- Ad may become weathered & vandalized.
- Costs though reasonable could become quite expensive by innovative adaptations.

VIII VEHICULAR MEDIA
Advantages:
- Cheap & records for higher exposure
- Strong reinforcement
- Bright colors and creativity can catch the attention.
- Commuters inside the bus and trains have enough time to gaze through the adv message
- People may Object as it distract the attention of the people driving on the road.

Disadvantages:
- Since the vehicles move at speed Message may not be read by the people
- Media does not focus on a particular audience group internet.

IX INTERNET MEDIA
Advantages:
- Fast growing
- Ability to reach narrow target audience
- Short lead time
- Moderate cost

Disadvantages:
- Difficult to measure ad effectiveness and ROI
- Ad exposure relies on "click through"
- Not all consumers have access to internet

X OUTDOOR MEDIA
Advantages:
- High exposure frequency
- Moderate cost
- Flexibility
- Geographic selectivity
- Broad, diverse market

Disadvantages:
- Short message
- Lack of demographic selectivity
- High "noise" level

XI ONLINE ADVERTISING
➢ **Button Ads:**
   Squarish Ads that are usually at the bottom of a web page & contain only a corporate name of brand.
➢ **Click Through or Click Rate:**
   How often a viewer responds to an ad by clicking on it.
➢ **Cookies:**
   Information stored on a viewer's web browser to help identify that particular person to

the web provider – the next time that viewer visits a particular site.

- ➢ **Cost per Click:**
  The rate charges to advertisers if the user responds to a displayed ad.
- ➢ **Cost per Lead/Sale:**
  The rate charged to advertisers if the user responds with personal information.
- • **Impressions:**
  The total number of times an ad is displayed on a web page – different than hits.
- • **Sponsorships, or Co –Branded Ads:**
  Integrating companies brands & products on web sites.
- • **Ad Views:**
  Number of times an ad banner is down loaded.
- • **Banner:**
  Ad on Web site hot linked to advertiser's site.
- • **Interstitial:**
  An ad that appears in a window on your screen while waiting for web page to load.
- • **Rich Media:**
  Special effect technology like streaming video, audio used for internet ads etc.

Media Planning Strategies
Exploring media planning strategies can help marketers effectively choose the right media platforms for spreading a message to a relevant audience.

What follows is an overview of some of the primary considerations that must be addressed when preparing to develop a media plan.

1. Selecting Relevant Media Channel(s)
Media planners have choices when it comes to the channel or channels they select for sharing a piece of content. Channels are platforms, digital or traditional, that serve content to users.

Traditional channels are TV, radio, and print ads. Digital channels are social media, websites, email, and other online platforms.

The channel chosen should be a platform the target audience is likely to frequent. Channels appeal to users based on age, gender, socioeconomic status, and other demographic factors.

For example, a business-to-business (B2B) audience would be more likely to be reached on LinkedIn, where businesses and employees interact on a professional level. On the other hand, a business-to-consumer (B2C) audience might be found on a channel such as YouTube or Instagram.

2. Determining the Relevant Timeline
What determines the timeline of a media campaign? It depends on the product/service, message goals, audience, and calendar of events.

To establish the media campaign timeline, a project plan is necessary to determine what assets are necessary to support the campaign. When determining resource requirements, it can be helpful to start at the end. When is the optimal publish date (or dates)? With that in mind, the planner is free to plot the work necessary to get it done.

Every aspect of the plan must be given the right amount of time for development. For example, if the planner knows a great deal of market research will be required, multiple days should be devoted to that part of the plan.

Every stakeholder's role must be taken into account and factored into the deadlines associated with each stage. Communication is key. Every person involved in the execution of the plan should have a means to communicate setbacks or ask relevant questions along the way.

3. Coordinating the Channel Mix

Rarely will a media plan include only one channel. Most campaigns will incorporate at least two — and possibly several more — to ensure that as many people as possible are served the content. But companies need to make sure that the message is cohesive across all channels.

When used wisely, channels can be complementary. For example, a long-form profile of a subject can be coupled with a short-form video that features an interview with the subject. The video and long-form article might be packaged together on a blog post, or they could be served up separately on different social media platforms to increase reach.

The concept is particularly true for social media channels. If a message is relevant to multiple audiences, it is important to distribute that message on platforms those audiences frequent. For example, a smartphone app with wide appeal might be advertised on a platform such as TikTok to reach younger audiences and on LinkedIn to appeal to business-minded professionals. Marketing teams should consider the timing and tone of these ads to avoid conflicting messages across platforms.

How to Choose a Digital Channel: Additional Resources

- Digital Marketing Institute, "How to Choose the Best Social Media Channels for Your Business"
- Magazine, "Digital Marketing Channels Are Not All Equal"

4. Leveraging Audience Targeting

Audience targeting is the process of determining who to share a message with and how to find them. Most marketers begin the audience targeting process by developing buyer personas, or fictionalized versions of the people they hope to reach. Once a company develops its target personas, they can better choose the right marketing platform to reach the intended audience.

Personas are derived from data such as age, gender, profession, buying habits, hobbies, socioeconomic status, geographic location, and personal or professional goals. This data can be compiled using a template that incorporates original research into a current customer base or gathered using tools such as Google Analytics.

An important element of persona development is determining what media platforms are frequented by the real people the persona represents. Services such as Google, Facebook, LinkedIn, and Twitter offer audience segmentation tools that break down the demographic information of their users to target users accurately.

Social Media Ad Audience Segmentation Resources

- Facebook's Ad Targeting Tutorial
- Google's Audience Targeting Q&A
- LinkedIn's Ad Targeting Instructions
- Twitter's Ad Targeting Instructions

5. Setting Reach and Frequency Goals

Another important consideration in a media plan is the reach, which is closely related to frequency. As mentioned above, reach is a measurement of the number of viewers, readers, or listeners who are served the content. Frequency, also known as impressions, is the number of times they are likely to see or hear the piece of content over a set period of time. Marketers must

decide what they hope to accomplish with reach and frequency when considering media plan options.

Reach and frequency typically are a function of spending money to amplify the message. Occasionally, a piece of content might go "viral" organically, without an associated ad buy to support it. But those occasions are rare, so a media plan must take into account the amount of money required to put the content in front of the right number of people.

Advertising dollars are devoted to social media platforms, such as LinkedIn and Facebook, based on an estimated number of users who will be served the content. The benefit of that kind of advertising, as opposed to traditional media such as an outdoor billboard or a magazine ad, is that the social media platforms allow marketers to target specific users with their advertising.

6. Choosing a Voice

The "voice" of a piece of content is the tone used to convey the message. It is determined in written assets by factors such as word choice and sentence length. In visual media, the use of color and shapes conveys "voice."

The voice of a piece of content is important because people respond to authentic messaging. Consumers are savvy — they know when someone is trying to sell them something. The visceral response is to reject messaging that looks or sounds inauthentic or irrelevant.

How is authentic voice derived? It begins with the development of personas, as mentioned above. An important element of persona creation is determining factors such as education level, profession, and personal interests. Different segments of the population have their own vernacular, and marketers who capture that in a pitch-perfect voice are more likely to achieve success with their media plans.

Understanding the Difference Between Reach and Frequency: Additional Resources

- Sprout Social, "Reach vs. Impressions: What's the Difference in Terms?"
- HubSpot, "Integrated Media Planning: What It Is and How to Adopt It in Your Marketing Strategy"
- HubSpot: "Audience Targeting: What It Is and Why You Need It"

MEASURING THE EFFECTIVENESS OF THE PROMOTIONAL

Measuring the effectiveness of the promotional program is a critical element in the promotional planning process. Research allows the marketing manager to evaluate the performance of specific program elements and provides input into the next period's situation analysis. It is necessary ingredient to a continuing planning process, yet it is often not carried out.

Reasons to measure effectiveness:

- Avoiding costly mistakes
- Evaluating alternative strategies
- Increasing the efficiency of advertising in general
- Determining if objectives are achieved.

Reasons not to measure effectiveness

- Cost
- Research problems
- Disagreement on what to test
- The objections of creative
- Time.

What to test
(i) Source factors:
An important question is whether the spokesperson being used is effective and how the target market will respond to him or her. For example, Britney spears had been an effective spokesperson for Pepsi, particularly with the teen market. The question was, will she be able to retain this relationship as she get older?
(ii) Message Variables
Both the message and the means by which it is communicated are bases for evaluation.
(iii) Media Strategies
Media decisions need to be evaluated. Research may be designed to determine which media class (for example broadcast versus print), sub-class (Newspaper versus magazines) or specific vehicles (which newspapers or magazines) generate the most effective results.
(iv) Budgeting decisions
A number of studies have examined the effects of budget size on advertising effectiveness and the effects of various ad expenditures on sales. Many companies have also attempted to determine whether increasing their ad budget directly increases sales.

When to test
Virtually all test measures can be classified according to when they are conducted. Pretests are measures taken before the campaign is implemented; posttest occur after the ad or commercial has been in the field. A variety of pretests and posttests are available to the marketer, each with its own methodology designed to measure some aspect of the advertising program.
The testing process
Concept Testing: It is conducted very early in the campaign development process in order to explore the targeted consumer's response to a potential ad or campaign or have the consumer evaluate advertising alternatives.
One of the more commonly used methods for concept testing is focus groups, which usually consist of 8 to 10 people in the target market for the product. Companies have tested everything from product concepts to advertising concepts using focus groups.
Rough art, copy and commercial testing
Because of the high cost associated with the production of an ad or commercial (many network commercials cost hundreds of thousands of dollars to product), advertisers are increasingly spending more monies testing a rendering of the final ad at early stages.
(i) Comprehension and reaction test: One key concern for the advertiser is
whether the ad or commercial conveys the meaning intended. The second concern is the reaction the ad generates. Obviously, the advertiser does not want an ad that evokes a negative reaction or offends someone. Comprehension and reaction tests are designed to assess these responses (which makes you wonder why some ads are ever brought to the market place).
(ii) Consumer juries: It may be asked to rate a selection of layouts or copy
versions presented in paste ups on separate sheets. The objectives sought and methods employed in consumer juries.

Pretesting of Finished ads

Pretesting finished ads is of the more commonly employed studies among marketing researchers and their agencies. At this stage, a finished advertisement or commercial is used; since it has not been presented to the market, changes can still be made.
Many researchers believe testing the ad in final form provides better information. Several test procedures are available for print and broadcast ads, including both laboratory and field methodologies.
Print methods include portfolio tests, analyses of readability, and dummy advertising vehicles. Broadcast tests include theater tests and on-air tests. Both print and broadcast may use physiological measures.

Pretesting finished print messages:

(i) Portfolio Tests: These are a laboratory methodology designed to expose a group of respondents to a portfolio consisting of both control and test ads. Respondents are then asked what information they recall from the ads. The assumption is that the ads that yield the highest recall are the most effective.

(ii) Readability Tests: The communications efficiency of the copy in a print ad can be tested without reader interviews. This test uses the Flesch formula, named after its developer, Rudolph Flesch, to assess readability of the copy by determining the average number of syllables per 100 words. Human interest appeal of the material, length of sentences, and familiarity with certain words are also considered and correlated with the educational background of target audiences. Test results are compared to previously established norms for various target audiences. The test suggests that copy is best comprehended when sentences are short, words are concrete and familiar and personal references are drawn.

(iii) Dummy advertising vehicles: In an improvement on the portfolio test, ads are placed in "dummy" magazines developed by an agency or research firm. The magazines contain regular editorial features of interest to the reader, as ell as the test ads, and are distributed to a random sample of homes in predetermined geographic areas. Readers are told the magazine publisher is interested in evaluations of editorial content and asked to read the magazines as they normally would. Then they are interviewed on their reactions to both editorial content and ads. Recall, readership and interest-generating capabilities of the ad are assessed.

Pretesting finished broadcast ads

(i) Theater tests: In theater tests participants are invited by telephone, mall intercepts, and/or tickets in the mail to view pilots of proposed TV programmes. In some instances, the show is actually being tested, but more commonly a standard program is used so audience responses can be compared with normative responses established by previous viewers. Sample sizes range from 250 to 600 participants.

