CHAPTER-3

ADVERTISING STRATEGIES
Advertising Strategies:

"Originally advertising research dealt primarily with media selection and the product. The advertisers became increasingly concerned with determining the appropriate demographics (or characteristics), such as the age, sex and income level of potential buyers. Now, understanding consumer behaviour have become an important aspect of advertising strategy. Psychological influences on purchase decisions- often called psychographics can be useful in describing potential markets for advertising appeals. These influences include such factors as one's lifestyle."¹

The wide advertising strategies discussed by different writers/authors are as under:-

- Scheduling of the media, message content, and repetition constitute the advertising strategy.²

- According to Louis E. Bonne & David one of the most widely discussed strategies in advertising is the concept of positioning.³

- Boyd, Ray and strong suggest the following five broad advertising strategy alternatives (for influencing attitudinal structures)


1. Affect those forces which influence strongly the choice criteria for evaluating brands belonging to the product class.

2. Add characteristics to those considered salient to the product class.

3. Increase/decrease the rating for a salient product class characteristic.

4. Change the perception of the company's brand with regard to some particular salient product characteristics.

5. Change the perception of a competitive brand with regard to some particular salient product characteristic.\(^4\)

**Media:**

"The term media is plural for medium. In advertising terms, a medium is a channel of communication, such as newspapers, magazines, radio and television. A medium is a vehicle for carrying the sales message of an advertiser to a large group of prospects and thereby aid in closing the gap between producer at the one end and the consumer at the other end.

**Types of Media:**

The following are the various categories of media available to an advertiser.

---

(I) Print Media

1. Newspapers
   a) Daily
   b) Weekly
   c) Sunday
   d) Sunday supplement

2. Magazines
   a) Consumer Magazines: General interest, special interest magazines.
   b) Business Publications: Industrial publications, trade publications, institutional publications etc.

3. Direct Advertising - Direct Mail

(II) Broadcast Media

1. Radio - network and spot

2. Television-network and spot

(III) Outdoor Media

(IV) Transit Advertising Media

(V) Other Media

   a) Ad films
   b) Direct Advertising
As an electrical current flows from one end to the other through a conductor so the advertising message is transmitted through the advertising media from the advertiser to the target audience. Advertising media are thus the vehicles which carry the advertising messages. Various kind of media are available to an advertiser. Which one of these should be selected for a particular advertising is the subject matter of the advertising strategy.

Effective advertising refers to informing the public about the right product at the right time through the right medium conveying a right message through a wrong medium at the wrong time would be a definite waste of resources. Therefore, the right media selection is the crux of the success of the entire advertising campaign.\(^5\)

**News Paper: its strength and presence as a advertising media**

The analysis made of the financial position of the newspaper industry clearly underlines the "boom times" newspaper managements themselves forecast\(^6\). The apprehensions expressed in the immediate post-Bachawat award days have been proved to be unfounded. If some newspapers closed down certain editions, others have opened more. Like Financial Express opening its Ahmedabad edition, Dainik Bhaskar barging into Rajasthan, Varta starting an edition from almost every district of Andhra Pradesh, etc. In 1990, in the first year after the Bachawat report came out, there were 28,491 newspapers. This rose to

---


\(^6\) *Business India*, Jan 30-Feb 12, 1995
39,149 in 1996. As many as 1896 newspapers were "taken on record" of the RNI in that year alone. The number of dailies that commenced publication in 1996 was 136, of these 14 were English dailies, 79 Hindi, 2 in Bengali, in Kannada, 2 in Marathi, 3 in Telugu, etc. Even in smaller towns there are 320 English, 4572 Hindi, 751 Bengali, 336 Gujarati, 477 Malayalam, 122 Punjabi, 246 Telugu newspapers being published from there. Almost every language group had newspapers published from such small towns. As many as 1089 dailies are being published from smaller town with a population of less than one lakh. Both the number of newspapers and circulation increased by 5 per cent and 12.8 per cent respectively.

The RNI report shows continued increase in circulation of daily newspapers between 1990 and 1996. Where circulation of big newspapers had marginally come down, the circulation of medium and small newspapers (dailies) was considerably higher: the fall in circulation was only 1.6 per cent in big category dailies, that too because four newspapers in this category did not submit their circulation figures while in medium dailies it was up by 32 per cent and similar growth of circulation of smaller newspapers. The clubbing of newspapers under common ownership seems to have strengthened them as in these six years number of newspapers under common ownership rose from 450 to 710. Circulation of news interest dailies under common ownership

---

6 Business India, Jan. 30 – Feb 12, 1995
7 RNI report (1997)
also rose from 13.8 million to 21.2 million. This all shows strong presence of the print media and its strength to support any type of advertiser and its need.

