

CHAPTER 2

INTRODUCTION TO ADVERTISEMENT

Sr. No.	Particulars	Page No.
2.1	Introduction to Marketing	58
2.2	Definition of Marketing	58
2.3	What is Marketed?	59
2.4	Marketing of Financial Services	62
2.5	Special Features of Service Marketing	62
2.6	Bank Marketing	63
2.7	Marketing of Banking Products: Contemporary Practice	64
2.8	Marketing strategies for Banking Industry	66
2.9	Marketing Mix for Banking Services	67
2.10	Identifying the Target Audience	70
2.11	Insights for Marketing to Women	71
2.12	Advertising	73
2.13	Advertising - A Powerful Tool	74
2.14	Advertisement in India	76
2.15	Advertising for Financial Products and Services	80
2.16	Steps in Advertising Financial Services	81

2.17	Types of Advertising Appeal	84
2.18	Behavioral Differences	85
2.19	How Men and Women Process Advertisement Differently?	90
2.20	Advertising Media	91
2.21	Types of Media	92

2.1 INTRODUCTION

In the earlier periods of human history, the problems of human beings revolved around the questions of endurance and at later periods of human civilization, probably for centuries, human beings were mostly concerned about taking care of their primary needs i.e. food, shelter and securities. Later on, industrialization changed all that and human behaviour continued at awful speed to recent times. Today human needs have become more sophisticated and complex in nature and at the same time there are number of firms who see great opportunity for business potential and the intensity of battle for space has become very significant. This has given rise to marketing activities which are basically everywhere. Formally or informally, people and organizations engage in a vast number of activities that should be called marketing. Good marketing has become an increasingly vital ingredient for business success and marketing profoundly affects our day-to-day lives. It is embedded in everything we do-from the clothes we wear, to the Web sites we click On, to the ads we see through marketing plans and programmes with a view to understanding human needs for products and services and countering competition and prolong business growth. The marketing activity has been in the business for long but it was not recognized as an organized function and an organized activity very critical to the enlargement of organization. ^{1/2}

2.2 DEFINITION OF MARKETING

“Marketing is creation and delivery of a standard of living. It includes finding out what consumer want, planning and developing product or service that satisfies those wants, then determining the best way to price, promote, and to distribute that product or service.”

- Stanton and William.

¹ Bose Biplab S. (2010), “Marketing Management”, Himalaya Publishing House, Mumbai, p.1

² Kotler, Philip and Keller Kevin Lane (2006), “Marketing Management”, Pearson Education, Indian Branch, Delhi, p.3

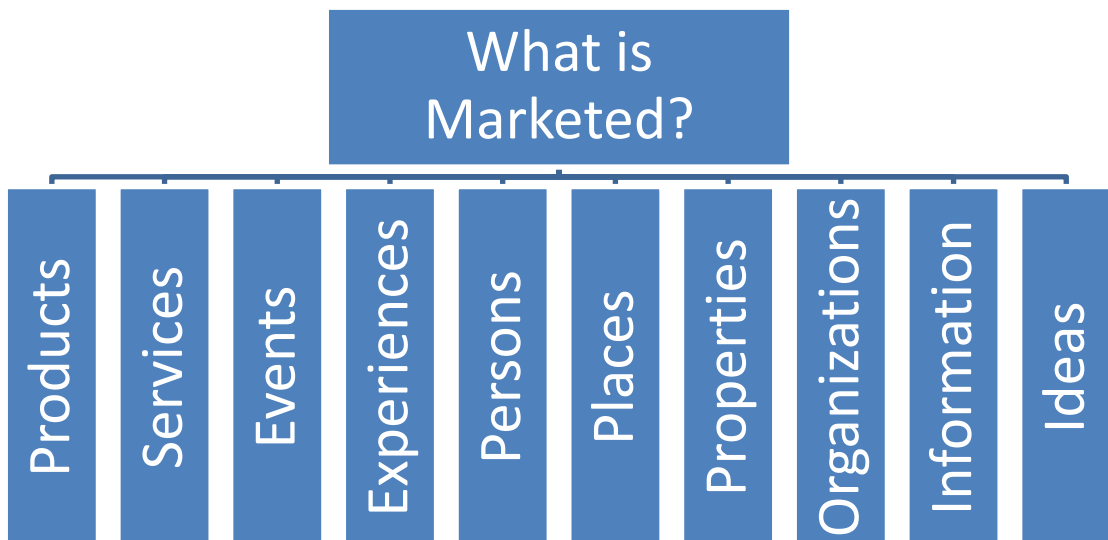
The American Marketing Association offers the following formal definition: Marketing is an Organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stake holders. Coping with exchange processes calls for a considerable amount of work and skill. Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties. We see marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

2.3 WHAT IS MARKETED?³

Marketing people are engaged in marketing 10 types of entities: goods, services, events, experiences, persons, places, properties, organizations, information and ideas.

Chart: 2.3.1

A Chart Showing What Is Marketed?



³ Kotler, Philip and Keller Kevin Lane (2006), "Marketing Management", Pearson Education, Indian Branch, Delhi, p.p.6-8.

2.3.1 PRODUCTS

Product is a bundle of utilities, consisting of various product features and accompanying services. Product is a vehicle or medium that delivers services to customers. In short, it is anything that can be offered to someone to satisfy a need or want.

2.3.2 SERVICES

A service is an act of performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. It is claimed to be a process that creates benefits by facilitating either change in customers, a change in their physical possessions, or a change in their intangible assets.

2.3.3 EVENTS

Marketers promote time-based events, such as major trade shows, artistic performances, and company anniversaries. International sporting events such as Olympics or World Cup are promoted aggressively to both companies and followers.

2.3.4 EXPERIENCES

By orchestrating several services and goods, a firm can generate, stage and market experiences. A Hard Rock Café, where customers can enjoy a meal or see a band in live concert. There is also a substantial market for customized experiences, such as spending a week at a baseball camp playing with some retired baseball greats, paying to conduct the Chicago Symphony Orchestra for five minutes, or climbing Mount Everest.

2.3.5 PERSONS

Celebrity marketing is a chief business. Today, every major film star has an agent, a personal manager, and ties to a public relations agency. Artists, musicians, high-profile lawyers, and other professionals are also getting help from celebrity marketers. Some people have done masterful job of marketing themselves like Sachin Tendulkar, Baba Ramdev, Madonna, and Priyanka Chopra and so on.

2.3.6 PLACES

Cities, states, regions and whole nations compete actively to attract tourists, factories, company headquarters and new residents. Place marketers include economic development specialists, real estate agents, commercial banks, local business associations and advertising public relations agencies.

2.3.7 PROPERTIES

Properties are intangible rights of ownership of either real property or financial property. Properties are bought and sold, and this needs marketing. Investment companies and banks are indulged in marketing securities to both institutional and individual investors.

2.3.8 ORGANIZATIONS

Organizations profoundly work to build a strong, favorable and unique image in the minds of their target publics. Universities, museums, performing arts organizations all use marketing to boost their public images and to compete for audiences and funds.

2.3.9 INFORMATION

Information can be produced and marketed as a product. This is basically what schools and universities produce and distribute at a price to parents, students and communities. Information about Car and Computer Worlds, packaging and distribution, health care can also be marketed. Even companies that sell physical products try to add value through the use of information.

2.3.10 IDEAS

Every market offering includes a basic idea. Products and services are platforms for delivering some idea or benefit. Social marketers are busy promoting such ideas as “Friends Don’t Let Friends Drive Drunk” and A Mind Is a Terrible Thing to Waste.”⁴

⁴ Kotler, Philip and Keller Kevin Lane (2006), “Marketing Management”, Pearson Education, Indian Branch, Delhi, p.p 8-9.

2.4 MARKETING OF FINANCIAL SERVICES

After liberalization measures from 1992 onwards, involving deregulation, privatization and globalization, the financial sector has witnessed a depending and widening of its services. Expansion and diversification became the hallmark of banking and non-banking financial sector. There was a mushroom growth of NBFCs. The problems in this transition period were many such as emergence of various spurious companies, increased competition with the weak and inefficient finding it is difficult to survive and many malpractices in the stock and capital market. Some of these problems like malpractices are being tackled by the SEBI through its directives, inspection and audit of all the capital market intermediaries and by the RBI through its increased powers of registration, directives, and inspection of the NBFCs. In the process, many merchant bankers and some other capital market intermediaries closed their business due to lack of sufficient business, tough competition and the need for higher net worth, which they could not muster. Similarly, many NBFCs below Rs. 25 lakhs net worth, inefficient ones and corrupt units which were refused license from the RBI had to close their doors.

In this new competitive environment and globalised trading practices, the marketing of financial services assumed greater significance. Today's financial services market requires new strategies to survive and continue to operate. They have to adopt new marketing strategies and tactics which enable them to capture the minimum opportunities with the lowest risks in order to enable them to survive and meet the tough competition from global players of domestic and foreign origin.

2.5 SPECIAL FEATURES OF SERVICE MARKETING

1. Services are intangibles and cannot be standardized or reproduced in the same form. They are customer need based and unique.
2. Both suppliers of service and consumers should have a rapport, willingly understand each other and cooperate through meaningful dialogue and effective communications.