(ii) On-air Tests: Some of the firms conducting theater tests also insert the commercials into actual TV programmes in certain test markets. Typically, the commercials are in finished form, although the testing of ads earlier in the developmental process is becoming more common. This is referred to as an on-air test and often includes singlesource ad research.

(iii) Physiological measures: A less common method of pretesting finished commercials involves a laboratory setting in which physiological responses are measured. These

measures indicate the receiver's involuntary response to the ad, theoretically eliminating biases associated with the voluntary measures reviewed to this point. Physiological measures used to test both print and broadcast ads include pupil dilation, galvanic skin response, eye tracking and brain waves:

Pupil dilation: Research in pupillometrics is designed to measure dilation and constriction of the pupils of the eyes in response to stimuli. Dilation is associated with action; constriction involves the body's conservation of energy.

Galvanic skin response: Also known as electrodermal response, GSR measures the skin's resistance or conductance to a small amount of current passed between two electrodes. Response to a stimulus activates sweat glands, which in turn increases the conductance of the electrical current. Thus GSR activity might reflect a reaction to advertising.

Eye tracking: A methodology that is more commonly employed is eye tracking, in which viewers are asked to view an ad while a sensor aims a beam of infrared light at the eye. The beam follows the movement of the eye and shows the demonstrates which elements of the ad are attracting attention, how long the viewer is focusing on them, and the sequence in which they are being viewed. Eye tracking can identify strengths and weaknesses in an ad.

Posttests of print ads

A variety of print posttests are available, including inquiry test, recognition tests, and recall tests:

(i) Inquiry tests: Used in both consumer and business-to-business market testing, inquiry tests are designed to measure advertising effectiveness on the basis of inquiries generated from ads appearing in various print media, often referred to as "bingo cards". The inquiry may take the form of the number of coupons returned; phone calls generated, or direct inquiries through reader cards.

(ii) Recognition tests: Perhaps the most common posttest of print ads is the recognition method. Method- samples are drawn from 20-30 urban areas reflecting the geographic circulation of the magazine. Personal interviewers screen readers for qualifications and determine exposure and readership. Samples include a minimum of 200 males and females, as well as specific audiences where required. Participants are asked to go through the magazines, looking at the ads, and provide specific responses.

(iii) Recall Tests: Methods- Test magazines are placed in participants' homes and respondents are asked to read the magazine that day. A telephone interview is conducted the second day to assess recall of ads, recall of copy points, and consumers' impressions of the ads. Sample size is 150 people.

Posttest of broadcast commercials:
(i) Day after recall tests
(ii) Test marketing:
Essentials of effective testing
- Establish communicate objectives
- Use a consumer response model
- Use both pretests and posttests.
- Use multiple measures
- Understand and implement proper research.

DIGITAL MEDIA

Digital media is any kind of media which can be processed, analyzed, stored and distributed by electronic digital machines or devices. Digital media is a type of media which covers content & promotions delivered through digital platforms including electronic media, mobile phones, computers, podcasts, applications etc. Companies & people use digital media for various purposes including information source, entertainment, games, business etc. It provides a very useful platform from the business perspective. Majority of the customers are now using digital media extensively. In some industry sectors, this number is very high hence from business perspective, understanding and use of digital media becomes very important.

IMPORTANCE OF DIGITAL MEDIA

With growing technology and dependence on machines our interaction with machines is increasing and hence the role of digital media is also increasing in everyone's life. Every minute there is addition of something new over the digital sources and the user base to explore this information is also on the rise. Through the last decade there has been a significant rise of businesses based on digital platforms such as upcoming radio stations, e retail websites, logistic companies, search engines etc. and so is the use of marketing in digital platforms increasing.

Digital media provides a very substantial customer base for the marketers. The speed of content delivery is fast and highly customizable as in the case of social media marketing whereas it is reachable to common masses through television advertisements. Email marketing and SMS services provide yet another medium for promoting marketing content to the customers.

In traditional media like print and TV, measurement of the effectiveness and interactivity was limited to sampling or surveys but in digital media, the effectiveness can be measured and observed in real time. Subscribers of a video channel or listeners of a podcast can be measured in real time helping the publishers improve the content instantly.

The interactivity and social media aspect of digital media makes it really important for businesses to start using them effectively in addition to traditional channels. Digital media is just not used for marketing but also it has become a sales channel as well. Customers are buying directly from the digital channels.

Benefits Of Using Digital Media in Marketing

There are several benefits in using digital media for your marketing efforts, including:

Easier to Share and Modify Information

Being able to share and modify media can help businesses solve challenges more easily. For example, if a company prints a faulty advertisement in the newspaper, they can't make modifications once the paper has gone to press. But if the company purchased an online ad, it can contact its advertising department and have them pull the ad, make the necessary changes, and republish. This can also give companies greater control over their marketing efforts.

Increases Brand Awareness

With so many people having access to digital forms of media, it's an excellent way to reach a wider audience. This can help you increase your sales and revenue. For example, let's say you want to market a new skincare line. You can easily inform your audience about it by posting on your website and social media channels. Potential customers can then click on the links that lead to your e-commerce store where they can immediately make a purchase.

Facilitates Social Interaction

Digital forms of media have allowed both businesses and individuals to maintain relationships and friendships across time and distance. That's because it can easily connect your customers with each

other and your business. Whether you're posting updates on social media or responding to comments in your blog, having a way to interact with your target audience can help you build a community around your brand.

Boosts Productivity

When all employees can easily access digital advertisements and information, it can boost the company's workflow and productivity. The ability to use email, smartphones, and the internet has made it easier for working professionals to finish their tasks quickly, giving them time to get more done during the workday. This increased productivity then helps companies generate more sales and revenue, making them more competitive in their industries.

Easier to Find Qualified Job Candidates

Many companies, and particularly hiring managers, use digital media to attract and source talent to their organizations. It especially helps them attract digitally savvy candidates. Rather than advertising an open job in a newspaper, a hiring manager can post about the position on the company website, the company's social media accounts, and on various online job boards. This allows them to reach a wider net of candidates and increase their chances of hiring a qualified candidate who best fits what they're looking for.

Which Industries Use Digital Media?

Because digital media is so vast, many industries have different avenues where they can share information. This helps them deliver experiences and information to a wide range of customers across the globe. Here are some industries that use digital media:

Healthcare: The healthcare industry uses digital forms of media to advertise its services and connect consumers with healthcare professionals and institutions. For example, if you're looking for a doctor, you can use the internet and your computer to find information regarding reputable physicians in your area.

Entertainment: This industry uses different forms of digital media, including films, television shows, and music. Thanks to digital media, film, and other forms of entertainment such as music, have become easier to distribute to audiences through the click of a button.

eCommerce: eCommerce websites use social media to share information about their products or services. For example, they can use both their website and social media accounts to build brand awareness, market their products, and help them generate online sales.

Marketing and advertising: The marketing industry uses digital media to advertise its promotional materials. For example, a company's advertising department can share a digital ad on a website to promote the company's products or services.

Non-profits: Non-profits use their social media accounts and websites to raise awareness, connect with people, and collect donations. For example, a non-profit can use social media to share information about a new fundraising campaign.

Publishing and media: The publishing and media industry uses digital media to share various forms of content, including blog posts, videos, podcasts, and news articles. While companies have their own websites that house these forms of content, they can also use their social media accounts to promote this content and redirect users back to their website.

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Digital Media Types
As a reason for its variety of offerings, digital media is proving to be the pioneer in marketing platforms as it is highly cost effective and the turnover ratio of customers is relatively high compared to other platforms. It is also highly effective because in today's times the buying behavior of customers is highly dependent on internet and multimedia sources over various platforms. A decent digital media marketing approach starts from a very smaller yet largely impactful perspective of a user's life. The different digital media channels are:

1. TV & Radio
Generally the primary advertisements are either aired over TV or radio, shown through search engine advertisement, in-video campaigns, in-application campaigns etc., where the content delivered by the marketer is rather small and contains a link for the detailed description of the offering.

2. Websites & Social Media
The second most important part of digital media marketing which is the website. Websites can be interactive, loaded with content and user friendly. This helps in making the visitor or the user comfortable with the content, easily understandable and the value addition the offering can give. A decent pricing content is also made available with the differentiating points, if any, to the visitor.

3. Email & SMS
Digital media marketing includes the email and the SMS services. Often to either attract or to remind people about the website they visited for a purchase or actually made a purchase from, marketers use the platform of email and SMS services. Emails and SMS can be highly customizable, cost effective and informative.

Emails tend to contain multimedia messages as well which the SMS cannot deliver but the rate of content delivery is higher in case of an SMS than an email.

4. Blogs

The fourth type of digital media marketing is the interactive blogs or review panels. Generally before making a buying decision any customer wishes to get a review from the current user of the product or service. Also there are certain doubts which can be cleared by the company or the current users through blogging websites where question and answer conveyance is very high.

5. Mobile Apps

With the growing presence of smartphones, mobile apps have become an important digital media option for businesses to work. Interactive apps help build a strong connect with its customers offering ease of use and instant updates.

6. Modern Formats (AR, 3D)

There are newer types of digital media coming up in the ecosystem like Augmented Reality, 3D (three dimensional), Podcasts, Stories which can help customers connect even better with a company and at the same time experience the product or service at much detailed and interactive levels.

Digital media has been proven to provide a very effective means of communication for the businesses and the customers. With the coming future the dependency of human on machines is definitely going to increase and the usage of digital media will rise by many folds. Marketers can harness this opportunity and can reap benefits if the strategies are used properly.

Advantages of Digital Media

There are several advantages of digital media in marketing:
1. Digital media helps companies connect with its target audience.
2. Use digital and big data, the accurate target customers can be targeted.
3. It helps increase sales & business.
4. Using digital media helps establish the brand using all the channels that customers use.

Examples of Digital Media

A podcast is a good example of digital media. Using podcasts companies can talk about anything related to a topic, trend or a product. Audience or Customers can access them whenever they want and if they like it, they can share it as well with others expanding the reach. Also videos are another example of digital media. There are upcoming digital media formats as well like 3D, Augmented reality through which potential customers can not only see the product but can also interact and perceive it well.

Another example is Augmented Reality. Imagine a car company using a AR 3D model of a car for displaying the overall car and its features. Similarly phone companies are using similar technologies to show smartphones to customers before they can buy given a lot of customers are going online to buy products. Digital Media is replacing traditional media pretty quickly given its nature, flexibility, interactivity and nature.

Evolution of Technology

Information technology is no longer just about installing hardware or software, solving computer issues, or controlling who can access a particular system. Today, IT professionals are in demand, and they also:

- create policies to ensure that IT systems run effectively and are aligned with an organization's strategic goals;
- maintain networks and devices for maximum uptime;
- automate processes to improve business efficiency;

- research, implement and manage new technologies to accommodate changing business needs; and
- maintain service levels, security and connectivity to ensure business continuity and longevity.

In fact, today's modern hyper-connected data economy would collapse without information technology.