For example- There are also many segments of advertisements which can only be displayed in the print media. These are company prospectus which are carefully read by millions of investors, job advertisements, classifieds, announcements, legal notices, spot advertisements like discount sale, etc. INS itself had sometime back started an ad campaign to educate prospective advertisers over the benefits of print media as against the electronic. Now with the newspapers going on the Internet they have a further advantage in attracting advertisements that are not only local but global. Advertisers hoping to catch global markets will soon be going for internet based ads in daily newspaper pages as Indian newspapers like Times and Hindustan times or regional papers like malayala manorama get a global audience on the internet.

One other point newspaper managements often put forward is that the bulk of the advertisement on the print media is concentrated in the English language newspapers and the regional and language press does not get much. This may have been true at one time but it is no longer so. This is proved by the enormous growth of the language press which now surpasses the English Press. Of the total of 89.434 million circulation of the daily Press, English claims only 11.735 million while

---

8 Newspaper Readership survey 1997
Hindi claims 37.231 million according to the RNI figures. Bengali, Malayalam, Gujarati, Tamil, Urdu etc are the other language groups with circulations exceeding three million.

**Its reach and potential**

The newspapers have one new medium opening up with the Internet. Many dailies both English and language, are now on the Net. This increases their reach to national and international audience and the expectation surely is that advertisers would also respond to this reach. How much this new medium will bring in revenues is clear from the statement made by the Express group of newspapers. "After completing its first two years of operation this September, the Indian Express On Line Media Ltd (IEOLML) has targeted a turnover of Rs 10 crores for the year ending March 1999. The company had already crossed Rs 1 crores in revenues during the first year and the revenues surged to almost Rs 3 crores in the subsequent year.....Out of the current turnover, approximately 45 per cent comes from banner advertising sales on its website...NetExpress has over 100 advertisers...."9 This gives an idea of the huge potential of Internet advertising that newspapers have in the coming years.

Right now the Internet is constrained by inadequate bandwidth. But DoT is building a Rs 700 crores Internet backbone network; the tenders for the first phase of this, have already been received. The

---

9 Indian Express Delhi edition, dated sept 17, 98
Government has gazetted the recommendations of the Task Force in expanding Internet access and service providers would pop up in every street so to say. So with just one lakh subscribers in the country, Internet could gross such revenues, imagine what would be the prospects if the subscribers go up to 1 million or even 10 million. Of course some of the users of the Internet sites are from abroad where Internet is having a total subscriber base of over 100 million.\textsuperscript{10}

**Radio**

In 1993, AIR, a Government monopoly, went in for an innovation – it began to lease a fraction of its airtime to private companies, and charged $65 (about Rs 2,925) for an hour of programming on prime-time slots. Broadcasters who were savvy enough to catch the bargain made a killing, selling advertising for $128 (about Rs 5,750 a minute). When, in March 2000 the Ministry of Information & Broadcasting auctioned full-fledged radio broadcasting licenses to private operators – the birth of the present FM radio – major cities like Mumbai, New Delhi and Hyderabad received the highest bids, reflecting where a bulk of the advertisement will be coming from.

**Radio share in the ad pie**

The potential is enormous. The industry estimates that the size of the total advertising market in India in 2001-2002 was Rs 8,600 crore. Of this, radio just had a paltry 2 per cent. Television commanded Rs 3,600

\textsuperscript{10}RNI report (1997)
croe. In more developed advertising markets, radio commands 7 per cent to 13 per cent of the total advertising pie.

Reach:

The potential reach is also phenomenal. AIR reaches about 94 per cent of the population, and consumer electronics manufacturer Philips India, estimates that by 2007, 260 cities, meaning nearly 70 per cent of the country, will have access to FM. With the coming of a new medium, advertisers are likely to allocate their budgets more efficiently from one medium to another.

In a 2001 report on the FM market, the Federation of Indian Chambers of Commerce and Industry (FICCI) predicts at least 5 per cent of the advertising pie going to radio by 2006. And there are optimists who believe that radio can reach 8 per cent to 10 per cent of the advertising market in 10 years.

Cost of Advertising in Different Media:

First, the costs involved. For example:

Print Media

*For a one-time insertion in The Times of India, Mumbai edition, the cost is Rs 1,600 per cc. A 52-cc ad works out to Rs 83,200.

Audio Visual Media

TV rates are astronomical. According to STAR India, a 30-second prime time slot on STAR Plus costs between Rs 10-12 lakh.
Audio Media

A 10-second slot on Radio City for which STAR provides content, costs around Rs 5,000, and unlike a print ad, is not lost in a maze of other advertisements being the only one on at a particular point in programming – the same crucial advantage that TV has.\footnote{Financial Express- June 20, 2002}

Form all this we can say that the print media plays an important role in the advertisement. So far as the advertising strategies concerns, the advertisers must be very careful about the choice of the media.