3. Services are dominated by human element and quality counts. But quality cannot be homogenized, “It will vary with time, place and customer to customer.”
4. Inventories cannot be created. Services are immediately consumed and marketing and operation are closely interlinked.

Vendors of services should have a track record of integrity, reputation for quality and timeliness of delivery. More than media advertisement, the best advertisement is mouth to mouth word of satisfied customer, and building of corporate image of vendors, rather than their presentations, oral assurances to of vendees. The best market strategies are thus a satisfied customer. The second strategy is to maintain quality, human approach, appearances and courtesies of the personnel and the available infrastructural facilities for them. Thirdly service counts in terms of how it is priced and how much it is cost effective for the customer and for vendor each.

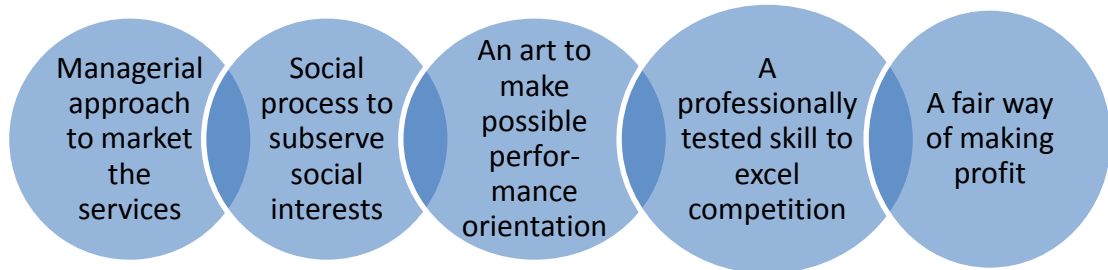
2.6 BANK MARKETING

The bank marketing is an approach to advertise the services profitably. It is a tool to maintain commercial viability. It portrays a positive image and improves performance. It is a managerial approach to excel competition. Due to changing perception of bank marketing has made it a social process. The important properties of holistic concept of management has made bank marketing a device to establish a balance between the commercial and social considerations, often considered to be the two opposite wings. The word “Bank” and “Marketing” thus focuses attention on the following:⁵

⁵ Jha.S.M, (2011), “Services Marketing”, Himalaya Publishing House, Darbhanga, p.147.

Chart: 2.6.1

A Chart Showing Focus of Bank Marketing



**2.7 MARKETING OF BANKING PRODUCTS:
CONTEMPORARY PRACTICES**

The banks have set up direct marketing associates (DMA) and direct sales associates (DSA) to reach the customers. These DMA and DSA market bank products for commission. Banks have started focusing on their punch line and value statement reflecting vision and approach.

- Allahabad Bank: A Tradition of Trust
- Andhra Bank: Much More to do, with You in Focus
- Bank of Baroda: India's International Bank
- Bank of India: Relationship Beyond Banking
- Bank of Maharashtra: One Family One Bank
- Canara Bank: We are Changing for You
- Central Bank of India: Build a Better Life Around Us
- Dena Bank: Trusted Family Bank
- Indian Bank: Taking Banking Technology to The Common Man
- Indian Overseas Bank: Good people to Grow with....
- Oriental Bank of Commerce: Where Every Individual is Committed
- Punjab & Sind Bank: where service is a Way of Life...
- Syndicate Bank: Your Faithful and Friendly Financial Partner

- UCO Bank: Honours Your Trust
- Union Bank of India: Good People to Bank With
- United Bank of India: The Bank that Begins with U
- Vijaya Bank: A Friend You Can Bank Upon
- State Bank of India: The Nation Banks on us
- Bank of Rajasthan: Together We Prosper
- Catholic Syrian Bank: Support All the Way
- Dhanalakshmi Bank: Relationship Forever Since 1927
- Development Credit Bank: Feel the Difference
- Federal Bank: Your Perfect Banking Partner
- ICICI Bank: Hum Hai Na
- IDBI Bank: Aao Sochain Bada
- IndusInd Bank: We care dil se
- Karnataka Bank: Your Family Bank Across India

Customer acquisition and customer care has become the prime vehicle of growth. These readymade products are converted into customized products, to suit the need of customers. Banks are changing their logo and positioning to meet the expectation of customers.

There is synergy between banks and insurance companies. Banks tie up with insurance companies and banks sell insurance products called Banca insurance to their clients.

Marketing of banking products have emphasized that convenience, connectivity and comfort with the latest technology should be within the reach of customers.

Today, banks are busy in product innovations which are often copied by competitors with cosmetic changes.⁶

⁶ Kothari.R, (2010), “Financial Services In India”, SAGE Publications Asia-Pacific Pvt. Ltd., Singapore,p.115.

2.8 MARKETING STRATEGIES FOR BANKING INDUSTRY

Banks have a high level of competition, and effective marketing can have a large impact on consumers who are choosing new services. A marketing campaign for your bank, consider how to work with customers at all stages of their financial planning to make their banking experience stress-free and convenient.

2.8.1 EDUCATION

One of the most common pitfalls for banking customers is a lack of knowledge about how they should handle their money. A bank should help to educate a potential customer base by targeting people who might need financial help and then to college graduates or people with a history of credit problems, for example. Spread the word about bank and help create awareness about banking options by holding community education sessions, publishing a "Banking 101" blog, or volunteering to speak at colleges about financial planning for young professionals.

2.8.2 PEACE OF MIND

When customers fall on tough times or when they face an economic dip, finances become an apex concern. Banks can gain a market advantage by using strategies that create peace of mind for their customers. They might offer special accounts with low monthly fees or design a program that will help keep track of bills and spending each month. To attract customers who are worried about their finances, use an emotional appeal that is designed to convince them that with their financial services, everything will be perfect from the wording of advertisement and website copy to the demeanor of customers service associates can be part of a marketing strategy that calms and reassures customers.

2.8.3 CONVENIENCE

Modern consumers are busy and habituated to the ease of handling their business online by making bank a natural choice by marketing the convenience of user of their services. If they are offered a banking application for a mobile phone, then promote it heavily in online and offline advertisements and include direct download links from website. Updating systems to allow digital deposits or offer a pick-up service for deposits from business customers. If customer operate mainly with

in-person business, then make bankers part of the program by helping them conduct quick, friendly transactions that do not require much time or effort on the part of the consumer by focusing marketing materials on convenient locations and low-effort banking.

2.8.4 EASE OF COMPARISION

When consumers set out to choose a bank or a banking service, it is easy to become beset by the amount of choices that are available. To make a bank more approachable, focus marketing efforts on the ease of comparison between products. It might use marketing materials that talk about the different types of accounts, make recommendations based on where customers are in their lives, or target special-needs consumers like frequent international travelers or new parents as it can let bank customers know that they can be helped in choosing an account that is right for their needs.⁷

2.9 MARKETING MIX FOR THE BANKING SERVICES

The formulation of marketing mix for the banking services is the prime responsibility of the bank professionals who based on their expertise and excellence attempt to market the services and scheme profitably. The innovative efforts of the professionals become essential to make the services internationally competitive.

The marketing-mix, a combination of different sub mixes has been deliberated by a number of marketing experts. The four traditional sub mixes Product, Promotion, Price and Place are found significant even to the banking organizations but in addition to the traditional combination of recipes, the service marketers also talk of about three additional sub mixes of marketing such as Process, Physical Evidence and Attractions and People. While formulating a sound marketing mix, the service marketers need to blend them in the face of changing socio-economic conditions.

⁷ http://www.ehow.com/info_7746590_marketing-strategies-banking-industry.html

Table – 2.9.1

A Table Describing Marketing Mix

Sr. No.	Marketing Mix	Details
1.	Product	<p>The Products offered by a bank may be in the core or augmented form. The basic or core products are the basic service offerings provided by almost all the banks. For instance, a bank may provide savings bank account or housing loans to its customers. The augmented product includes all the specific features and benefits that help the market differentiate their offerings from those of competitors. They include the supplementary services provided by the bank to the customers.</p>
2.	Pricing	<p>Pricing of any product or service affects its profitability because the price paid by the customers determines the demand for the offerings and also the revenue and margins generated by it. The sources of income for bank in today's era are interest, charges for credit and debit card, penalties, commission and so on. While initiating a price chare, reactions from customers and competitors should not be ignored. Banks should evolve dynamic pricing strategy.</p>
3.	Place	<p>Place refers to making services accessible and available to customers. The different channels for banking including both convectional and modern</p>

		distribution channels, bank branches, call centres, mobile ATMs, home banking, Internet banking, automated video banking and so on
4.	Promotion	<p>Banks use different promotional promotional strategies like personal selling, advertising, discounts, meals etc.</p> <p>The SBI arrange property fait across the country.</p> <p>Banks like HDFC and ICICI have customer care executives who contact customers to recommend their new products/ services.</p> <p>It advertises service their services through different media like print and electronic.</p>
5.	People	<p>People draw attention. The banking organizations need due care on the quality of people they have. It requires strong emphasis on thematically-sound people who have an in-depth knowledge of banking activities around the globe and they are aware of the emerging trends in bank services. The people serving banks need to be personally committed, need personal touch to satisfy customers and they also require being value-base.⁸</p>
6.	Process	<p>Process draws customer's attention on the processing of services so that the promised services reach to the users on time without making</p>