The Slow Evolution Of Computers And Computing Technology

- Before the modern-day computer ever existed, there were precursors that helped people achieve complex tasks.
- The abacus is the earliest known calculating tool, in use since 2400 B.C.E. and still used in part of the world today. An abacus consists of rows of movable beads on a rod that represent numbers.
- But it wasn't until the 1800s that the idea of programming devices really came along. At this time the Jacquard loom was developed, enabling looms to produce fabrics with intricate woven patterns. This system used punched cards that were fed into the loom to control weaving patterns.
- Computers well into the 20th century used the loom's system of automatically issuing machine instructions. But electronic devices eventually replaced this method.
- In the 1820s, English mechanical engineer Charles Babbage -- known as the father of the computer -- invented the Difference Engine to aid in navigational calculations. This was regarded as the first mechanical computer device.
- Then in the 1830s, he released plans for his Analytical Engine. The Analytical Engine would have operated on a punch card system. Babbage's pupil, Ada Lovelace, expanded on these plans. She brought these plans beyond simple math calculations and designed a series of operational instructions for the machine -- now known as a computer program. The Analytical Engine would have been the world's first general-purpose computer. But it was never completed, and the instructions were never executed.
- Many of the data processing and execution capabilities of modern IT, such as conditional branches (if statements) and loops, are derived from the early work of Jacquard, Babbage and Lovelace.
- Herman Hollerith, an American inventor and statistician, also used punch cards to feed data to his census-tabulating machine in the 1890s. This was an important precursor of the modern electronic computer. Hollerith's machine recorded statistics by automatically reading and sorting cards numerically encoded by perforation position. Hollerith started the Tabulating Machine Company to manufacture these machines in 1911. It was renamed International Business Machines Corp. (IBM) in 1924.
- German engineer Konrad Zuse invented Z2, one of the world's earliest electromechanical relay computers, in 1940. It had very low operating speeds that would be unimaginable today. Later in the 1940s came Colossus computers, developed during World War II by British codebreakers. These computers intercepted and deciphered encrypted communications from German cipher machines, code-named "Tunny." Around the same time, British mathematician Alan Turing invented the Bombe. This machine decrypted messages from the German Enigma machine.
- Turing -- immortalized by the Turing Test -- first conceptualized the modern computer in his paper "On Computable Numbers" in 1936. In this piece, Turing suggested that

programmable instructions could be stored in a machine's memory to execute certain activities. This concept forms the very basis of modern computing technology.

- By 1951, British electrical engineering company Ferranti Ltd. produced the Ferranti Mark 1, the world's first commercial general-purpose digital computer. This machine was based on the Manchester Mark 1, developed at Victoria University of Manchester.

The IT revolution picks up pace

- J. Lyons and Co. released the LEO I computer in 1951 and ran its first business application that same year. MIT's Whirlwind -- also released in 1951 -- was one of the first digital computers capable of operating in real time. In 1956, it also became the first computer that enabled users to input commands with a keyboard.
- As computers evolved, so too did what eventually led to the field of IT. From the 1960s onward, the development of the following devices set the stage for an IT revolution:
  - Screens
  - *Text Editors*
  - *The Mouse*
  - *Hard Drives*
  - *Fiber Optics*
  - *Integrated Circuits*
  - *programming languages* such as FORTRAN and COBOL
- Today's IT sector is no longer the exclusive domain of mathematicians. It employs professionals from a variety of backgrounds and skillsets, such as network engineers, programmers, business analysts, project managers and cybersecurity analysts.
- The information revolution and the invention of the internet.
- In the 1940s, '50s and '60s, governments, defense establishments and universities dominated computing IT. However, it also spilled over into the corporate world with the development of office applications such as spreadsheets and word processing software. This created a need for specialists who could design, create, adapt and maintain the hardware and software required to support business processes.
- Various computer languages were created and experts for those languages also appeared. Oracle and SAP programmers emerged to run databases, and C programmers to write and update networking software. These were in high demand -- a trend that continues to this day, especially in areas of cybersecurity, AI and compliance.
- The invention of email in the 1970s revolutionized IT and communications. Email began as an experiment to see if two computers could exchange a message, but it evolved into a fast and easy way for humans to stay in touch. The term "email" itself was not coined until later, but many of its early standards, including the use of @, are still in use today.
- Many IT technologies owe their existence to the internet and the world wide web. However, ARPANET, a U.S. government-funded network that was conceptualized as an intergalactic computer network by MIT scientists in the 1960s, is considered the precursor of the modern internet. ARPANET grew into an interconnected network of networks from just four computers. It eventually led to the development of Transmission Control Protocol (TCP) and Internet Protocol (IP). This enabled distant computers to communicate with each other virtually. Packet switching -- sending information from one computer to another

- -- also brought machine-to-machine communication from the realm of possibility to fruition.
- Tim Berners-Lee introduced the World Wide Web, an "internet" that was a web of information retrievable by anyone, in 1991. In 1996, the Nokia 9000 Communicator became the world's first internet-enabled mobile device. By this time, the world's first search engine, the first laptop computer and the first domain search engine were already available. In the late '90s, search engine giant Google was established.
- The turn of the century saw the development of WordPress, an open source web content management system. This enabled humans to move from web consumers to active participants, posting their own content.

IT continues to expand

- Since the invention of the world wide web, the IT realm has quickly expanded. Today, IT encompasses tablets, smartphones, voice-activated technology, nanometer computer chips, quantum computers and more.
- Cloud computing, first invented in the 1960s, is now an inseparable part of many organizations' IT strategies. In the 1960s and '70s, the concept of time-sharing -- sharing computing resources with multiple users at the same time -- was developed. And by 1994, the cloud metaphor described virtual services and machines that act as real computer systems.
- But it wasn't until 2006 and the creation of Amazon Web Services (AWS) that cloud computing really took off. AWS and its top competitors -- Google Cloud Platform, Microsoft Azure and Alibaba Cloud -- now hold the largest slice of the cloud computing market. The top three providers -- AWS, Google and Azure -- accounted for 58% of the total cloud spending in the first quarter of 2021.

Over the past decade, other technological advancements have also influenced the world of IT. This includes developments in:
- social media
- internet of things
- artificial intelligence
- computer vision
- machine learning
- robotic process automation
- big data
- mobile computing -- in both devices and communications technologies such as 4G and 5G Connectivity between systems and networks is also on the rise. By 2030, there will be an estimated 500 billion devices connected to the internet, according to a Cisco report.

DIGITAL CONVERGENCE

Digital Convergence is the phenomenon of combining different media, information, voice telephony, television, etc., into a single service. One of the best examples of Digital device convergence is surfing the Internet on smart tv, i.e., high-definition TV. Today, digital convergence has become very important for media and journalism. There is no such department present in the media which do not use digital convergence technology. In other words, digital convergence is the merging of industries. In late 1970, the idea of different modes of communication and data

combining to single digital devices came into the picture. The idea was first expressed by Nicholas Negroponte, the technologist, and founder of MIT's media lab.

Digital device convergence is a set of varied meanings, as it is integrating technologies of telecommunication, computing, broadcasting, Printing, etc. Consequently, the concept of digital convergence is nearly three decades old, and it is related to the digital revolutions.

Different types of digital device convergence

In general, technological or digital device convergence is integrating two or more technologies to form a new digital device or service. The three closely associated convergence are Technological convergence, Media Convergence, and Network convergence. Let's understand some essential features of all of them.

- **Technological convergence**

There are three essential characteristics of technological convergence. First, technological convergence executes multiple functions to deliver the final product. Second, the converged products can provide information in various formats and use machine learning technologies for a better user experience. The third characteristic of technological convergence is that it is directly connected to the network and interconnected with many devices to provide easy access to users. Moreover, with the help of technological convergence, it is possible to interface the system to the end-user. Most importantly, the primary function of this convergence is to merge different technologies into a single device. For an instant, a smart television combines available tv, a computer, and many other technologies. On the other hand, all the including technologies have a specific purpose. Smart TVs are used to surf the Internet, view photo-taking from smartphones, etc.

- **Media Convergence**

Media convergence is described to show content that we can see from different devices, from multiple formats, multiple access points, etc. With the help of media convergence, analog media become digital. For example, the newspaper. Earlier, the content of the newspaper will only be available in print. But currently, the same content is available in the image and in digital form such as Audio, video, on TV, and social media.

- **Network Convergence**

Network convergence is a type of single network that handles multiple media types and distributes them accordingly. This type of convergence comes into the picture when combined with telecommunication and information networks. However, the best example to explain network convergence is when mobile devices with cellular communication are built to access the Internet. Therefore, internet service on a mobile device has become widespread. As a result, many companies process data in audio, video, and information on one network.

Benefits of digital device convergence

Innovations make our lives easier. There are many benefits of digital convergence, including:
- Firstly, Digital convergence is cost-effective and time-saving technology.
- Secondly, it improves human performance
- With this technology, we can watch media on a wide range of devices.
- One set of infrastructure is cheaper to operate.
- Digital convergence encourages new product acceptance.
- It allows new ways to communicate.
- Provide information in digital form.

- In addition, Deliver multiple functions in a single piece of technology.
- Above, Carrying more features in fewer devices like taking pictures, listing music, reading the document, etc.

Examples of digital device convergence
Below mentioned are some of the examples of digital convergence.

Computers and Entertainment Merge:
The significant convergence happened in computers and in entertainment. CDs and DVDs are replaced with the Internet and home computer for music sources. Smart TV is used for multiple options. This convergence is started when the two crucial companies, such as Microsoft and Apple, introduced Windows media center and iTunes, respectively. But, both are using to organize pictures, music, and videos.

Smartphone:
One of the best examples of digital device convergence is the smartphone. In addition, with Internet and web browsing, music and movies, cameras, etc., incorporated in the smartphone. With GPS and many other software programs, one device has everything with people all the time.

E-books:
The E-book is another critical example of digital device convergence. To clarify, with the help of e-books, we can read novels or different types of books on digital media.

News Websites and Apps:
Digital convergence technology transforms modes of communication. Take an example of new reporting. From the print media, it converted to online, digital media. We can read the news or listen to it on different Internet channels. Further, there is a massive transformation as it led to cross-media due to portable devices. Hence, news media is independent of print.

Conclusion
In conclusion, from this article, we can say that digital device convergence is nothing but the integration of different types of technologies such as telecommunication, computing, Printing, and broadcasting. This concept also revolutionizes media and journalism as it converts to digital nexus. It provides the instant availability of news which is the primary transformation of the media unit. Online radio is available with internet facility which is the excellent convergence in media unit. Digital convergence technology is a broad trend transforming our culture and society.

Digital Advertising
Digital advertising is the action of calling public attention to an offering through online and digital paid channels by an identified sponsor.

Precisely, digital advertising is any form of advertising that appears online or on digital channels like websites, search engines, social media platforms, mobile apps, digital OOH, and other channels that can be accessed digitally.

Digital advertising is a branch of digital marketing and deals only with the promotional mix, and not with other Ps of the digital marketing mix.

Characteristics Of Digital Advertising
Digital advertisements come with their own unique set of characteristics. These are:

Paid form: Digital advertising, just like other forms of advertising requires the advertiser (also called the sponsor) to pay to create the advertising message and creative, buy advertising space or slot, and monitor advertising efforts.

Measurable: Digital ads are highly measurable in terms of how many people view them and how many people interact with them. Often, advertisers are even able to calculate accurate ROI of these ads.

Goal-oriented: These ads are always backed by goals – to promote, sell, increase exposure, etc.

Data backed: Digital ads are backed by data of what they are about, whom they are targeted at, and how the target audience interacts with them. Data forms the backbone of digital ads.

Personal or non-personal: Ads on digital media can be highly personalised based on user activity over the internet or non-personal with a motive to enhance brand awareness.

Evolution Of Digital Advertising

The internet has changed the landscape of advertising. At the beginning of 90s, the investment in the digital advertisement was zero. But over the years, in 2025, digital advertising is expected to cross over $500 billion worldwide.

It all started in 1994 when hotwired.com, a Wired website, released the first banner ads on its website. The same year saw the development of HTTP cookie that helped the advertiser and publisher track user behaviour. Soon after, in 1996, Flash was introduced, which formed the framework for web advertising. In 1997, pop-up ads were discovered and found wide usage all over the internet. In 1998, Google launched and brought a concept of minimal search engines. The company started monetising in 2000 and paved the way for pay per click advertising and search engine marketing. Mobile advertising also started in the year 2000.

In the early 2000s, Facebook launched and brought in its hyper-targeted ads model that used user interests and demographics for advertising. This started the trend of targeted ads.

The late 2000s and early 2010s saw the launch of YouTube, Smartphones, iPad, Instagram, Snapchat, Internet of Things, and Real-Time Bidding that later changed the advertising scenario to:

- Bidding
- In-app and mobile
- Microtargeting

The digital advertising agency is still growing, and everyday finds its application in a new channel.