Media Scheduling:

"Media scheduling is essentially a matter of balancing two objectives, reach and frequency, within an available budget. Reach is the extent of coverage, the percentage of people brought within exposure range of the advertising over a stated period of time. Frequency refers to the numbers of times this exposure take place."\footnote{Leo Bogart (1996) 3rd ed. Strategy in Advertising, Lincolnwood, IL: NTC Books pp-62}

"There are, however, other possible starting points for advertising strategy. For instance, planners may start by looking at the customers rather than at the product. If they begin with the marketing data, they must first ask where-in what sectors of society-the customers or prospects are, and next how-with what media-they can be reached. Only then will they consider the media context or auspices that promise to find those prospects in the most receptive mood. These considerations would lead to the selection of a media or a mix of media."
Creative strategy and style would then have to be developed in the terms most appropriate to the media selected and the audience desired rather than on the basis of fantasy, speculation, or research about the product in an abstract setting.

If media plans were developed in this sequence, it would reduce the problems that arise whenever a campaign successfully developed in one medium is carried over to another. Too often the resulting ads or commercials are mere adaptations that fail to account for the essential differences in form among media, the varying possibilities for attracting (or even overwhelming) attention, the emotional effects of colour, the audience's frame of mind and expectations, and the programming or editorial context of the advertising message.  

Message Content & Structure:

"The message content refers to what the advertiser has to say to the target audience that will produce the desired response. It may be an appeal, a time, an idea or a unique selling proposition. In fact, the message content ultimately formulates some kind of benefit, motive or reason why the audience should respond to, or do, something.

Advertising communication effectiveness not only depends on the message content, though it is no doubt an important component, but on the structure as well. The important aspects of message structure are: Drawing conclusions, repetition, one versus-two-sided

arguments, and the order of presentation. We shall discuss them in detail one by one.

i) **Drawing Conclusion:** The question often raised is whether definite conclusions should be drawn for the audience in the ad for quick understanding or should they be left to them. In many instances, it is best to let the receivers of the promotion message draw their own conclusions. Such consumers feel that the message which draws a conclusion is over aggressive and an attempt at forcefully influencing their choice. Moreover, since conclusion-drawing at best assists in an easy comprehension of facts and not in the process of attitudinal change, it will not affect very much the persuasive quality of ads which aim at a change, in attitude. When the issue involved is simple and the audience is intelligent, to draw a conclusion will be merely to attempt to explain that which is obvious.

ii) **Repetition:** Repeating an ad message is often beneficial, for it develops a continuity of impression in the minds of the target audience, and may increase the pre-disposition to think and act favourably towards the products advertised. Everything else being equal, a repeated message increases awareness and knowledge on the part of the prospect. Audience retention improves with repetition and falls off quickly when repetition is abandoned.

iii) **One-versus-two-sided Communication:** This raises the question whether the advertiser should only praise the product or should also mention some of its shortcoming. The most common approach in sales
and advertising is a one-sided approach. However, the work best with the audience. Two-sided arguments go well when audiences have an unfavourable opinion about the communicator's position. Also, a two-sided message tends to be more effective with educated audiences capable of sound reasoning, particularly when they are exposed to counter propaganda. A two-sided communication produces the greatest attitude change when people are opposed to the point of view presented. Also, a two-sided communication is effective in maintaining the belief level against a counter attack by competition.

iv) Order of Presentation: Whether to put the strongest argument first or last in the advertisers' presentation is equally important. This is done with the objective of achieving the primary effect.

Message Format- Message format is the last but not the least important step in message development. By format, we mean the organization, plan, style or type of ad message. The message format is the scheme by which the message content and structure strategy are implemented. It is characterised by the type of media vehicle in which the message is delivered. In a print ad, the message format elements are headline, body copy, illustration and colour, whereas, in radio advertising, the format elements are words, voice qualities (speech rate, rhythm, pitch, articulation) and vocalization (pauses, sighs, yawns). The message format is important because a good message strategy may not click if it is put in a poor format.
Advertising Appeals:

There are various appeals, through which advertisers influence, rationally or emotionally, the prospects purchase decisions. For this purpose, they take the help of varying product features or attributes in their ad appeals, or seek to influence consumer perception of, and changes in consumer attitude to the advertised product or brand. Ad appeals my be product-oriented or consumer-oriented. Since there is a large number of such ad appeals, it would be difficult to discuss them all. It would, therefore, be helpful to devise a framework for classifying advertising appeals.