⁸ Ramaswamy.V.S. and S. Namakumari, (2003), "Marketing Management Planning, Implementation and Control", MacMillan India Ltd., New Delhi, p.p.20-22.

		any distortion. The concept and percept of processing has considerably been influences by the use of new generation of technology in the banking services.
7.	Physical Evidence	Physical Evidence of banking services includes all the tangible representations of the services such as brochures, letterhead, business cards, sign ages and equipments used for delivering the services. Physical Evidences are not only An improvement in the quality of banking services but in addition also easing the task of projecting a fair image. ⁹

2.10 IDENTIFYING THE TARGET AUDIENCE

The identification of the target audience is the process of sub-dividing the market on the basis of geographic, demographic, socio-economic, psychographic bases and the market condition. The most common description of the target audience is in terms of geographic, demographic bases and the socio-economic terms. In Bombay, Market Research Advisory Services conducted a survey of life-styles of audience and the qualitative research of customers who were subject to expressing reactions to 118 psychological statements showed a remarkable contrast. The Pension Plan buying women are psychologically different from Daily Saving Scheme buying women.

⁹ ICAI Center for Management Research, (2004), "Services Marketing", p.147.

Table – 2.10.1

**A Table Comparing Pension Plan Buying Woman and Daily Saving Scheme
Buying Woman**

Pension Plan Buying Woman	Daily Saving Scheme Buying Woman
Employed	Household
Satisfactory Income	Less Income
Grace and dignity	Venturesome
Dreamer	Exotic

Targeting makes the marketing mix relevant and effective. The product must match the consumer profile as they differ in gender, education, status, choice and so on. In a country like India, identifying target audience for a product is formidable task. To optimise targeting, the potential of the market segment, its need, its effective demand and its accessibility must be considered.

The objective of communication emerges from the analysis of target audience. Image is a set of beliefs, ideas and impressions that a person holds of an object. The familiarity of the target audience is first measured as per the scale:

- Never heard of
- Just heard
- Know a little
- Know fairly well
- Know very well

The communication objective would create awareness if the most respondent tick the first to options.

2.11 INSIGHTS FOR MARKETING TO WOMEN

Tapping into the buying power of the female consumer can prove to be profitable but not particularly easy. However, there have been waves of female-centric marketing campaigns that seem to be changing the way brands capture the interests of women shoppers. As per Tami Anderson and Elizabeth Howland many

marketers think that they need to especially created product to reach women, one that is more easily accessible. And they're also afraid that feminizing the core brand will alienate the guys. The reality is that marketing to women is just smarter marketing strategy, grounded in meeting and exceeding high standards and consistently delivering of products and services.¹⁰

Marketers and sales people would pay more attention to the messages they send. But there are two factors playing into marketing messages that don't connect with women. The first problem is message and the other part of the problem is how she interprets your message. Few universally discovered truths about women are:

- Women have more questions.
- Women want more communication.
- Women are the healthcare compliance officers.¹¹

The marketer of product makes sure that tapped and untapped women questions must be duly answered and to take follow up after any procedure or recommendation to see how she's doing and if she has any questions or concerns. Also make sure she gets clear, detailed instructions on what to do and not to do and how it is going to benefit her in uplifting her psychological, social, financial or emotional standard.

Women Use Social Media to Connect Different Aspects of Their Lives

As per Bonnie Kintzer, CEO of Women's Marketing Incorporation of U.S. four out of 10 women feel that the primary benefit of social media is to connect with family and friends. But not far behind, 37% of women think the primary benefit is being alerted to coupons, promotions and deals by connecting with brands on social media.

Different Women has different Outreach, the marketer wish to reach all women with one marketing strategy, the reality is that women of different ages and

¹⁰ <http://www.startupnation.com/articles/7-powerful-insights-for-marketing-to-women/>

¹¹ http://marketingtowomenonline.typepad.com/blog/marketing_strategy/

backgrounds access media in various ways. However, also to think about the age group and demographic of women whom a marketer is willing to target. These factors strongly influence the type of marketing content a woman encounters. Women under 40 are more likely to check their smart phones first thing, whereas women over 40 are more likely to check their computers or watch TV. Furthermore, full-time employed women more often turn to smart phones, but female homemakers rely on computers for their first doses of information.¹²

2.12 ADVERTISING

The word advertising is derived from the Latin word ‘advertere’ which means “to turn the peoples’ attention to a specific thing”. It is one of the most important visible elements of the marketing mix. It is any paid form of non-personal communication about product, service, organization or an idea by a sponsorer with the objective to sell products or to influence customer’s choice and preference. Advertising is a non-personal mass communication tool, to draw the attention of target audience towards a product or services.¹³

An advertising objective is a specific communication task to target specific audience during a specific period of time.

2.12.1 DEFINITION

“Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor.”

Richard Buskrik

“Advertising is any paid form of non-personal presentation and Promotion of ideas, goods, or services by an identified sponsor. It is a means of informing and communicating essential information.”

Philip Kotler

¹² <http://mashable.com/2012/08/01/social-media-marketing-women/>

¹³ The Federation of Universities (June 2004), “Marketing Communication”, ISBN-81-7881-969-9, Ref. No. MC -062K450, p. 3.

2.12.2 ADVERTISING OBJECTIVES

Table -2.12.2.1

A Table Describing Advertising Objectives

Informative Advertising	
Telling the market about new products.	Describing the available services.
Suggesting new users for a product.	Correcting false impression.
Informing the market of a price change.	Reducing consumers' fears.
Explaining how the product works.	Building a company issue.
Persuasive Advertising	
Building brand preference.	Persuading customers to purchase now.
Encouraging switching to your brand.	Persuading customers to receive a sales call.
Changing customer's perception of product attributes.	
Reminder Advertising	
Reminding consumer that the product may be needed in the nearest future.	Keeping it in customer's mind during off-seasons.
Reminding consumer where to buy it.	Maintaining its top-of-mind awareness ¹⁴ .

2.13 ADVERTISING – A POWERFUL TOOL

Advertising can be traced back to the very beginnings of recorded history. The Romans painted walls to announce gladiator fights, and Archaeologists working around the sea have dug up signs announcing various events and offers. Phoenicians painted images promoting their wares on huge rocks along parade route. Modern advertising, however, is a far cry from these early efforts.

Advertising is used not only by business firms but it is also used as communication tool by professionals, non-profit making organizations and social agencies.

¹⁴ Kotler, Philip and Gary Armstrong (2004), "Principles of Marketing", Pearson Education (Singapore), 482 F.I.E. Patparganj, Delhi, p.p.495-496.

Every day, one comes across innumerable images and commercials for various products. This excessive amount of media in our day to day lives cannot be side lined and impacts all those surrounded by it. It is an expression of the society of which we are a part, its mirror-image for all practical purposes and has a far reaching influence on the social, cultural and moral values of its inmates (Ciochetto, 2004)¹⁵

As per the article, 'Live and let advertise', published in Economic Times (2003), Advertisers are turning to alternative forms of promotion to reach consumers, according to Wharton faculty and advertising executives. Mass marketing, is waning in influence as new technology, including the Internet, cable television. Direct advertising on the Internet and through the mail, in-store merchandising programs, product placement in entertainment programs, cultural events and sponsorships of sports are just some of the ways marketers are now telling their story.¹⁶

As per article dated Jun 22, 2005, 12.59 a.m. IST, 'Radio advertising has huge potential', published in Economic Times by Ms Mc Crostie (2005), radio messages are very mobile and they can be heard at work, on the beach, or even while shopping. Radio as a medium of communication and entertainment is on an impressive growth curve in India, and the platform offers a huge opportunity for advertising. "The private sector has just started to play its role in India's radio segment and the country has huge potential for massive radio penetration, said by," Jo McCrostie, group head of commercial production, GCap Media, UK's largest radio company. A study conducted by Radio Advertisement Bureau (RAB) reveals that if 10% of a given television budget is re-deployed on to radio, the efficiency of the campaign in building awareness increases on an average by 15%. As per him, tailoring advertisements to match the target consumers actively increases brand recall by an average of 65%. Radio advertising can carry any product or brand to the masses.¹⁷

¹⁵ Ciochetto, L. (2004). Advertising and globalization in India (online). Available: <http://termpapers.org.1123456bc/89> (July 11, 2006).

Cleland, G.; Koss, D. and Muoio. (2002). Ethics of weight-loss advertisements (online). Available: <http://www.ethicsscoreboard.com.1234/a/45> (July 11, 2006).