Types Of Digital Advertising

The digital media landscape is vast. It caters to every activity of the user on a digital device and the web. Digital advertising makes sure to tap the user's attention on every touch point it can. Thus, it can be divided into different types depending upon the type of ad, channel, and the ad's intent.

Search Ads

Also called search engine marketing, this type of advertising uses search engine results to promote the offering. Advertisers target keywords that people search for on a search engine and push their webpages at the top of the results by paying such search engines like Google, Bing, etc. Such ad campaigns are intent oriented and are also called pay per click or PPC campaigns as they're paid for by the advertiser only when a user clicks on the result.

These ads are further divided into search ads, shopping ads, maps ads, etc. depending upon the search engine they're listed on and the intent behind the target user's search.

Display Ads

Display advertising is the most common form of digital advertising. It comprises images, text, and animation, and shows up as banners on websites and blogs.

These ads can be personalised according to the user activity on the internet or non-personalised and are usually released to increase brand exposure, offer exposure, and fulfil other such motives. Usually, display ads are further categorised as:

Traditional Display Ads: These ads have fixed sizes and occupy a fixed space irrespective of the device the website is loaded on.

Responsive Display Ads: These ads adapt to the size of the screen a website is viewed on.

Native Ads

Native ads are camouflaged ads that blend with the content they are added to. Sponsored listings within or after blog posts form an example of native ads. These ads result in better user interaction when compared to other forms of digital ads because of their property of matching the structure and function of the platform it appears on.

Video Ads

Video ads are digital ads used to promote an offering using videos or motion graphics that play before, during or after streaming content, or as a standalone banner or native ads.

Used mostly on video streaming platforms like YouTube, Facebook Watch, etc. video ads are also used on websites and blogs as out-stream ads to gain website users' attention.

Audio Ads

Audio ads are used majorly on audio streaming platforms like Spotify, LiveXLive, Pandora, etc. The advertiser gets into a contract of the streaming platform or the content creator to add the brand's ads within, before, or after the content.

Mobile Ads

Mobile ads are digital ads that are delivered on mobile devices. These ads use two different platforms:

Mobile Web: These are the websites, blogs, and webpages arranged to fit the mobile screen sizes.

In-App: Mobile applications are specialised applications developed to target specialised moments. These apps are easy to download, navigate, and involve a higher retention rate than other channels.

Remarketing Ads

Remarketing ads are digital ads targeted to a brand's online visitors with a motive to bring them back on the website or application, or perform an action. For example, a brand targeting its ecommerce store's visitor through ads to make him complete his/her incomplete transaction. Another example could be of an event brand that targets its website visitors with informative ads of new events that they could attend.

Social Media Ads

Social media ads appear on social media platforms like Facebook, Instagram, Snapchat, Reddit, LinkedIn, etc. These ads can be display ads, native ads, video ads, audio ads, remarketing ads or mobile ads. Social ads are hyper-targeted ads that target the users depending upon their demographics, locations, interests, and even psychographic and behavioural interests.

Influencer And Curator Ads

Influencer ads and curator ads are comparatively new ad forms where a brand directly contacts the content developers and/or content curators with good followership to place the brand or offering in their content. This helps the brand to gain exposure and trust of the influencer's followers.

How Does Digital Advertising Work?

Even though digital advertising is different from traditional advertising, it works in a way similar to the latter. There are parties involved, a contract backs the transaction, and the creative and the ad copy is developed to meet the advertising goals.

Parties

A typical digital advertisement involves three different parties:

Advertiser: It's the brand that creates and funds the advertisement. For example, Nike with its campaign 'Just Do It'.

Advertising Network: It's the middleman that connects the advertiser with the publishers and the advertisement space providers. For example, Google runs AdWords for advertisers and AdSense for publishers.

Publisher: A publisher is anyone who owns a digital property and is willing to monetise that property by selling ad spaces. For example, Feedough.com.

Generally, an advertising network acts as a mediator that connects an advertiser with numerous publishers or digital property owners.

However, in cases of big players like with social media advertisements, the publisher, like Facebook, LinkedIn, etc., becomes the advertising network itself.

Structure

Every digital advertisement is backed by a goal or a motive. It could be to get more exposure, more leads, remarketing, or more action performed. And this goal forms the spine on which the advertisement's structure stands on.

Besides the goal, the advertisement structure includes the following:

Medium: Which medium will the ad use to reach out to the users?

Creative: What will be the graphic and textual content of the ad creative?

KPI: How will the advertiser measure the return on investment for the advertisement campaign?

Contract ; A variety of contract models exist for digital advertising. These are:

Pay Per Impression (PPI): The advertiser pays a fee every time an ad is displayed to the user, no matter if an action is performed over the ad or not.

Pay Per Click (PPC): The advertiser pays a fee every time an ad is clicked on.

Pay Per Action (PPA): The advertiser pays a fee every time the user performs an agreed action. The action could be anything from filling up a form, signing up, registering for something, or buying a product.

Generally, more than one advertiser applies for a single ad space which increases the competition. Space is then provided to the advertiser who bids the most. This process works real-time and is called real-time bidding.

Digital Advertising Vs Traditional Advertising

Traditional advertising is offline advertising. It involves using channels like magazine, newspaper, television, radio, direct mail and billboards to advertise an offering or an idea. These ads differ considerably from digital advertising.

	Digital Advertising	Traditional Advertising
Definition	Digital advertising is the act of calling public attention to an offering or an idea through online and digital paid channels by an identified sponsor.	Traditional Advertising is the act of calling public attention to an offering or an idea through offline paid channels by an identified sponsor.
Medium	Online and digital channels like website, search engines, social media platforms, etc.	Offline channels like radio, television, newspaper, etc.
Data-Driven	Digital ads development, deployment, and measurement are backed by data.	It isn't possible to get accurate data to back all traditional advertisements.
Communication	Digital ads include both single sided communication and two-sided communication. The user gets to interact with the advertisement.	There's no way for a user to interact with a traditional advertisement.

Pros And Cons Of Digital Advertising

Digital advertising comes with its own set of advantages and disadvantages that sets it apart from traditional advertising.

- **Advantages**

User-Targeted: Digital advertising is highly user-targeted and can even be microtargeted to the target audience's smallest section.

Inexpensive: Considering the ROI of digital ads, it is considered an inexpensive form of promotion.

Data-Backed: Digital ads are data-backed. This data can be used to develop campaigns that were not possible before.

Interactive: Digital ads can be made interactive, increasing engagement and proving beneficial for both the advertiser and users.

Real-Time: Changes in digital ads can be made real-time. Even the analytics and data can be collected in real-time. This proves to be a great advantage.

Global Coverage: It's easy to launch digital ads to a worldwide audience without even going to such places.

Wide Range Of Formats: Digital ads come in numerous shapes and sizes, and the scope is still untapped.

- Disadvantages

Limited Audience: Only [59 percent](#) of the global population uses the internet. The rest don't have access to it yet. So, if the brand's target audience doesn't have internet access, digital advertising could be of no use.

Competition: Many advertisers bid for one ad space that increases the competition and prices of ads.

Increasing Ad-Blockers: Ads are everywhere. This bugs digital users who look for ways to block such ads.

Requires A Specialised Skillset: Running digital ads requires a specialised skill set to develop and optimise ads and bidding for the same.

Digital Advertising Examples

Here are some examples of each type of digital advertising to understand the concept better.

Search Engine Marketing

Search engine ads usually appear as native ads on search engines like Google. Such ads appear at the top of the results and are prefixed with the term 'Ad'.

Display Ads

Display ads occupy a particular space on publisher's digital property in return for money.

Social Media Ads

Social media ads usually appear as native ads on social media channels like Facebook, Linkedin, etc. However, these ads do carry a tag of 'ad' or 'sponsored' on them.

Mobile Ads

Mobile ads are specific to mobile websites and apps. These ads are developed in sizes that cater mainly to the mobile audience.

Video Ads

Video ads are usually developed to promote to video consumers before, after, or in their video.

Remarketing Ads

Remarketing ads are tailor-made ads including offers and other CTAs designed especially for the users who visited a particular website or webpage.

INTEGRATED MARKETING COMMUNICATION

QUESTION BANK

UNIT I

Part A

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

2. **Define IMC.**
   According to The American Marketing Association, "IMC is a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time".

   IMC is also broadly known as the term 'Promotion Mix'. The marketing effect is fragmented and the result could be conflicting communications that confuse the customer. The result is wasted time, money, and effort. (IMC) is the coordination and integration of all marketing communication tools, avenues, and sources within a company into seamless program that maximizes the impact on consumers and other end-users at a minimal cost.

3. **How IMC helps in providing information?**
   - IMC focuses on building brand recognition and equity.
   - It helps to provide information to both consumers and business buyers
     - Retailer's store hours,
     - Business location
     - Detailed product specifications.
   - Information can make the purchasing process appear to be convenient and relatively simple, which can entice customers to finalize the purchasing decision and travel to the store.

4. **Explain the Challenges of IMC due to globalization.**
   - Socio Cultural threats
   - Global competition
   - Financial constraints
   - Political and legal pressures

5. **List the roles of advertising.**
   - The Marketing Role
   - The Communication Role
   - The Economic Role
   - The Societal Role

6. **Explain the various objectives of advertising?**
   - Sales Objectives

- Communication Objectives
7. **Explain the Advertisement Decision Process.**
    - Review of the marketing plan
    - Situational Analysis
    - Analysis of communication process
    - Budget Determination
    - Advertising objectives
    - Deciding the message strategy
    - Integration & implementation
    - Monitor, Evaluate & control

8. **Discuss the economic impacts of advertising?**
    - Effect on the Value of Products
    - Effect on Prices
    - Effect on Competition
    - Effect on Consumer Demand
    - Effect on Consumer Choice
    - Effect on the Business Cycle
    - The Abundance Principle

9. **Discuss the various basis of classification of advertising. Give examples.**
    - Target Group
    - Geographic coverage
    - Impact Product life cycle
    - Appeal
    - Media

10. **Discuss the social aspects of advertising. Give examples.**
    - Deception in Advertising
    - The Subliminal Advertising Myth
    - The Effect of Advertising on Our Value System
    - The Proliferation of Advertising
    - The Use of Stereotypes in Advertising
    - Offensiveness in Advertising

11. **Discuss the legal aspects of advertising.**
    Regulation – PERMA Ordinance, The code of advertising standards and practice
    Tobacco advertisements
    Representation of children in advertising
    Subliminal advertising

12. **Discuss the role of advertising in the marketing mix.**
    - Marketing Role – Brand Building
    - Communication Role – Mass Communication

- Economic Role – Price / Value communication, Brand switching
- Societal Role – Socio-Cultural information

13. Advertising is wasteful expenditure for any business. Comment.
- Advertising is a tool for promoting the products, many other tools like coupons, POP demonstration etc have proved to be effective in many situations
- Ads are only qualitatively evaluated in terms of the objectives framed.
- Even with zero advertising products do sell.

14. Briefly examine the various stages of product life cycle and state corrective Advertising measures?
Introduction - Informative Ads
Growth - Competitive / Persuasive Ads
Maturity – Reminder ads to reduce brand switching

15. Briefly explain the relationship of advertising with the other elements of promotional mix?
Advertising supports and supplements the other elements of the promotion mix. It increases the effectiveness of the other tools by creating awareness about Sp tools or by providing additional information aiding direct selling.

16. List the Factors of IMC development in Indian Origin
Strategically integrating the communication functions results in
- Reduction of duplication
- Development of more efficient and effective communication program.
- Enables adaptation to changing environment

Increase in Mass media
Growth of internet

17. Define advertising agency.
An advertising agency is a service business dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for its clients. An advertising agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. According to George E. Belch, "Advertising agency is a service organization that specializes in planning and executing advertising programmes for its clients."