¹⁶ <http://articles.economictimes.indiatimes.com/keyword/advertising>

¹⁷ http://articles.economictimes.indiatimes.com/2005-06-22/news/27476509_1_radio-mirchi-radio-

Advertising, now a days is big business and many industries like magazines, the cable TV industry, newspapers and many other media, non media and communication industries survive only on the inflow of money due to advertising. It is because of this that corporate houses use all possible tactics to get viewers attention first and money ultimately. Sometimes these attempts involve illegal, dirty or underhand tricks, making untrue claims (Burns et al., 2005)¹⁸ and reliance on false information (Drumwright and Murphy, 2009)¹⁹. Some critics are also of the view that in order to buy the advertised products, people are ready to take loans beyond their repayment capacity or are even ready to commit crimes and resort to corruption (Nuta, 2009).²⁰

2.14 ADVERTISEMENT IN INDIA

The foundations of professional advertising in India were laid by two English companies J. Walter Thompson and D.J. Keymer's. The history of advertisement in India can be briefly explained as follows:

The History of Indian Advertising

Period	Features
Pre-Independence India	Press Advertisements
1930s	The talkie and radio emerge as media.
1940s	War years Famine.
1945	Fight for Independence
	Advertising in India / gained significance only after the World War II, with the birth of Association of Advertising Agencies of India (AAAI) in September.

¹⁸ Burns, R.; Ferrell, J. and Orrick, E. (2005). False advertising, suggestive persuasion, and automobile safety. *Southwest Journal of Criminal Justice*, 2 (2), 132-152.

¹⁹ Drumwright, M. E. and Murphy, P. E. (2009). The current state of advertising ethics. *Journal of Advertising*, 38 (1), 83-107. Fay, M. and Price, C. (1994). Female body-shape in print advertisements and the increase in anorexia nervosa. *European Journal of Marketing*, 28 (12), 5-18.

²⁰ Nuta, C. (2009). Does advertising promote excessive consumerism? (online). Available: http://articles.famouswhy.com/does_advertising_promote_excessive_consumerism/ (May 25, 2010).

1948	The India Bureau of Circulation (ABC) was started in India. All those organizations improved and encouraged advertising standards and growth of Indian Advertising.
1950	Watershed years for advertising.
1952	The Indian society of Advertisers.
1959	On September 15, dawned a new era in the field of Indian mass communication with introduction of TV. Many Indian industries came up. Wood's survey of rural market. Burmah Shell propogated kerosene by transit advertising on vans. Cinema advertising began. Calcutta gets the privilege of having India's first ad club (1956) Press Syndicate: leading ad agency. National created the Murphy baby – still a popular figure.
1960	India's first Advertising Convention (Calcutta-1960)
1962	The advertising club, Bombay was formed. Advertising should be Indian in thought and content. (Dr. Keskar in this convention). Shift to marketing orientation. Professionalisation within agencies. Asian Advertising Congress at New Delhi. Research data generated. MRI (Market Rating Indices). Shop Audits. NRS. Creativity was emphasized. Photography finds increasing use. Social marketing.
1970s	Media boom. Special magazines. Asian Advertising Congress at New Delhi.

	Life-style studies, Positioning.
	Rural Marketing.
1980s	Indianisation though there is still Western execution.
	Public sector advertising.
	Expansion and diversification of agencies, TV as a powerful medium, starting from Aug. 15, 1982.
	Radio Commercials introduced (82).
	NRS-III by IMRB.
	Color printing more popular.
	Further changes anticipated:
	Regional broadcasts.
	Expansion of radio.
	Marketing techniques in print medium.
	Formation of Indian Chapter of International Advertising Association.
	Formation of ASCI.
	Adoption of a new code.
	History of Indian Advertising has been taken up as a project by Advertising Club of Bombay.
	Reach I and Reach II.
	Media boom.
	Concept of sponsored programmes on TV.
1990s	RS-IV (Two surveys, one by ORG and another by IMBR – MARG).
	Niche magazines.
	Emphasis on Direct Marketing.
	Satellite TV:
	CNN-First electronic channel to be beamed to India.
	STAR channels.
	Zee TV – to complete DD
	DD2 or DD Metro – both a terrestrial and satellite channel.

Other Satellite channels of DD and Indian and foreign networks.

DD Audience Surveys

Movie channels and pay channels.

FM Radio.

Emphasis on Brand Equity Internationalisation of advertising

Training facilities being set up

NRS-V (1995)

IRS Survey (1995)

NRS VI and IRS Survey, 1997

Consumer satisfaction studies and tracking studies.

DD3 – an elite channel set up.

Prasar Bharati comes into existence

DD and AIR made free from government control

(1997).

The Advertising industry in India registered a growth rate of 23.51 per cent for the year 2000-1 according to the 12th A & M Agency report. It is typically four times the economic growth. In terms of capitalized Billings the industry figure for 2000-01 stands at Rs. 85,066.51 million.

The Advertising Club of Bombay is the Mecca of Indian Advertising, contributing about 60 per cent of the total billing of the advertisement industry.

Indian Advertising has yet to shed its elitist urban image and open up the vast rural market which, in per capita terms, may be poor but which in the aggregate, is an important market segment (70 to 80 % of the Indian population resides in villages) to which advertising has not yet spread to the desired extent. Besides, this, it has a great role to play in assisting in the eradication of poverty, for 46 per cent of our population lives below poverty line; in communicating the availability of goods, services and opportunities; and in contributing to improvements in living standards.

Ghosal, the former Chief Executive of HTA, has to say about Indian advertising: “Advertising is absolutely essential. Unless a product sells, the

investment made in the project is rendered in fructuous. But the trouble with Indian advertising is that it is not rooted in our ethos.

It is westernized, partly because most of our is aimed at the urban consumer. But there should be a mix so that advertising can sell products and yet retain the Indian flavor.” There are specialized advertising agencies like Pressman Advertising and Marketing. It controls around 75 per cent of the total financial advertising in the country. There are casting agencies that help the aspirants getting roles in films, or on TV or modeling assignments.

The future of Indian advertising is bright, provided that those in the profession acknowledge the social responsibility of advertising and conduct themselves in such a way as to be seen as an important part of the economic development effort of the country.²¹

2.15 ADVERTISING FOR FINANCIAL PRODUCTS AND SERVICES

Advertisements for financial products should give a balanced message about the returns, benefits and risks associated with the product. Benefits should not be given undue prominence compared with risks. Advertisements for a financial advice service should not create unrealistic expectations about what the service can achieve. An advertisement for a financial product shall state clearly when certain benefits are mutually exclusive, that is, which cannot be simultaneously earned. Advertisements should be capable of being clearly understood by the audience that might reasonably be expected to see the advertisements. Advertisements should not state or imply that a financial product is suitable for particular types of consumers unless the

Promoter has assessed that the product is suitable for that class. Advertisements for complex products that is only appropriate for a limited group of people should not be targeted at a wider audience.

²¹ Chandrakandan.K, Noorjehan A.K.A. Hanif, N. Balasubramani, C. Karthikeyan (2004), “Art and Science of Advertising”, RBSA Publishers, Jaipur-302 003, p.p 12-16.

Advertiser may also bear some responsibility for the content of an advertisement so things to be aware of are:

- The statements of returns, benefits and risks
- The warnings, disclaimers, qualifications and fine print
- Fees and costs
- Comparisons of products
- Past performance and forecasts of the product and services
- The use of certain terms and phrases
- The advertisement's target audience
- Consistency with disclosure documents
- Photographs, diagrams, images and examples
- The nature and scope of advice.

Industries ranging from banking to manufacturing and from IT services to retailing are all dependent on advertising to promote the business. Advertising helps an organisation to create awareness of products and services offered.²²

2.16 STEPS IN ADVERTISING FINANCIAL SERVICES²³

Below mentioned are the steps in advertising financial services.

- Step-1 - Identification of Advertising Objectives
- Step-2 - Budget Determination
- Step-3 - Computing the Return on Investment
- Step-4 - Developing the Contents of Advertisement
- Step-5 - Media Selection, Scheduling and Campaign Execution
- Step-6 – Measurement

²² Aggarwal.R, (2014), "Marketing of Services", Sublime Publications, Jaipur, p.197.

²³ <http://www.bnet.fordham.edu/estelami/fsmbooksample.pdf>

2.16.1 Identification of Advertising Objectives

The foremost step is to establish the objectives of the advertising campaign, reflecting the overall marketing strategy of the company. To exemplify, the objective of an advertising campaign might be to generate new policies for an insurance product or to increase the level of consumer awareness of the brand or the company. Recognizing and identifying the exact objective of an ad campaign is critical to accurate assessment of its merits and potential. Examples of popular advertising objectives in financial services are target levels for customer inquiries, new policies signed, and advertising recall.

2.16.2 Budget Determination

The next step in the advertising process is to determine the budget required to carry out the ad campaign. Often, the required budget is significantly different from what is available, and may be dictated by organizational budgetary constraints. For example, the budget available for advertising a particular financial service might be determined based on a percentage of the total premium revenues generated in the prior year. Clearly, an increase in the intensity of an advertising campaign would require higher budget allocations and may call for the abandoning of traditional budget-setting approaches for advertising. The budget needs to have been estimated prior to negotiations with higher levels of management, in order to ensure the availability of sufficient funds for executing an effective advertising campaign.

2.16.3 Computing the Return on Investment (ROI)

Four items of information are needed in order to conduct this estimation, one of which is an estimate of the lifetime value of an acquired customer. The lifetime value of the customer is the total profit that an acquired customer represents to the company. It is quantified as the sum of the profits associated with the stream of transactions that the customer will undertake with the company over the upcoming years. Furthermore, an estimate of the total number of consumers who will be exposed to the advertising campaign is required. An estimate of the percentage of reached consumers who will eventually purchase the advertised financial or service is also required.

2.16.4 Developing the Contents of the Ad

The next step in the advertising process is to develop the contents of the ad. In this step, the services of advertising agencies that specialize in producing financial services ads are required. These specialized agencies often also engage the support of legal experts who can determine the compliance of advertising content with existing regulations. Often, testing of ad content using small-scale samples, focus groups, or test markets may be needed.

2.16.5 Media Selection, Scheduling and Campaign Execution

The next step in the advertising process is to determine the media that will be used. In general, financial services that are more complex and require the communication of detailed information tend to rely on print forms of advertising. Television advertising, which capitalizes on multiple sensory inputs, tends to be the most popular. Media Preferences for Various Types of Financial Services effective although often the most expensive. Once the media to be used for an ad campaign has been determined by the ad agency, a media schedule needs to be developed in order to achieve the original objectives of the ad campaign.

2.16.6 Measurement

The final step in the advertising process is to assess the impact of the ad campaign through formal market research or examination of company records. It is critical to measure and record sales levels and other advertising responses following an ad campaign in order to determine the financial effects of the advertising. Such measures may help fine-tune the advertising strategy of the company and provide estimates for optimizing future advertising campaigns. For ads delivered through mass media such as television, radio, and newspapers, the tracking of consumer responses may be considerably more difficult and might require examining aggregate changes in sales for the months following the ad campaign, or the purchase of market research data from specialized research firms.

2.17 TYPES OF ADVERTISING APPEALS²⁴

Table: 2.17.1

A Table Showing Types of Advertising Appeals

RATIONAL APPEAL	EMOTIONAL APPEAL	ADDITIONAL APPEAL
<ul style="list-style-type: none"> - Price Appeal - Quality Appeal - Feature Appeal - Competitive Advantage Appeal - News Appeal - Product/Service Popularity Appeal 	<ul style="list-style-type: none"> - Humor Appeal - Fear Appeal - Music Appeal - Sex Appeal 	<ul style="list-style-type: none"> - Star Appeal - Reminder Advertisement - Teaser Advertisement

Table: 2.17.2

A Table Showing Types of Appeal

Sr. No.	Types of Appeal	Description
1.	Price Appeal	Its appeal is mainly communicated by special offer prices, price cuts, sales or new price points.
2.	Quantity Appeal	It mainly emphasis on good quality by using superior quality raw-material.
3.	Fear Appeal	The advertisement structure creates favourable attitude towards product and mainly used by technical, services or high-involvement products.
4.	Competitive Advantage Appeal	The product is compared with competitor's product based on product feature or attributes.

²⁴ The Federation of Universities (June 2004), Marketing Communication, ISBN-81-7881-969-9, Ref. No. MC -062K450, p. p. 98-99.

5.	News Appeal	It talks about company's achievements, or refers to news released in the media.
6.	Product/Service Popularity Appeal	It communicates number one position of the product in the market.
7.	Humor Appeal	Advertisement is indicated by the presence of jokes, understatement which makes audience smile and laugh.
8.	Fear Appeal	It is a "psychoactive" advertisement which arose fear in the viewer by depicting product designed for safety and better health.
9.	Music Appeal	Here a popular music is used or it is especially composed by using musical tag lines.
10.	Sex Appeal	Some advertisement used nudity or sexuality to attract the attention of viewer.
11.	Star Appeal	Famous personalities like sports man, film actors, models and influencing politicians endorsing a product to attract customers attention.
12.	Reminder Advertisements	It reminds that certain product still exist in the market.
13.	Teaser advertisement	It gives a short preview about a new product and generally does not convey any message. ²⁵

2.18 BEHAVIOURAL DIFFERENCES

Gender, or sex, is an obvious basis for differences in market advertising. When we talk about gender differences, we consider primary and secondary both differences. Physical or Psychological traits that are inherent to male or females are the Primary gender differences. The primary gender characteristics of men and women create demand for products and services directly associated with gender difference. Today, the primary male and female products are marketed in similar ways and in comparable media. The Gillette company found that women would not purchase Gillete razor blades, so they introduced new brands of feminine names like

²⁵ The Federation of Universities (June 2004), Marketing Communication, ISBN-81-7881-969-9, Ref. No. MC -062K450, p. p. 99-104.

Daisy and Lady Gillette. Same is the case of Fair And Lovely beauty cream for female and Fair and Handsome cream for male. Marketers of products formerly associated with one sex who want to sell them to both sexes find it necessary to offer “his and her” brands or even different products names for the same basic goods.²⁶

While at an overall level, men and women give similar ratings to ads, they respond differently to individual ads. Men are more likely to enjoy ads featuring humor, distinctive creative styles, and sexual imagery, while women are more likely to enjoy ads featuring children or a slice of life.

Out of all the factors that influence customers decision making behaviour, one of the major factor is the gender. It refers to the social relationship/ roles and responsibilities of men and women, the expectations held about the characteristics, aptitudes and likely behaviors of both women and men (femininity and masculinity) that are learned change over time and vary within and between cultures.²⁷

Looking at gender with different dimensions, gender is not only a market segmentation variable, it is a variable that has a strong impact on the decisions. Marketers need to understand gender based tendencies in order to better satisfy the customers. Huge differences lie in the attitudinal and behavioral aspects of men and women due to psychological and physiological differences. Both male and female consumers depict completely different behaviors as far as purchasing various goods and services are concerned. Where men are more externally focused women tend to be internally focused people who tend to talk in order to connect with others unlike men who talk to others more often than not in order to inform. Men tend to gather information through heuristic men as and gather salient cues in comparison to women who believe in depth information search. Where women are more subjective and intuitive men tend to be more analytical and logical who make their opinion based on other peoples purchase rather than trying it themselves. Men tend to value quality and efficiency the most while women value emotional connect and relations. Further, where men tend to make purchases based on the immediate needs women look at

²⁶ William Wells, John Burnett, Sandra Moriarty (1998), “Advertising Principles and Practice” Prentice-Hall, Upper Saddle River, New Jersey 07458, p.p-160-161.

²⁷ William Wells, John Burnett, Sandra Moriarty (1998), “Advertising Principles and Practice”, Prentice-Hall, Upper Saddle River, New Jersey 07458, p-4.

purchase as a long term decision. Based on the above conclusion we can depict the differences in men and women in form of a pictorial model as under:²⁸

2.18.1 TYPES OF PURCHASE DECISION BEHAVIOUR

Consumer behaviour changes depending upon the nature or type of buying, this gives rise to three types of buying behaviour.

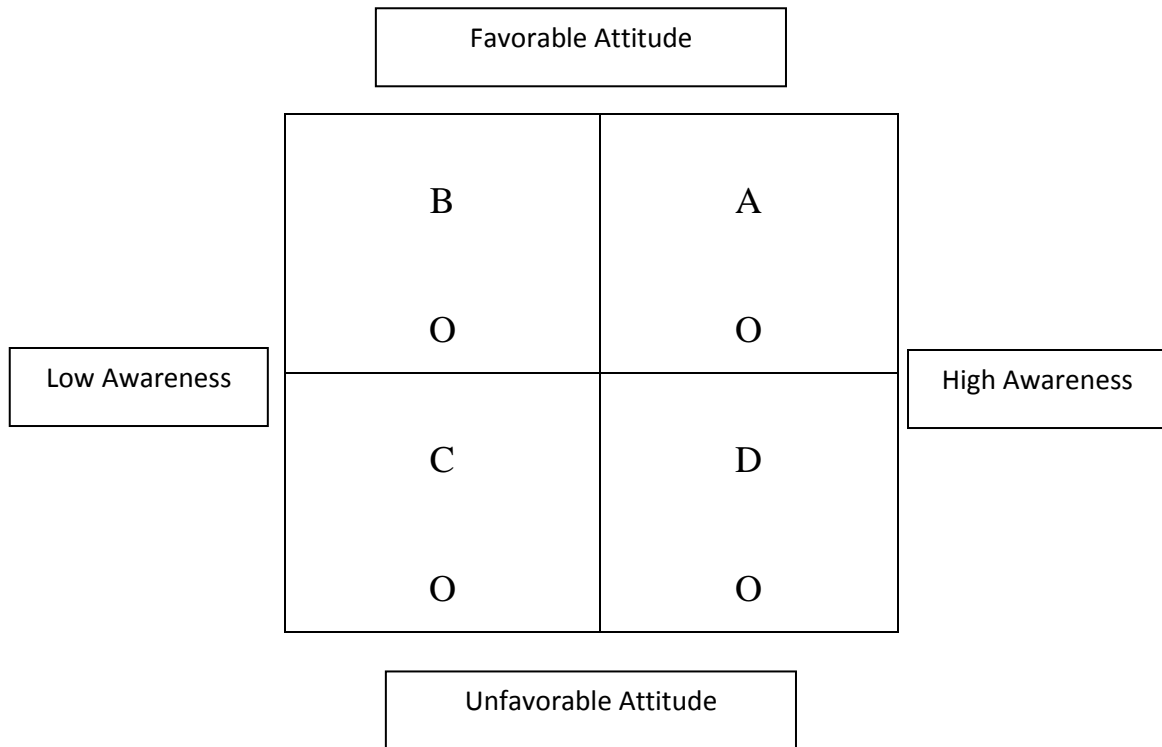
Table - 2.18.1.1
A Table Describing Buyer's Behaviour

Buyer's Behaviour	Details
RR (routinised response) behaviour	RR occurs where there is low product involvement, the consumer knows the brand offering product and services and criteria of choice.
LPS (limited problem solving) behaviour	LPS occurs when consumer knows the brand available and still needs additional information to make a correct choice, especially when a new or unfamiliar brand confronts him.
EPS (extended problem solving) behaviour	EPS occurs when new product category comes on the scene. The extensive information is needed on both the product category and the brand being made available.