18. Discuss the various factors for the selection of an ad agency?
- Specialized services
- Better market knowledge
- Higher bargaining power with media companies
- Creative performance

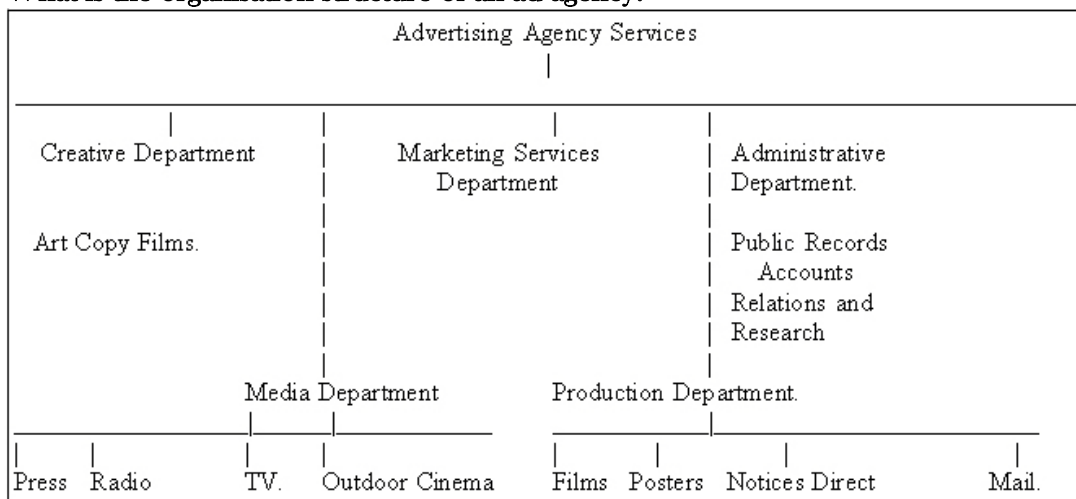### 19. Mention any two reasons for the failure of advertising campaigns.

- Inappropriate media selection
- Irrelevant appeal and message

20. What is incentive based compensation?

Many clients these days are demanding more accountability from their agencies and tying I agency compensation to performance through some type of incentive-based system.

While there are many variations, the basic idea is that the agency's ultimate compensation level will depend on how well it meets predetermined performance goals. These goals often include objective measures such as sales or market share as well as more subjective measures such as evaluations of the quality of the agency's creative work. Companies using ! incentive based systems determine agency compensation through media commissions, fees,bonuses, or some combination of these methods.

21. What is the organisation structure of an ad agency?

```
                        Advertising Agency Services
                                   |
 _____
       |                 |                  |
 Creative Department     |          Marketing Services      |    Administrative
                         |              Department          |    Department.
                         |                                  |
 Art Copy Films.         |                                  |    Public Records
                         |                                  |        Accounts
                         |                                  |    Relations and
                         |                                  |    Research
                         |                                  |
              Media Department            Production Department.
              |_____|                   |_____|
 _____         _____
 |    |        |       |              |       |       |       |        |
 Press Radio   TV.   Outdoor Cinema   Films  Posters Notices Direct   Mail.
```

22. Explain the functions of advertising agencies.

- Account services
- Marketing services
- Creative services
- Management & Finance

23. List the factors used to select an advertising agency.

- Size of the agency
- Services offered
- Budget
- Media control

24. What are full service agencies? (Nov/Dec 2014)

A full service agency offers its clients a full range of marketing,communications, and promotions services, including planning, creating, and producing the advertising; performing research; and selecting media. A full-service agency may also offer non advertising services such as strategic market planning; sales promotions, direct marketing,

and interactive capabilities; package design; and public relations and publicity. The full-service agency is made up of departments that provide the activities needed to perform the various advertising functions and serve the client.

25. What is an Ad campaign?

It includes a series of ads. Placed in various media, that are designed to meet objective and are based on an analysis of marketing and communication situations.

-                S.Waltson Dunn

Advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns appear in different media across a specific time frame. Various types of media can be used in these campaigns such as radio, TV, and internet.

According to Dunn and Barban, "An advertising campaign includes a series of ads, placed in various media, which are designed to meet objectives, and are based on analysis of marketing and communication situations".

26. List out the advantages & disadvantages of Ad. Agencies mode of advertisements.

Advantages:

* Advice & counsel on marketing strategy.
* Advice & counsel on advertising and media strategy.
* Prepare & develop, print, outdoor, and electronic advertisement.
* Carry out collateral designs of various items such as display material & other display Material.
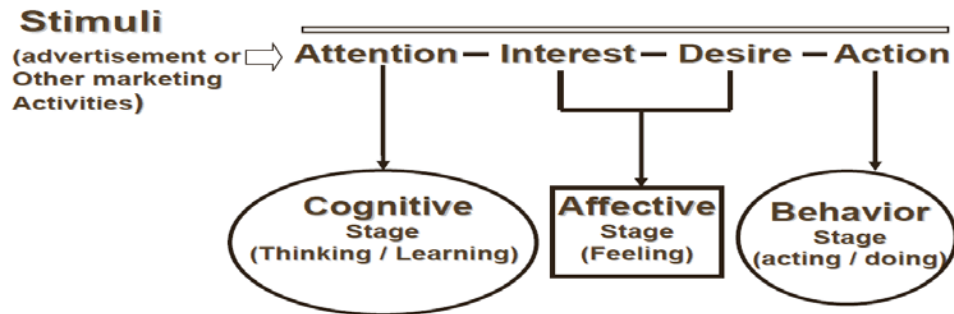* Help & counsel on sales promotion & other communication tasks
  Dis advantages:
* Additional Expense
* Unfamiliararity With Your Product
* Unclear expectations
* Limited creative thinking
* Low priority

27. What is AIDA?

AIDA model was developed by E.K.Strong explains the impact created by advertisements in realistic stages.

AIDA MODEL

Stimuli
(advertisement or
Other marketing
Activities) ⇒ **Attention — Interest — Desire — Action**

Cognitive Stage (Thinking / Learning)

Affective Stage (Feeling)

Behavior Stage (acting / doing)

28. What is DAGMAR?

DAGMAR approach is related to setting of advertising objectives in such a way against which advertising effectiveness can be easily measured. DAGMAR means 'Defining Advertising Goals for Measured Advertising Results'. This approach was given by Russel Collay in 1961. Russel Collay prepared a report for the Association of National Advertisers in the year 1961. DAGMAR model is based on communication objective of advertising. DAGMAR model begins with awareness, moves to comprehension, then conviction and ends with action.

29. What do you understand by Rating?

The best known of all audience measurement

The program rating refers to the percentage of TV households in an area that are tuned to a specific program during a specific time period

Rating = <u>Households tuned to a show</u>
                Total Households

30. How do we decide the frequency of advertisements?

Frequency refers to the number of times the receiver is exposed to vehicle in a specific time period.

Part B

1. (i) Explain the social, economic and legal implications of advertising.
2. Enumerate the reasons for the growth and importance of IMC. How does it differ from traditional advertising and promotion?
3. (i) Why do companies need advertising agencies (Functions/Role) and what is the criterion used to select advertising agencie1s? (ii) Explain the different types of advertising agencies
4. Explain the different methods of compensating advertisement agencies. Highlight the changes occurring in
5. Give a detailed account of the structure and operations of the advertising industry.
6. (i) Describe the various aspects to be considered while developing a good advertising campaign.
7. Describe the major steps for planning an advertising campaign.

8. Explain the reasons for growth and importance of integrated marketing communications. How does it differ from traditional advertising and promotion? (Nov/Dec 2014)

9. Explain different methods of compensating advertising agencies. Highlight the changes occurring in the way of compensating advertising agencies and factors that underlie the changes.
10. Detail the functions of advertising agency with examples.
11. Explain the criteria for selection of advertisement agencies.

UNIT II

Part A
1. Briefly explain the various types of advertising?

Brand, Retail or Local Advertising, Direct-Response Advertising, Business-to-Business Advertising, Institutional Advertising, *Nonprofit Advertising, Public Service Advertising*

2. Discuss the various basis of classification of advertising

Geographical Spread Basis
Target Group Basis
Impact Basis
Product Basis
Non Product Basis
Appeal Basis

3. Explain a.) Deceptive Ad b.) Unfair Ads.

Deceptive – Unrealistic message
Unfair – Unrealistic objectives

4. What do you understand by advertising copy?

Advertisement copy is the product of collective efforts of copywriters, artists,layout designers, models, choreographers, directors, market-researchers, etc.
Effectiveness of advertising-campaign depends on effective ad-copy. Ad-copy
should attract attention, create interest of readers/viewers, induce or persuade the readers to purchase the product or take them near to purchase. The advertising copy should be capable of turning potential and prospective buyers into actual buyers.

5. Define copywriting advertisement?

Copywriting refers to preparing advertising-copy. Before writing ad-copy,
copywriter must have information about the clients' product/services, target-market, competition, general trends, legal restrictions, advertising objectives, timing when the product is purchased and used, etc. Thus, copywriting is translating the information provided by advertiser to copywriter, into advertisement in such a way that will help the advertiser in achieving his advertising objectives.

6. What are elements of a copy?

Headlines The headline is the words in the leading position of the ad—the words that will be read first or are positioned to draw the most attention
Body Copy The main text portion of a print ad is referred to as the body copy
Visual Elements: The illustration is often a dominant part of a print ad and plays an important role in determining its effectiveness.

7. **What is known as pop up Advertisements?**

Pop-up ads or pop-ups are a form of online advertising on the World Wide Web intended to attract web traffic or capture email addresses. Pop-ups are generally new web browser windows to display advertisements.

8. **Define consumer advertising.**

A very substantial portion of total advertising is directed to buyers of consumer products who purchase them either for their own use or for their households. The fact that buyers of consumer items are generally very large and are widely distributed over a large geographical area enhances the importance of advertising as a marketing tool, he preponderance of such advertising can be seen by looking into at random any general print media, such as newspapers and magazines etc.

9. **What do you understand by industrial advertising?**

Industrial advertising is directed at a specialized and relatively small sized target audience. The target audience are the manufacturers who buy machinery, equipment, raw materials and consumables. Media used include publications, direct mail, telephone & internet.

10. **What is meant by advertisement appeal? (Nov/Dec 2014)**

- The advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, service, or cause.
- Categories
    a. Informational / Rational Appeals
    b. Emotional Appeals

11. Define advertising message.

An appealing message to the audience is the most essential part of every advertising campaign. Without an effective advertising message, it is impossible for any firm to succeed and achieve its objectives. Due to immense information that is projected on the minds of consumers, striking, and impressing the consumer is very difficult. Hence, advertising messages become extremely crucial; Advertiser wants to send some information, facts, and appeals, in a convincing way so that the attention of audience can be attracted and their interest can be aroused and they can be persuaded to buy the advertiser's product.

12. **Define advertising media.**

The Advertising Media can be defined as the communication channels used for advertising, including television, radio, the printing press, and outdoor advertising, etc. These channels of communication serve many diverse functions, such as offering a variety of entertainment with either mass or specialized appeal, communicating news and information, or displaying advertising messages. The media carry the advertisers' messages and serve as the vital link between the seller of a product or service and the consumer. According to Philip Kotler, "The communication channels through which message moves from sender to receiver is called media".

13. **What is broadcasting media?**

When one talk of advertising the person first thinks of television and radio advertising, which are types of broadcasting media. The views expressed are particularly absorbed by

those who have no alternative source of information, or by those who cannot read with any great facility and have not got the cultural
background which might enable them to evaluate the torrent of pictures and works that pours on them daily.

There are several advantages of television like one have a clear idea that what is happening in the world, people can have live information about the several events like sports and any other good or bad events happening on the globe.

14. Write a note on different types of media available to advertisers.

15. **What is direct advertising media?**

Direct advertising is one of the oldest methods of reaching the consumer or a prospect. Direct advertising is very comprehensive phrase covering all forms of printed advertising delivered directly to the prospective customers, instead of indirect distribution like newspapers or the magazines. The printed matter is distributed house to house by personal delivery, handed to passers-by on the side-walks, placed in the automobiles, struck under the wind-screen of an automobile, handed over at the retail counters or may be sent through post. It is direct mail advertising if it reaches by mail alone.