²⁸ Bakshi, S. "Impact Of Gender On Consumer Purchase Behaviour", National Monthly Refereed Journal Of Reasearch In Commerce & Management, www.abhinavjournal.com, Volume No.1, Issue No.9 ISSN 2277-1166, p.p-6-7

12.18.2 AWARENESS FAVOURABILITY MATRIX

For the communication objectives, awareness favourability matrix may look like following for some four management institutes.



A Model of Competitive Positioning

Institute A has the most positive image. Most know about it, and also prefer it. Institute B is less familiar to most people, but those who know about it do like it. Institute C has negative image amongst those who know about it, but very few people know about it but very few people know about it. D is considered to be a very poor institute, and it is common knowledge. The communication task for each institute is different.

Institute A has to keep its awareness and image. Institute B must build up awareness since that gives its favourable image. Institute C has to explore what is wrong with it, and improve its functioning. Institute D should lower its profile, improve its quality and then seek parent attention.

Table - 12.18.2.1

A Table Showing Target Groups for Different Products

Name of Product	Company	Targeted At
V.Balika Deposits	Vijaya Bank	National Scheme for incentives to girls for Secondary Education.
Women Debit Card	ICICI Bank	A Debit Card particularly designed and packed with conveniences of every woman.
HDFC Life Smart Woman Plan	HDFC Bank	It is a life insurance policy for women. She can select any of the 3 Benefit Options, Pregnancy complications or birth of child with congenital disorder, Diagnosis of malignant cancer of female organs, Death of spouse.
Akshaya Mahila Arthik Sahay Yojna	Bank Of Baroda	Provides financial assistance to the women those into retail trade and agricultural activities.
Star Mahila Gold Loan Scheme	Bank of India	A loan to meet the financial needs of women such as, to buy house hold articles, gold, jewellery, computers and so on.

Each institute should further analyze the contents of its image by the most popular tool of semantic differential. The marketer should then develop a picture of desired image in contrast to the current image.²⁹

12.18.3 DECISION PROCESS

The consumer first of all recognises his unfulfilled need or wants which leads to information search and evaluation. It is called problem recognition. The information search can be deliberate or prolonged or can happen without the consumer being even aware of it. The influence can be from past experience or from external environment like friends, shopkeeper, and advertisements. The consumer evaluates the derived information to arrive at a purchase decision and later on it transforms to purchase decisions. He consumes the product which either satisfies him, confirming correctness of his decision or dissatisfies him, leading to a search for alternative choices, and evaluation afresh.

12.19 HOW MEN AND WOMEN PROCESS ADVERTISEMENT INFORMATION?

There is no doubt that the media environment can affect the communication delivered by an advertisement. However the size of the effect will vary according to the circumstances, such as the strength of the advertised product's personality, the strength of the product branding, and the characteristics and experience of the interpreter.

There are primary differences in the way men and women process information. Women tend to process more extensively, more different pieces of information. "Men tend to rely more on mental shortcuts ..." (Yarborough 2000). According to him, women had much better memory for details than did men. Men might remember the big picture of an office like the location of a desk or a bookshelf. But women would remember more intimate details like a vase of flowers in the corner, or a picture of a husband and wife on a book case. This raised a question "are women smarter than men?" Yarborough said there is no simple Yes or No. The

²⁹ Chunawalla.S.A. and K.C.Sethia, (2005), "Foundations of Advertising-Theory and Practice", Himalaya Publishing House, Mumbai, p.p.67-69.

answer seems rooted in human evolution. Men and women face different pressures as each adapted their own specialized roles. Men get more aggressive hunters and compete with other men. They process information quickly, perhaps more quickly than the females. Women also tended to relate less by competition and more by sympathy and empathy. Women are better in talking about their emotions. As a result of the above gender differences, ads are often more detailed for women. Offering too many options can destroy the effectiveness of the ads. For ads to be effective, it is important to appreciate these perceptual differences between men and women.

Once the meaning of advertisement has been determined, men and women differ in how that meaning is used. Men process message and take decision quickly than women do. Men tend to be more task oriented focused than female. Women process information from various angles and levels. As per research of Hotchkiss, 2008 the men and women use different parts of brain while processing information.³⁰

2.20 ADVERTISING MEDIA

2.20.1 Introduction

Advertising message can be conveyed to the target audience through several advertising media. A wide variety of media are used for publishing advertising message. Each medium has its relative advantages, limitations and applicability. Marketer can select advertising media, which are suitable in all the important aspects.³¹

2.20.2 Definition

“The term ‘media’ consists of each and every method that the advertiser has at his command to carry his message to public.”

- Brennam.

³⁰ Ifezue.A, (2010), “What Makes an Effective Advertising for a Man or a Woman?”, Publication, University of Botswana,p.6

© Kamla-Raj 2010 J Communication, 1(1): 13-18 (2010)

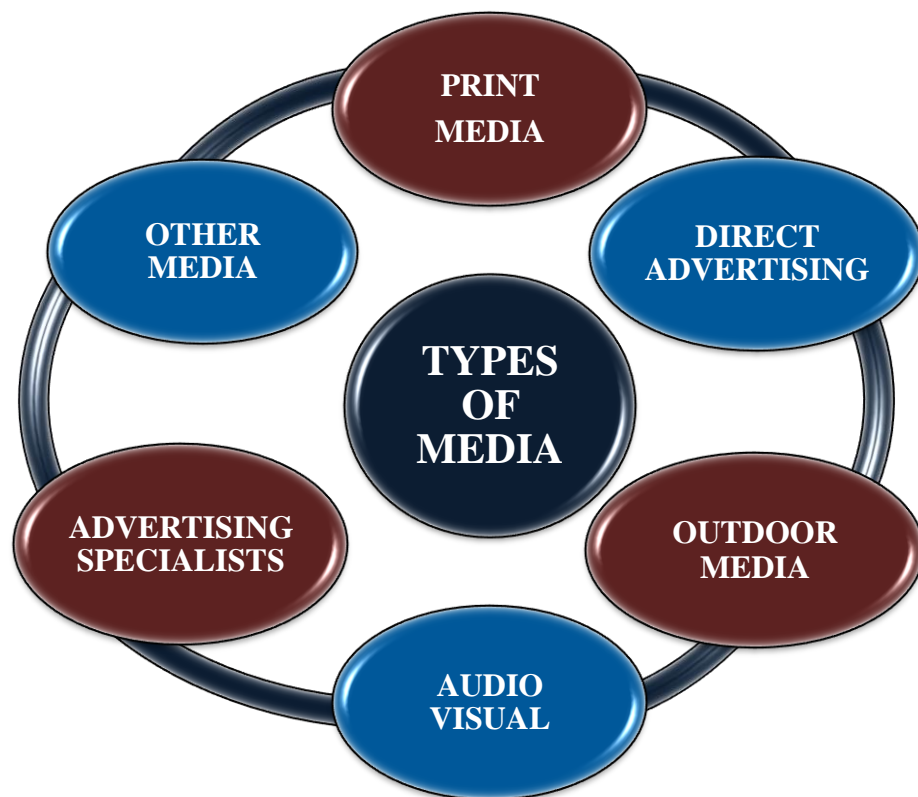
³¹ Batra.R, J.Myers and D.Aaker, (2005), “Advertising Management”, Prentice Hall of India Pvt. Ltd., New Delhi, p.585.

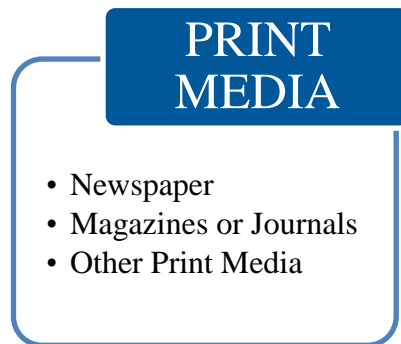
2.21 TYPES OF MEDIA

Advertiser can use any of the several advertising media to convey the message. Widely used media are as per mentioned.