16. What are the objectives of media planning?

17. **What do you mean by media plan?**

Media plan is a document describing objectives, strategy, tactics, resource allocation, and media schedule and media mix to be used in reaching a targeted audience. The media plan determines the best way to get the advertiser's message to the market. In a basic sense, the goal of the media plan is to find that combination of media that enables the marketer to communicate the message in the most effective manner to the largest number of potential customers at the lowest cost. According to Wells Burnett, "Media-planning is a decision process regarding use of advertising time and space to assist in the achievement of marketing objectives".

18. **Define media scheduling**

Media scheduling refers to decision regarding date or time when advertisement is to appear, frequency of ads, etc. Scheduling is defined as the determination of the time when each items of preparation and execution should be performed. The term scheduling has two meanings in advertising circles. First meaning of the term is analogous to the factory situation. Procedures are established within the agency set-up to make sure that creative work is done in time. In the second meaning, the term scheduling is used to describe any activity closely related to the physical placement of advertisements in the required media. When all the specific media to be bought have been considered, the job of placing ads in these media becomes simple.

19. **Explain Media scheduling. (Nov/Dec 2014)**

- Scheduling refers to the pattern of advertising timing, represented as plots on a yearly flowchart
- These plots indicate the pattern of scheduled times advertising must appear to coincide with favorable selling periods

- Three scheduling methods available to the media planner are continuity, flighting, and pulsing

20. How selection of appropriate media help in media planning?

In media planning, different media are compared on the basis of cost per reader, cost per viewer, media-image, media-coverage, media-rating, etc. While selecting media the advertiser ensures that selected media matches with the features of target audience, for example, if our target audience are literate, then print-media can be selected; if target audience is a specific professional group, then professional journals and magazines will be appropriate media. Media planning also ensures that selected media is as per the message requirements, for example, if message involves demonstration, then media with audio-visual effects *(viz.* T.V.) will be selected.

21. What is media strategy?

Media strategies inform customers about projects and programs through newspapers, radio, television and videos, billboards, posters and variable message signs, mass mailings of brochures or newsletters, and distribution of fliers. Working with the media, an agency takes an active role in disseminating information. Media strategies take a variety of forms. The simplest examples are fliers about projects within a corridor (a targeted market area) or variable message signs on highways that inform motorists (a targeted market) of delays ahead or of alternate routes.

22. Define media research.

Media research is a systematic, empirical research used as a basis for media
planning by media companies. It is a survey conducted to investigate what segment of consumers read which periodicals and/or listen to or watch which radio or television programs. Any decision that is not bases on proper information can spell disaster for any advertising campaign. The information collected through media research shall be able to provide answer to the following questions: What class of media should be used? What media vehicle and media option should be used? And what should be the exposure level and how schedule it?

23. What is layout of advertisement?

Layout is a plan, arrangement, overall structure, blue print of advertising copy. It arranges headlines, sub-headlines, slogans, illustrations, identification marks,boxes, text-body, blurbs, closing idea, etc., in a systematic manner. According to Otto Kleeper, "Layout means two things; in one sense, it means the total appearance of the advertisement — its design and the composition of its elements; in another sense it means physical rendering of the design for the advertisement - its blueprint for production purposes".

24. Write a short note on copy writing.

Firms can choose to vary the number of times a particular advertisement is repeated, or they can decide to alter the combination of advertising media used. How the cost of achieving a sale varies with these changes is another factor affecting the optimal level of advertising. If advertising costs per unit of output fall, this will put firms with a small market share at a disadvantage unless they multi-product firms able to capitalize on advertising a common brand name. The presence of an advertising threshold could be one reason why unit advertising costs decrease.

25. Give the roles of copywriting in print media

print advertisement is created in two pieces - a copy sheet and a lay-out.The two categories of copy that print advertising uses are display copy and body copy (or text). Display copy includes all elements that readers see in their initial scanning. These elements - headlines, sub-heads, call-outs, taglines, and slogans - usually are set in larger type sizes than body copy and are designed to get attention and to stop the viewer's scanning. Body copy includes the elements that are designed to be read and absorbed, such as the text of the ad message and captions.

26. What are the different types of layout?

Standard layout
Editorial layout
Poster Layout
Comic strip Layout
All type Layout

27. What do you mean by rational appeal?

Rational appeals as the name suggests aims to focus on the individual's functional, utilitarian, or practical needs for particular products and services. Such appeals emphasize the characteristics and features of the product and the service and how it would be beneficial to own or use the particular brand. Print media is particularly well-suited for rational appeals and is often used with good success. It is also suited for business-to-business advertisers and for products that are complex and that need high degree of attention and involvement.

28. What is Advertising effectiveness?

Measuring advertising effectiveness refers to evaluation of advertising results against the pre-established standards of performance and objectives. Advertising objectives can be sales objective or communication objective. In the evaluation process, it is estimated that up to what extent advertising campaign has been able to achieve its sales or communication objectives. If the advertising fails to achieve the desired results, the money spent on advertising will go waste. Measuring the effectiveness of advertising is not an easy task, as advertising objectives are not specific and advertising is not the only element in the promotion-mix.

29. What are the various ways to measure the effectiveness of an advertising campaign?

30. How would you measure the share of audience? (Nov/Dec 2014)

Share of audience is the percentage of households using TV in a specified time period that are tuned to a specific program. Audience share is calculated by dividing the number of households (HH) tuned to a show by the number of households using television(HUT).

Audience share is always higher than the program rating unless all the households have their sets turned on (in which case they would be equal). Share figures are important since they reveal how well a program does with the available viewing audience.

31. What are the factors influencing media choice?

Media Selection Considerations

Cost per Contact	The cost of reaching one member of the target market.
Reach	The number of target consumers exposed to a commercial at least once during a time period.
Frequency	The number of times an individual is exposed to a message during a time period.
Audience Selectivity	The ability of an advertising medium to reach a precisely defined market.

32. Define Clutter.

The nonprogram material that appears in a broadcast environment, including commercials, promotional messages for shows, public service announcements, and the like.

33. Explain Cost Per Thousand (CPM).

Magazine industry provides cost breakdowns on the basis of cost per thousand people reached.

Cost per thousand (CPM) = $\frac{\text{Cost of ad space}}{\text{Circulation}} * 100$

PART B

1. Explain the types of media plan. What are the problems faced by the media planner? Describe in detail the steps in developing a media plan. / Explain the media planning process and promotional scheduling.
2. (i) Compare and contrast the advantages and disadvantages of types of media.
   (ii) How do you select a particular vehicle in media type? Discuss the same with the components of advertisement budget
3. What are the major advantages and disadvantages of television advertising?
   Name a product and suggest three media that you would use to advertise that product. Justify your media mix choices.
4. (i) Discuss the methods of research to measure the advertising effectiveness.
   (ii) Describe a good advertising layout.
5. What important factors should be considered I market analysis of media planning? Differentiate between CPM and ACPM.
6. Discuss the various types of advertisement copy with examples.

7. What are the important factors to be considered in market analysis in developing a media plan? Differentiate CPM from
8. What are the major advantages and disadvantages of television advertising?
9. Explain the types of media plan. What are the problems faced by the media planner? Describe in detail the steps in developing a media plan.
10. Compare and contrast the advantages and disadvantages of types of media/Explain different media available for advertising giving their suitability

Part A

1. **Define Sales Promotion.**

   The word promotion originates from the Latin word 'Promovere' means "to move forward" or to push forward. Sales and promotion are two different words and sales promotion is the combination of these two words. Sales Promotion is another important component of the marketing communications mix. It is essentially a direct and immediate inducement. It adds extra value to the product and hence prompts the dealer/consumer to buy the product. According to Philip Kotler, "Promotion encompasses all the tools in the marketing mix whose major role is persuasive communication".

2. **What is brand switching?**

   Some promotions encourage consumers to buy a different brand than the one they bought on an earlier purchase occasion, or had the intention of buying now. Brand switching of this type is often called as 'aggressive switching'. The second type of promotion effect on brand switching is considered as 'defensive switching'. In this case, the objective is to retain the customer by encouraging her/him to buy the same brand as was bought on earlier occasion instead of switching to a different brand on this purchase occasion

3. **What are the Objectives of Sales Promotion?**
   - To introduce new products
   - To attract new customers and retain the existing ones
   - To maintain sales of seasonal products
   - To meet the challenge of competition

4. **What is consumer oriented sales promotion?**

   The primary objective of sales promotion is to motivate consumer behavior - i.e., to generate some type of active response such as buying Snapple products in order to get the bottle cap, which serves as currency for an online yard sale Consumer sales promotions that might induce impulse purchases include limitedtime-only sales, limited edition products, and products that the consumer is already. looking to purchase as collectibles. For example, people interested in Coca-Cola collectibles buy virtually anything with the Coca-Cola logo displayed on it, from salt and pepper shakers to tee shirts

5. **What do you understand by trade oriented sales promotion?**

   Trade promotions are the expenditures or incentives used by manufacturers and other members of the marketing channel to help to push their products through to retailers. The best way to understand trade promotions is to note that they are incentives that members of the trade channel use to entice another member to purchase goods for eventual re-sale. In other words, trade promotions are aimed at retailers, distributors, wholesalers, brokers, or agents. A manufacturer can use trade promotions to convince another member of the trade channel to carry its goods. Wholesalers, distributors, brokers, and agents can use trade promotions to entice retailers to purchase products for eventual re-sale.

6. **Explain the problems or risk involved in sales promotion?**
   - Lack of planning
   - Short term impact

7. What are the common sales promotion strategies and tactics?
   - Pull
   - Push
   - Push-Pull

8. What are the positive and negative effects of sales promotion on brand volume?
   Positive Impact:
   - Increases short term sales
   - Creates initial/trial purchase
   Negative Impact:
   - Reduces brand equity
   - Reduces brand loyalty

9. Briefly examine the factors influencing sales promotion growth.
   - Growing power of retailers
   - Declining brand loyalty
   - Brand proliferation
   - Fragmentation of consumer market

10. What are the factors which influence sales promotion growth?
    - Growing power of retailers
    - Declining brand loyalty
    - Brand proliferation
    - Fragmentation of consumer market

11. What is the importance of sales promotion in Marketing?
    - SP provides an extra incentives to buy
    - Speedens up the selling process and maximize sales volume
    - SP activities are targeted to different parties in the marketing channel

12. Differentiate between advertising and sales promotion?
    Advertising is targeted towards a large group and is used to generate short and long term sales
    SP is designed to a specific group of customers and is used to generate immediate short term sales

13. How dose Sales Promotion Affects Sales?
    SP tools are targeted towards a specific group of the target market in order to bring about immediate sale

14. What is event marketing? (Nov/Dec 2014)
Event marketing is a type of promotion where a company or brand is linked to an event or where a themed activity is developed for the purpose of creating experiences for consumers and promoting a product or service.

15. State the advantage of a bounce back coupon. (Nov/Dec 2014)

An in/on-pack coupon that is redeemable for the next purchase of the same brand is known as a bounce-back coupon.

Advantages:

- encourage the consumer to purchase the product in the early stages of its life cycle
- Encourages repeat purchases and thereby helps in retaining consumers

16. Define Sales promotion.

Marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer and can stimulate immediate sales. Materials that act as a direct inducement, offering added value, or incentive for the product, to resellers, sales persons or consumers

The word promotion originates from the Latin word 'Promovere' means "to move forward" or to push forward. Sales and promotion are two different words and sales promotion is the combination of these two words. Sales Promotion is another important component of the marketing communications mix. It is essentially a direct and immediate inducement. It adds extra value to the product and hence prompts the dealer/consumer to buy the product. According to Philip Kotler, "Promotion encompasses all the tools in the marketing mix whose major role is persuasive communication".

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The primary objective of sales promotion is to motivate consumer behavior - i.e., to generate some type of active response such as buying Snapple products in order to get the bottle cap, which serves as currency for an online yard sale Consumer sales promotions that might induce impulse purchases include limited time- only sales, limited edition products, and products that the consumer is already looking to purchase as collectibles. For example, people interested in Coca-Cola collectibles buy virtually anything with the Coca-Cola logo displayed on it, from salt and pepper shakers to tee shirts.

18. Identify any four trade oriented promotion techniques.

A trade sales promotion is targeted at resellers—wholesalers and retailers—who distribute manufacturers' products to the ultimate consumers.

- Point of purchase displays
- Trade shows
- Push money
- Deal Loaders

19. Define coupon ?

A coupon is a certificate that entitles the consumer to a specified saving on the purchase of a specified product. These coupons are usually issued by the manufacturers through the retailers or in most of the cases; they are kept inside the package. The consumer may get a discount of the value stated on the coupon at the time of purchase. The retailers are reimbursed the value of coupons by the manufacturers, for example, lifebuoy issues coupons on purchase. Coupons are used widely by marketers across many retail industries and reach consumers in a number of different delivery formats.

20. What is bonus/premium?

An offer of a certain amount of product at no cost of consumers who buy a stated amount of a product or a special pack thereof is called premium offer or bonus offer. This method is very popular now-a-days in view of the acute competition. Premium may be kept inside the pack or in the form of reusable container. Bonus offers can take on many different characteristics. They will not appeal to as broad a group as will price offers. Bonus deals can provide the perception of a greater value given than direct price. When an additional 25 per cent of the product is packaged with the product as a bonus, the user receives full value, but the manufacturer has only a 25 per cent increase in product cost, with no added profit cost to other channel members.

21. what do you understand by trade oriented sales promotion?

Trade promotions are the expenditures or incentives used by manufacturers and other members of the marketing channel to help to push their products through to retailers. The best way to understand trade promotions is to note that they are incentives that members of the trade channel use to entice another member to purchase goods for eventual re-sale. In other words, trade promotions are aimed at retailers, distributors, wholesalers, brokers, or agents. A manufacturer can use trade promotions to convince another member of the trade channel to carry its goods. Wholesalers, distributors, brokers, and agents can use trade promotions to entice retailers to purchase products for eventual re-sale.

22. What do you understand by sales force incentives in sales promotion?

A quota of sale is fixed for each salesman during a fixed stated period. Bonus isoffered on sales in excess of the quota fixed. In order to get the higher premium the salesman will try to sell more quantities of goods. The manufacturer sets a target of sales for a year. If the sales force sell the products above the targeted sales, bonus is offered to them. This is an encouragement incentive given to the salespeople to sell more products to cross the quota or targeted sales.

23. What is sales promotion campaign?

'Sales promotion campaign' is important and widely used series of sales promotion efforts in a common theme for pushing sales of products. The Sales promotion campaign must be well planned and strategically drafted using the right campaigns as well as strong, persuasive and attention grabbing words. Companies introduce sales promotion campaigns for capturing market. Price discounts and schemes like buy one, get one free are also offered as sales promotion. Massive advertising is useful to support the sales promotion campaigns.

24. What is meant with sales promotion outsourcing?

Some companies outsource certain sales promotions. In this section, several types of outsourced sales people are introduced, as well as the reasons for and challenges associated with outsourcing various sales activities are elaborated. A company can outsource part or all of the sales cycle. When a company hires a call center to make phone-calls, and set-up appointments, it is outsourcing only the leadto- suspect conversion portion of the sales cycle. The suspect-to-prospect and prospect-to-customer conversions could then be the responsibility of either the outsourcer or another type of sales organization it hires for that purpose

25. What is international promotion strategy?

Traditionally, international promotion referred to promotion undertaken beyond a company's domestic market, using a common message to definable international audiences. It was accepted that, within the domestic market, a company's market penetration was greater than in the international arena, its local market was broader, its sales message was more detailed, and its advertising was created to match actual or perceived local nuances, the same copy line.

26. What is online sales promotion?

Online sales promotions have expanded dramatically in recent years. Marketers are now spending billions of dollars annually on such promotions. Sales promotions online have proved effective and cost-efficient, generating response rates three to five times higher than those of their offline counterparts. The most effective types of online sales promotions are free merchandise, sweepstakes, free shipping with purchases, and coupons. Online sales promotion is quickly becoming a pervasive mode of communication with prospective consumers.

27. What is social media?

Social media advertising is one sales technique that rarely fails. If a promoter manages to find a slot for the business in social sites like twitter, facebook, myspace, etc., rest assured to see an increased traffic flow to his website. Social media helps in connecting the target audience effectively. Developing facebook applications that will promote business or placing ads on relevant pages, ensures a better visitor clickrate.

28. What is Interactive/Online/Internet Marketing?

Marketing over internet is direct, low in cost, interactive and two-directional, personalized, up-to-date, targeted, less intrusive, and less commercial. The Internet has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience. The interactive nature of Internet marketing, both in terms of providing instant response and eliciting response, is a unique quality of the medium.

29. Write two tools for online sales promotion briefly.
- Offer online-only specials
- Ship large orders for free
- Encourage impulse buys
- Provide great customer service

30. What are advertorials?

A newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article

Part B
1. Discuss the different sales promotion techniques in trade and consumer oriented with examples
2. Discuss the various objectives that may be sought when using the internet in an IMC strategy. State some of the measures used to determine the effectiveness of a website.

3. Explain the concept of integrated promotions. Discuss the role of integrated promotion elements in different stages of product life cycle with suitable examples. Highlight the importance of coordination with various promotion techniques with examples.
4. Explain the scope and role of sales promotion. What are the different types of sales promotion objectives? Give examples. Describe different types of sales promotion activities.
5. Discuss the various objectives of using the internet in an IMC strategy. State some of the measures used to determine the effectiveness of a website
6. Describe different types of sales promotion activities. Elaborate on the consumer promotion oriented goods used by retailers to encourage them to make a purchase.
7. Explain the scope and role of sales promotion. What are the different types of sales promotion objectives? Give examples.
8. Briefly explain the factors that are responsible for the rapid growth of sales promotions.
9. What are the advantages and disadvantages in outsourcing the sales promotion?
10. Discuss the integrated sales promotion .Highlight the importance of coordination with various promotion techniques with examples

UNIT IV

Part A

1. Explain the role played by Public Relations.

PR has taken a broader and more market oriented perspective designed to promote the organization and its products & services. PR department works closely with the marketing department to support traditional advertising and marketing efforts and as akey part of the IMc program.

2. What are the types of PR?
- Pre-advertising Pr
- Coincidental PR
- Post-Advertising PR
- Continuous PR

3. Enlist the functions of PR.
- Determination and evaluation of the public attitudes
- The identification of policies and procedures of an organization with a public interest
- Development and execution of a communication program designed to bring about public understanding and acceptance

4. What are the objectives of PR?
- To create understanding
- To educate the market
- To create a corporate brand
- Launching a new product or brand

5. State the important objectives of MPRs. (Nov/Dec 2014)

Public relations activities designed to support marketing objectives are referred to as marketing public relations (MPR) functions MPR.

Objectives of MPR:

- Raising awareness
- Informing and educating
- Gaining understanding
- Building trust
- Giving consumers a reason to buy
- Motivating consumer acceptance

6. Give two reasons why good public relations are necessary.

- PR tools enjoy higher credibility than Advertising
- PR always results in building long term positive attitude and does not possess the risk of negative publicity

7. Mention the elements of promotional mix.

- Advertising
- PR
- Publicity
- Sales Promotion

8. Explain briefly the process of PR.

- Determining and evaluating public attitudes
- Establishing a PR plan
- Developing and executing the PR program

9. List the PR tools.

- Participation in public events
- Press releases
- Newsletter
- Blogging
- Social Media
- Community Relations

10. What is opinion survey.

An **opinion poll**, sometimes simply referred to as a **poll**, is a human research **survey** of public **opinion** from a particular sample.**Opinion** polls are usually designed to represent the **opinions** of a population by conducting a series of questions and then extrapolating generalities in ratio or within confidence intervals.

11. State the advantages and disadvantages of MPR.

Advantages

- It is a cost-effective way to reach the market.
- It is a highly targeted way to conduct public relations.
- It benefits from the endorsement of independent and objective third parties who have no association with the product.
- It achieves credibility.
- It supports advertising programs by making messages more credible.
- It breaks through the clutter.
- It circumvents consumer resistance to sales efforts.

Disadvantages

- There is a lack of control over the media.
- It is difficult to tie in slogans and other advertising devices.
- Media time and space are not guaranteed.
- There are no standard effectiveness measures.

12. What is a PUFF?

PUFF is a piece of writing which proclaims the virtues of a company, product or service, praising it and urging readers to favor it by making a purchase.

13. What is press relations?

Press relations aims to achieve maximum publication and broadcasting of public relations information in order to create knowledge and understanding.

14. What is Self-image?

The image a person carries about himself or herself as a particular type of personality with certain traits, habits, relationships, behavior and possessions.

15. Who are considered as public?

- The community
- Potential employees
- Employees
- Suppliers
- The money market
- Distributors
- Customers and users

16. How is an in-house PR department organized?

- o CEO
    - PR Department
        - Production
        - Finance
        - Marketing

17. What are the advantages of PR?
- Credibility
- Lead generation
- Avoidance of clutter
- Abilty to reach specific groups
- Image building

18. What are the demerits of PR?
- Incomplete communication process
- Absence of connectivity to the source
- Redundancy resulting from lack of coordination between the Pr and marketing department

19. Why is PR effectiveness evaluated?
a. To measure the achievements of the PR program quantitatively
b. To justify costs to the management
c. To judge the quality of PR activities
d. To assess whether the communication objectives have been acheived

20. List the tools for evaluating PR?
- Personal observation and reaction
- Team approach
- MBO
- Public opinion and surveys
- Audits

21. What are the advantages of PR consultancies over In-house PR department?
- Experience based on handling variety of accounts
- Buying ability and knowledge of sources of supply
- Well trained professional staff

22. What is webers principle?
According to this law, the stronger the initial stimulus the greater the additional intensity needed for the second stimulus to be perceived as different.

23. List the external media used for PR.
Newspaper, radio, magazine, Television, Film

24. What is puffery?
Puffery is an advertising that praises one product to be sold with subjective opinions, exaggerations or superlatives without stating any facts.

25. What is bulletin board?
Several times many organizations, publish many important Notices, orders, for the employees of organizations on a significant board, this is called Bulletin Board

26. What do you mean by house journal?

House Journals are one of the most effective tools that organizations can use to communicate with their employees. It is a periodical publication which tries to establish regular communication between an organization and its employees and other public.

27. Brief on films as a tool for PR.

The film is a very powerful medium of PR, as a medium of communication, instruction, education, entertainment, marketing, research etc.

- Greater impact because of its powerful appeal to eye, ear and senses.
- Effective learning aid on account of auditory and visual qualities.
- Accurate reproduction of objects and events.
- Clarity.
- Long life-span and Measurability of circulation and effectiveness statistically.

28. What are the objectives of community relations?

- To inform the community about company's policies, operations and problems.
- To answer criticism and repel attracts by local pressure group.
- To promote the welfare of a community.
- To inform employees connected with a company.
- To find out what the community is thinking and saying about a company and its policies and operations.

29. What are the direct communication methods used in PR?

- Speeches
- Electric spectacular display
- Signs
- Post cards
- Letters
- Word of mouth

30. How is press release different from press tour?

a. The usual way of issuing information to the press is by writing a press release. Press releases are a traditional method of handing out information and is a useful tool with the PR professionals.

b. Several times many organizations are invited journalists to visit their production houses where their products are formed. After visiting journalists are written report based on this. For this press Tour is a very important tools for the PR professionals.