Chart: 2.21.1

A Chart Showing Types of Media





2.21.1 PRINT MEDIA

The list of Print Media is as mentioned below.

2.21.1.1 NEWSPAPER

Advertisers in big cities have plenty of options to reach consumers, and newspapers are one of that. Newspapers play a functional role by providing news and information. Many consumers today use online sources to gather news and information rather than printed materials. Nearly 100 million homes have an Internet connection, offering almost everything found in newspapers, including national and global news, classified ads, opinions, entertainment, sports, comics and horoscopes.³² Many traditional newspaper advertising sectors, such as job ads and real estate, have also moved online. National newspapers are still traditionally categorized, from the media buyer's viewpoint, on the basis of class even though this is of declining importance to many advertisers. They are obviously best matched to national advertisers who are happy with black and white advertisements, although color is now available in some supplements. National newspapers in general and quality Press in particular, are supposed to carry more weight with their readers. Regional newspapers

³² Chunawala.S.A. and K.C.Sethia, (2005), "Foundation Of Advertising-Theory and Practice", Himalaya Publishing House, Mumbai, p.p.258-259.

may be dailies, which look and perform much like the nationals, or weeklies and which are more specialized, though they dominate the classified advertising market.³³

MERITS

- Newspaper offers targeting capability with regional delivery and special advertising sections.
- It is fit for mass communication. Lots of people can be addressed at a time.
- Immediate or speedy message can be conveyed.
- Company can measure response immediately. Advertisement effect can be addressed easily.
- Advertisers can take benefits of the creditability of newspapers.
- It is suitable for all types of products and services so thus it reduces tasks of salesmen and dealers.
- It is relatively cheaper option. Per reader cost is very low.
- It is more flexible advertising vehicle. As per need, company can prefer effective timings, languages, regions and color combinations.
- Geographic selectivity is available in small towns.

DEMERITS

- Newspaper decreases market penetration and readership with many newspapers.
- Newspaper have shorter life, normally a day, long-term effect cannot be generated.
- Quality of paper and printing may reduce the value of advertisements published in newspapers.
- As compared to magazines and journals, it is considered ordinary advertisement means.
- It is unfit for live demonstration and the fine quality pictures.

³³ Dhavan.S, (2014), “Advertising and Sales Management”, Astha Publishers & Distributors, Delhi, p.154.

- It is costly when the customers are limited in numbers.
- Illiterate customers will be avoided and in India the percentage of illiterate people is high.³⁴

2.21.1.2 MAGAZINES AND JOURNALS

Magazines propose more selective audience. These are traditionally bifurcated into general interest and special interest. The advertiser will therefore be able to select those that match the specific profile demanded by the advertising strategy. They can offer excellent color printing but again the clutter of many competing advertisements may reduce the impact of the advertiser's message. One of the core benefits magazine publishers can offer advertisers is the opportunity to use high production quality to influence core demographic audiences. But as more consumers are obtaining information from digital media platforms, more titles fold, circulation drops, and newsstand and subscription prices rise, the opportunities for advertisers to reach consumers through magazines are shrinking.

A large variety of magazines, journals or periodicals are published weekly, fortnightly, monthly and so on. Magazines are also published by religious and social organizations, schools and colleges, professional and commercial associations, and government companies and so on. Similarly, magazines are classified in forms of sex, age, profession and so on. Based on customer characteristics, a proper magazine should be selected for publishing advertisement.

³⁴ Rudani.R.B, (2009), "Basics of Marketing Management", S.Chand & Company Ltd., New Delhi, P.P.170-171.

MERITS

- Magazines have high degree of selective targeting based on demographics, product affinity, or lifestyle.
- Many readers repeatedly refer it.
- They are more effective as they are referred by educated and special class during leisure time. Advertising message is more likely to be read and considered.
- Magazines can appeal to the special groups of customers like women or professionals.
- It is flexible, elastic and multipurpose medium as readers may find page tag, receipt, guidebook, catalogue, picture, calendar which can be detached and kept for the future reference.

DEMERITS

- Many magazines have limited circulation and hence limited customers are accepted.
- Broad market reach is difficult to achieve because of niche readership behaviour
- Compared to newspaper magazine is expensive vehicle in term of both space and per reader costs.
- Continuity is not possible as magazines are published weekly, monthly or quarterly.³⁵

³⁵ Chunawala.S.A. and K.C.Sethia, (2005), "Foundation Of Advertising-Theory and Practice", Himalaya Publishing House, Mumbai, p.p.262.

2.21.1.3 OTHER PRINT MEDIA

Print media also include telephone directories, books, notebooks, reports, community and professional directories, bus or railway tickets and timetables, and special publications on the special events by schools, colleges, universities, local bodies, cooperative societies and so on. This set of media is comparatively cheaper. Since most of these print media are used by many people and have long life compared to magazines and newspapers.



2.21.2 DIRECT ADVERTISING OR MAIL

Any form of advertising in which the message is directed to specific individuals directly by the advertiser is known as direct advertising. This medium consists of written, printed or processed message delivered directly to the selected buyers. This set of medium is used to appeal the target market directly. It is not preferable for large number of customers. In the age of technology, fax and e-mail are also famous modes to send direct mail in a limited scale. Most common used methods for direct advertising are:

Table – 2.21.2.1

A Table Describing Direct Media

SR. NO.	MEDIA	DETAILS
1.	Sales Letters	An advertiser directly sends a written or printed letter to some or all customers. Such letters contain message, product description, and special offers and so on.
2.	Fax	Catalogue. Invitations, launching of new products or any message can be sent through fax machine.
3.	E-mail	E-mail can be sent to special customers whose e-mail addresses are available or directly to all account holders database can send greeting cards.
4.	Cards	Cards are used to carry brief messages, acknowledge orders, remind customers, answer inquiries, update mailing list or to make special offer.
5.	Greetings	It helps to establish relation with customers. Company maintain well-up-to-date customer database can be send greeting cards on different events and occasion.
6.	Circulars And Leaflets	Mostly they are typed or printed on both the sides. They may be in colour papers. It involves description of products.
7.	Catalogues, Folders, Booklets and Brochures.	It contains necessary information and are sent to customers. Booklets are widely used by companies selling two-wheelers and electronic gadgets.

8.	Calendars and Diaries	Calendars and diaries are especially prepared and given to dealers. It contains their names, symbols, brand names, slogans or pictures of the products.
9.	Others	It includes: Data cards, samples and Gifts Short mobile messages, Pamphlets and so on.

MERITS

- It involves direct and personalized appeal to the customers, therefore it is more effective.
- Advertiser has complete control on these media. It can be sent as and when it is desirable to be sent.
- Advertiser has more flexibility to adjust with different types of customers and their needs.
- It can clearly explain the main features of products with statistical data.
- Advertiser can send different means of direct mail to attract customers' attention and to arouse interest.

DEMERITS

- This media is costlier as advertising message is conveyed personally.
- It involves a lot of clerical work. Special wing should be maintained for the purpose of regular mailing.
- It is productive only if customers are able to read and understand.
- It is applicable when the customers are limited.
- Many times, this method results into waste of time, money and efforts. People really do not have interest in such mails. They believe direct mail is just to promote sales.³⁶

³⁶ Rudani.R.B, (2009), "Basics of Marketing Management", S.Chand & Company Ltd, New Delhi, p.172.

OUTDOOR OR MURAL MEDIA

- Banners
- Special Signboards
- Kiosk
- Billboards
- Handbills
- Station Posters
- Sky Writing
- Wall paintings
- Neon Sign
- Other Outdoor Media

2.21.3 OUTDOOR OR MURAL MEDIA

Table - 2.21.3.1

A Table Describing Outdoor/Mural Media

SR. NO.	MEDIA	DETAILS
1.	Banners	They are used at popular places like fairs, talent shows, cricket matches, institutions or public or public meetings.
2.	Special Signboards	They are used at bus and railway stations indicating route or platform number.
3.	Kiosk	Square or triangle shaped boxes with written words or picture on them are hanged on electricity or telephone polls.
4.	Billboards	Special boards are prepared to advertise the product. Dealers or retailers put such boards nearby their shops or on the upper sides of the doors.

5.	Handbills	They are very common and too cheap. Advertisement is printed on a piece of paper of small size. These leaflets are distributed hand to hand by a paid man, along with newspapers or otherwise.
6.	Station Posters	Multi-coloured printed posters with written message and pictures are stuck on walls, benches.
7.	Sky Writing	It is a novel and expensive vehicle to advertise the product. It is not very popular in our country. It involves showing words, symbols or picture through gas during the night using aircraft or bursting.
8.	Wall Paintings	The wall paintings are found in cities, towns and even villages and are more durable than posters. The wall or surface can be hired and as the need arise the message can be changed or maintained while repainting.
9.	Neon Sign	Neon tube lights are used for advertising. Words are written by neon tubes and are place on boards on buildings. Different colours are used to make it attractive. This can be used only during the night. Cinema, business firms, banks, tuitions classes and other professionals use neon signs to publish the advertising message.
10.	Other Outdoor Media	It includes: Hoarding on the road Vehicle advertisings Sandwich man Trade fair Balloons
10.	Van Advertising	Display is made on front side or back side of vehicles. It reaches to the large audience of riders and non-riders.
11.	Sandwich Men	This is the oldest form of outdoor advertising. Sandwich men dress up funnily and carry boards with brand name, slogan and product details.

MERITS

- They do not require customers' special time and efforts to read or watch.
- It has colourful effect and dramatic appeal of a slogan. It appeals even to illiterate persons.
- Outdoor media are capable to attract mass. Number of people can be attracted at a time
- They are cheaper than newspapers, radio, film and television.
- They are prepared in attractive and colourful manners. They are large in size to draw attention, public places like garden, hospital, bus station and so on.
- They can be highly selective. Words, slogan, description, symbols, pictures and so on can be easily used. Even advertiser can place it anywhere he likes.
- It has a high degree of legibility and can be read from a distance without any special efforts. It reminds the prospect about product.
- They indirectly protect historical walls and buildings. They beautify different areas or localities. In highway, they are source of information and entertainment.

DEMERITS

- People tend to overview these media. People do not read or see such advertisements consciously and carefully.
- It can serve merely as 'reminder advertising' rather than educational or argumentative advertising. They may lead to accidents or mishaps.
- Hoardings, wall posters are not movable. They cannot be moved to other places. Direct effect cannot be measured.
- It is not suitable to a producer operating on national network. To use these media in a large scale is expensive.
- Voice and live movements like television and film advertisements cannot be presented.
- Posters and hoardings disturb the attention of riders on the road. Hence, there is a fear of accident in peak hours of traffic.³⁷

³⁷Sudha.G.S., (2005), "Sales and Advertising Management", Indus Valley Publications, New Delhi, p.23.6.



2.21.4 AUDIO-VISUAL MEDIA

2.21.4.1 RADIO

Radio advertising is described as ‘word of mouth advertising on a large scale’. It appeals through the ears. Radio advertising takes the form of spots or durations of 7, 10, 15, 20, 30 and 60 seconds. Spots are inter spread between programmes or between songs in a programmes. Sponsored programmes come in the form of skits, quiz shows, sports commentaries, music item and film-based programmes. Radio advertising has increased greatly in recent years, with the granting of many more licenses. It typically generates specific audiences at different times of the day, adults at breakfast or while driving a car, housewives and commuters during rush hours. It can be a cost-effective way of reaching these audiences especially since production costs are much cheaper than television, though the lack of visual elements may limit the message. In radio advertising we need to identify the timing of radio listeners, like many people listen on time when they are stuck with the traffic and many of the listeners they listen at night time.

MERITS

- When the message is to be carried to a large number of people who speak different languages, radio is the most suitable medium which admirably does the job at the least cost.

- In a country like India, where literacy rates are low, and so newspapers have limited significances, radio is popular both with advertisers and audiences
- Targeting capabilities
- Inexpensive compared to other traditional broadcast media
- Builds frequency quickly
- Branded promotions offer advertisers appealing community involvement opportunities.
- No seasonal listener erosion.³⁸
- It is more effective than spoken words.
- Musical effects can be given with message or slogans.
- Wide coverage, it reaches to every corner of the country

DEMERITS

- There is no visual component.
- Advertisers must buy multiple stations and formats to accumulate to reach audience.
- Peak listening is during morning and evening drive times with relatively low audiences during other day parts.
- There are possibilities of distortion in communication.
- The vision does not accompany words so chances of misunderstanding are more.³⁹

2.21.4.2 TELEVISION

Television is a major advertising medium. The audio-visual feature and the large spectrum of execution possibilities make it a very versatile medium. It has relatively high cost and it is fleeting medium. A variety of techniques are used to produce the commercial message like line action, cartoon, puppet and stop motion. The message flash and vanish. Hence it requires more exposure. The study suggests that a single advertisement in the print medium

³⁸ Chunawalla.S.A and K.C.Sethia, (2005), "Foundations of Advertising-Theory and Practice", Himalaya Publishing House, Mumbai, p.307.

³⁹ <http://impactmktg.ca/pub/ADVERTISING-MEDIA-COMPARISON.html>

gains the same amount of attention as three-four spots on TV. Despite of its limitations, TV is a highly preferred medium of advertising due to its lifelike display capabilities. This is normally the most expensive medium and as such is generally only open to the major advertisers, although some regional contractors offer more affordable packages to the local advertisers. It offers by far the widest coverage, particularly at peak hours and especially of family audience. Offering sight, sound, movement and color, it has the greatest impact, especially for those products or services where a demonstration is vital as it combines the virtues of both the story-teller and the demonstrator. To be effective this message must be simple and able to overcome surrounding family life distractions, especially the TV remote. The price structure can be complicated, with the rate card offering different prices for different times throughout the day. This is further complicated by a wide range of special promotional packages and individual negotiations. This complication provides work for specialist's media buyer.

MERITS

- Millions of people can be exposed to the products.
- It is audio and visual so comparatively more impactful.
- Live demonstrations can be displayed and customers are guided systematically.
- Television advertisement is also a great source of entertainment for children and illiterate people as it has slogans and animation.
- Actual users can be demonstrated using the product. Users are shown using and enjoying the product.
- Advertising during specific events like films, cricket match, film fair awards or news carry high degree of exposure.
- Latest animation technology and computer effects can be used to gain attention of viewers.
- Product can be advertised by any renowned face like film actor, model or sports person to generate impact.
- It has proven success record for promoting mass consumer products.

DEMERITS

- It is the costliest medium to advertise the product. Only financially sound company can opt this medium.
- In case of films or serial, people avoid seeing commercial break. They generally relax during commercial breaks.
- As television is a source of entertainment, many advertisements are viewed for joy. Thus, its commercial value may be undermined.
- Frequent commercials during interesting programme affect adversely the interest of audience as they get disturbed or irritated.
- Television advertisement seems more artificial, superfluous, erotic, misleading and full of exaggerations due to use of animation, virtual reality or special effects created through computer.

2.21.4.3 INTERNET

In the evolution of internet as an advertising media is outstripping its popularity. It is a virtual network. It is expanding by leaps and bounds in last few years. Some companies put their advertisements on their websites and others buy web page of popular websites. Most of the established companies, banks, insurance and educational institutions have put their information on Internet.

MERITS

- It has high creditability and prestige.
- Product can be advertised globally.
- Advertisement can be prepared by using buttons, banners, photos and videos.
- It facilitates demonstration globally.
- It is highly preferable when company wants to appeal to specific sophisticated groups of customers.

DEMERITS

- Number of people using internet is limited in developing and under developed countries.
- One has to log on to access website so it has its limitations.
- Only limited firms can use this sophisticated advertising medium.
- It is costly to both company as well as Internet user.
- People access websites for detail information only after they are impressed by message appears in other advertising media. Thus, the medium is complementary to the rest of media.

2.21.4.4 MOVING SLIDES

It is normally a visual device with computer slides and used in urban areas to advertise products for commercial or non-commercial purpose. These slides are located in densely populated areas or in public places where maximum number of people passes through. This medium is more effective during night. Multi colored slides attract pedestrians and people passing through vehicles.

MERITS

- It is a cheaper medium as compared to print media and other audio-visual media.
- The advertisement destination can be changed from area to area.
- It is highly effective for local advertising.

DEMERITS

- It is fit only for local level advertising so it has limited exposure to reach.
- Only visual message is transmitted so it is useless for informative products like insurance.
- Live demonstration is not possible.

2.21.4.5 FILM OR CINEMA

Film advertisement mainly involves cinema slides and short films. Through it large number of people can be exposed. Advertisement are shown during intervals or before cinema starts. Many companies use short films to advertise its producers through cinema houses. Short film can contact limited people.

MERITS

- It is comparatively cheaper. Especially slides are very cheaper.
- This medium is fit for literate people also.
- Audiovisual effect is possible so it's attractive.
- It can be presented in different shows and in each show different people can be exposed to an advertising message. So, in case of hit movies, a large number of people can be exposed.
- In short films, live demonstration can be presented. Compared to TV, more information can be provided.

DEMERITS

- Audience is busy in settle down so it's difficult to get their proper attention.
- Short film preparation is more costly than presentation.
- Such medium cannot be used in the areas where theatres or projectors are not available.

2.21.4.6 ADVERTISING SPECIALISTS

There are nearly about 5000 such items used for advertising products. Here some items, either related to product or not, are offered to customers free of charge. On such items, brand names, logo, company name or name of product have been stamped or inscribed. While using such products, consumers can know about name of company, brand, and products and so on. Such items include pen, paperweight, lighter, purses, bag, cap and so on.

2.21.4.7 OTHER MEDIA

Apart from the media discussed in above part, there are various media frequently used for advertising the products. Most widely used common advertising media are:

1. Window Display
2. Packing
3. Counter Display
4. Special Display and Shows
5. Showrooms
6. Trade Fair and Exhibition⁴⁰

⁴⁰Rudani.R.B., (2009), “Basics of Marketing Management”, S.Chand & Company Ltd., New Delhi, p.176-178.