Part B

1. Explain the term public relations and describe the process of public relations. Discuss the advantages and disadvantages of PR
2. How will you measure the effectiveness of PR? Explain the tools and techniques used to measure PR effectiveness.
3. Briefly describe the budgeting techniques followed by various public relation firms

4. How are PR departments funded by business firms? List the differences among public and Private PR departments in the domains of (i)research (ii)counseling and (iii) evaluation.
5. Explain the MPR structure
6. Differentiate PR and Media Relations
7. Discuss the advantages and disadvantages of PR
8. How do measure the effectiveness of PR tools and techniques

UNIT V

Part A
1. **Define publicity.**

Publicity refers to the generation of news about a person, product, or service that appears in broadcast or print media. Publicity is really a subset of the public relations effort

2. **What is the power of publicity? (Nov/Dec 2014)**

Publicity is highly credible. Unlike advertising and sales promotions, publicity is not usually perceived as being sponsored by the company (in the negative instances, it never is). So consumers perceive this information as more objective and place more confidence in it.
- Publicity information may be perceived as endorsed by the medium in which it appears.
- publicity is news, and people like to pass on information thathas news value. Publicity thus results in a significant amount of free, credible, wordof- mouth information regarding the firm and its products

3. **Differentiate advertising and publicity**

Advertising is the process of letting the public knows of the new product or service or of any alterations to the existing one with the main aim of offering it for sale to gain profit. Advertising can be done through all sorts of media.

Publicity is informing the world about news events or ground breaking developments in the company through radio, television, magazines, pamphlets, or newspapers. The publicity is usually picked up by news or industry related media and is not a paid advertisement.

4. **Distinguish between PR and Publicity.**

Public Relations	Publicity
A concerted program extending over a period of time	A *short-term* strategy
Designed to provide positive information about the firm and is usually controlled by the firm or its agent	Not always positive and is not always under the control of the organization

5. **What is the role of publicity?**

Publicity can make or break a product or even a company. A marketer cannot capitalize on the positive publicity or control the effects of negative publicity. Publicity is a powerful tool

6. **Why publicity is powerful?**
   - Credibility
   - Publicity information may be perceived as endorsed by the medium in which it appears
   - News value and the frequency of exposure generated

7. **What are the risks associated with publicity?**
   - Negative Publicity
   - Timing
     - Uncontrollable by the marketer
     - Decided by the media
     - May be earlier or late than expected
   - Accuracy
     - Loss of information
     - Inaccurate information
     - Filtering

8. **What are the methods for measuring effectiveness of publicity?**
   - Personal observation and reaction
   - Matching objectives and results
   - The team approach
   - Management by objectives
   - Public opinion and surveys
   - Audits

9. **Brief on the relationship between marketing, PR and Publicity?**
   Forms of communication
   - Nature:
     - Marketing – Proactive
     - PR & Publicity - Reactive
   - Focus:
     - Marketing – Product
     - PR & Publicity – Overall Company positioning internal & external
   - Prime Objective
     - Marketing – To create or bring a Product or service to market that people would buy
     - PR & Publicity – To build relationships with the stakeholders
   - Controllability:
     - Marketing & PR – Planned and Executed by the company
   Publicity – Planned by the company, Executed by the media

10. **How can social media be used for publicity?**
    - Identify the right social-media platform for your audience
    - plan your content and frequency of updates
    - build the page, create messages, or develop a following

- monitor the site for new followers and comment

11. What is community relations?
   A community is a group of people, who live in the same place, share the same government and have a common cultural and historical heritage. The people who live in a community and the institutions that serve them are mutually depend. The people cannot enjoy a good life without the institutions. That is called Community Relations.

12. **What is a publicity prop?**
   Inexpensive but interesting and relevant items sent with "soft" publicity materials to attract media attention and, perhaps, serve as props for the visual media, particularly television

13. **What are the goals of publicity?**
   Building Corporate Image
   Strategic business relations
   Retain loyal customers

14. **List the social media used for publicity.**
   - online forums (e.g., Digital Point)
   - blogs (e.g., WordPress)
   - social networking sites (e.g., Facebook)
   - social bookmarking sites (e.g., Digg)
   - video sharing sites (e.g., YouTube)
   - photo sharing sites (e.g. Flickr)
   - streaming sites (e.g., U stream)
   - user reviews (e.g., Amazon)
   - crowd-sourcing (e.g., Wikipedia)
   - content aggregators (e.g., Friend Feed)

15. **What are Chatter sheets?**
   Sheets with interesting, timely, and brief bits of information (e.g. trivia, historical milestones, consumer tips, etc.) on themes or topics relevant to an organization that are sent to DJs to use during their shows.

16. **What are the techniques used for Publicity?**
   - Audio Feed
   - Interview
   - Media availability
   - Media briefing
   - Press room

17. **What is Publicity stunt?**
   An interesting or unusual "event" created strictly as a publicity vehicle. It has sufficient human interest or unusualness to make photo and/or story material newsworthy or publication or broadcast.

18. What is news conference?

A media event organized by someone who wishes to make an announcement directly to the news media. News conferences usually are called to provide reporters with details on spot news. Media kits usually are given to reporters who attend the news conference

19. How does guest editorial used in Publicity?

An analysis of or commentary on news events or public concerns, written by someone outside the publication whose credibility is based on his/her knowledge of a particular subject and/or position in an organization.

20. What is media junket?

An all-expenses paid trip offered to reporters so they can witness an event, interview a celebrity, or see a facility. Although not acceptable to straight news media, they are still offered to and accepted by some travel, sports, and entertainment reporters. Reporters may receive publicity materials such as bios, media kits, photos, etc., as well as "freebies."

21. Define Video news release.

A videotaped news story produced by an organization and distributed to television newsrooms. VNRs are particularly useful at times of crisis or when an organization has an angle based on unusualness or human interest. VNRs may be accompanied by B-roll footage.

22. List a few tools for publicity.

Camera ready features
Community calendar announcement
Fillers
Guest editorial.

23. What are the risks of publicity?

Publicity does not assure positive results. Any publicity when over done may backfire. Also publicity activities may be looked from different perspectives by different group of public.

24. What is letter to editor?

The broadcast version of the guest editorial, these are opinions presented by an individual or group on a topic of general public interest. They are taped at the radio or TV station.

25. Define promo.

A broadcast announcement that promotes an upcoming program or activity on a radio or TV station. If an organization is involved in a project with the station – as a sponsor or a participant – a promo may be done mentioning the organization's name and/or address and/or slogan.

26. Who are internal audience?

Internal audiences may include the employees of the firm, stockholders and investors, members of the local community, suppliers, and current customers.

27. What is the role of employees in Public relations?

Maintaining morale and showcasing the results of employees' efforts are often prime objectives of the public relations program. Organizational newsletters, notices on bulletin boards, paycheck envelope stuffs, direct mail, and annual reports are some of the methods used to communicate with these groups.

28. List the advantages of Publicity.

Publicity offers the advantages of credibility, news value, significant word-of-mouth communications, and a perception of being endorsed by the media.

29. What are the problems in Publicity?

Beyond the potential impact of negative publicity, two major problems arise from the use of publicity: timing and accuracy.

Timing: Timing of the publicity is not always completely under the control of the marketer. Unless the press thinks the information has very high news value, the timing of the press release is entirely up to the media—if it gets released at all. Thus, the information may be released earlier than desired or too late to make an impact.

Accuracy: A major way to get publicity is the press release. Unfortunately, the information sometimes gets lost in translation—that is, it is not always reported the way the provider wishes it to be. As a result, inaccurate information, omissions, or other errors may result.

30. How do you measure the effectiveness of Publicity?

- Personal observation and reaction
- Team approach
- MBO
- Public opinion and surveys
- Audits

Part B

1. What is meant by Publicity? Explain the tools for publicity?
2. How is publicity different from other promotional tools of marketing? Detail the goals of publicity creation in the business markets
3. Difference between marketing, PR and Publicity.
4. Explain social publicity.
5. Enumerate the different Social Publicity methods. Explain the recent surge in the growth of Social media marketing
6. Discuss the dynamics of web based publicity possibilities to the current generation of consumers. What are the tools for publicity?
7. Explain the goals of Publicity.
8. Explain the web publicity
9. Explain in detail the Publicity Campaign.
10. Explain in detail the role of Social Media in Publicity.

Reg. No. : ☐☐☐☐☐☐☐☐☐☐☐☐☐

Question Paper Code : BS2120

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

General Management (Third Semester)

Marketing Management (Fourth Semester)

DBA 7001 — INTEGRATED MARKETING COMMUNICATIONS

(Regulations 2013)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1.   Define Advertising.

2.   What is Creative Agencies?

3.   What is Scheduling?

4.   What is Advertisement Reach?

5.   What is Layout?

6.   What is Concept Testing?

7.   Define Sales Promotion.

8.   What is Price Deal?

9.   What is Integrated Promotion?

10. What is Sales Campaign?

PART B — (5 × 13 = 65 marks)

11. (a)   Explain the functions of Advertising Agency.

Or

(b)   Describe the various objectives with which an advertisement should be made.

12. (a) Describe the process of successful media planning.

Or

(b) What are 'Product-oriented' and 'Consumer-oriented' appeals in Advertising? Illustrate your answer.

13. (a) Explain the factors considered for measuring the impact of Advertisements.

Or

(b) Enumerate the factors to be taken care of while designing an Advertisement Copy.

14. (a) Explain the various methods of Sales Promotion. What are the limitations of Sales Promotion in a Sellers Market?

Or

(b) Discuss the scope and role of Sales Promotion.

15. (a) Enumerate the factors for designing of Sales Promotion Campaign.

Or

(b) Explain the methods of outsourcing National and International Promotion strategies.

PART C — (1 × 15 = 15 marks)

16. (a) Discuss recent trends in online marketing.

Or

(b) Discuss the various forms of promotional activities.

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Question Paper Code : 10304

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2014.

Elective

BA 7014 — INTEGRATED MARKETING COMMUNICATION

(Regulation 2013)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define advertisement and explain its meaning.

2. What are full service agencies?

3. What is meant by advertisement appeal?

4. Explain media scheduling.

5. How would you measure the share of audience?

6. What is event marketing?

7. State the advantage of a bounce back coupon.

8. State the important objectives of MPRs.

9. What is the power of publicity?

10. What is social Publicity?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the reasons for growth and importance of integrated marketing communications. How does it differ from traditional advertising and promotion? (16)

Or

(b) Explain the different methods of compensating advertising agencies. Highlight the changes occurring in the way of compensating advertising agencies and the factors that underlie the changes. (16)

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12. (a) (i) What important factors should be considered in market analysis in developing a media plan? (8)

(ii) Differentiate between CPM and ACPM. (8)

Or

(b) (i) What are the major advantages and disadvantages of television advertising? (8)

(ii) Name a product and suggest three media that you would use to advertise that product. Justify your media mix choices. (8)

13. (a) Discuss the various objectives that may be sought when using the internet in an IMC strategy. State some of the measures used to determine the effectiveness of a website. (16)

Or

(b) Describe the types of Sales promotion activities. Elaborate on the consumer promotion oriented goods used by retailers to encourage them to make a purchase. (16)

14. (a) (i) What problems must be overcome when developing international promotional facilities? (8)

(ii) Why is it necessary that the theme of consumer promotion and advertising to be integrated to achieve successful promotion? (8)

Or

(b) Explain the term Public Relations and describe the process of Public Relations. (16)

15. (a) How will you measure the effectiveness of PR. Explain the tools and techniques used to measure PR effectiveness. (16)

Or

(b) (i) What is meant by Publicity. 'Any publicity is a good publicity'. Do you agree? Justify. (8)

(ii) Differentiate between marketing PR and publicity. (8)

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Question Paper Code : 40304

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2015.

Elective

BA 7014 – INTEGRATED MARKETING COMMUNICATION

(Regulation 2013)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define integrated marketing communication.

2. Mention any two reasons for the failure of advertisement campaigns.

3. What do you mean by advertisement layout in Print media?

4. Write a short note on copy writing.

5. Write two tools for on-line sales promotions briefly.

6. Why do sales-people require skill training?

7. Give two reasons why good public relations are necessary.

8. Mention the elements of promotional mix.

9. What do you refer by the term 'social publicity'?

10. Write two important de-merits of social media in marketing.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the social, economic and legal implications of fairness creams advertisements.

Or

(b) Give a detailed account of the structure and operations of the advertising industry.