a) Human Needs as Basis for Appeals— All advertising appeals are created for the purpose of activating human needs and wants, and showing how the advertised brand can satisfy those needs and wants. The advertiser has to determine the needs at which the advertising message should be directed. There are some generally accepted standard lists of need structure, which provide some guidelines to the marketer for developing advertising appeals. The most popular and widely accepted need scheme is the one given by A.H. Maslow. Maslow's basic human need structure states five need levels hierarchically. They are:

i. Physiological Needs or Creative Comforts(Hunger, Thirst, Sex, etc.): These are biological needs, such as food, water, sleep, and so on, and are the most potent of all human needs. These are therefore placed at the first level of the hierarchy.
ii. Safety Needs (Security, Protection, etc): These are based on the need for physical safety and security, and stress such things as preference of the familiar to the unfamiliar and for the known to the unknown.

iii. Love Needs (Affection, Belongingness, etc): These needs are at least partially fulfilled by marriage, parenthood and belonging to organizations, such as the Rotary, Lions and others.

iv. Esteem Needs (Self-Respect, Prestige, Social Approval, Achievement, etc): As love needs become at least partially satisfied, the need for such things as prestige, self respect, esteem and status emerge. The desire for achievement, independence and self confidence are also part of these needs.

v. Self Actualisation Needs (Self Fulfilment, Self Expression etc): To desire for self-fulfilment, or becoming everything one is capable of becoming, is the essence of these needs. Included in them are aesthetic satisfaction, acquiring knowledge, and so on.

b) Appeals are broadly classified as rational, emotional and moral appeals.

Rational appeals are those directed at the thinking process of the audience. They involve some sort of a deliberate reasoning process, which a person believes would be acceptable to other members of his social group. They attempt to show that the product would yield the expected functional benefit.
Emotional appeals are those appeals which are not preceded by careful analysis of the pros and cons of making a buying decision. Emotions are those mental agitations or excited states of feeling which prompt us to make a purchase. Emotional motives may be below the level of consciousness, and may not be recognised by a person, or even if he is fully aware that such a motive is operating, he is unwilling to admit it to others because he feels that it would be unacceptable as a "proper" reason for buying among his associates and colleagues.

Negative or Positive Emotional appeals:

Emotional appeals are designed to stir up some negative or positive emotions which will motivate product interest or purchase. Different emotional appeals, which are particularly important from the advertising point of view, are listed below:

An advertiser may try to induce a particular behavioural change by emphasising either positive or negative appeals, or a combination of both. For example, an advertising campaign to get the target audience to buy fire insurance stress the positive aspect-low cost relative to other investment, the services the insurance company provides, early settlement of claims, and so one, or it may stress the negative aspect of not getting insurance-the danger of losing one's possessions or ravages of fire. Positive appeals use the strategy of "reducing" a person's anxiety about "buying and using" a product, while negative appeals use the strategy of "increasing" a person's anxiety about not using a product or service. In general, a positive appeal stresses the positive
gains to a person from complying with the persuasive message, the negative appeal stresses his loss if he fails to comply.

*Fear Appeals:* The fear appeal is most important among emotional appeals, and also the most effective. It is said that the message's effectiveness increases with the level of fear it generates. The use of fear appeal in getting people to start doing things they should is very common. Many ad messages of tooth paste employ this appeal. They present the fear of tooth decay or unhealthy gums or bad breath, and then suggest the use of a specific brand of tooth paste to get rid of such fears.

*Positive appeals* highlight product benefits and attributes capable of influencing consumer behaviour. They are love, humour, pride, prestige and joy.

Other emotional motives are illustrated in the following list:

i) Desire to be different, as illustrated by people who build an ultra modern home in an area of traditional homes.

ii) Desire to conform, as in the case of teenage boys and girls who want to be "in jeans" because all their friends wear jeans.

iii) Desire to attract the opposite sex, as shown by a teenage girl who buys a new cosmetic in order to make her skin more beautiful.

iv) Desire for prestige, as shown by a person who buys the most expensive automobile (Mercedes, Toyota etc) he can afford in order to impress his friends.
Moral appeals are those appeals to the audience which appeal to their sense of right and wrong. These are often used in messages to arouse a favourable response to social causes, such as prohibition, adult literacy, social forestry, anti-smuggling and hoarding, consumer protection, equal rights for women, social responsibility projects of corporations, rural development, siding weaker sections of society, employment generation, and so on. There are messages which appeal for generous donations for flood victims and for famine relief operations—these are often based on moral appeals.

c) Direct and Indirect Appeals:

This is yet another way of classifying advertising appeals. Ultimately, all ad appeals may be grouped into direct and indirect appeals, depending upon whether they are linked directly or indirectly with consumer needs. Sometimes advertisers are explicit about the need to which they are appealing, whereas, at other times, appeals are veiled or purposely kept ambiguous, and the consumer has to determine the relevance of the appeal to him.

Direct Appeals:

Direct appeals are those which clearly communicate with the consumers about a given need, followed by a message which extols the advertised brand as a product which satisfies that need.

Indirect Appeals:

Direct appeals are those which do not emphasise a human need, but allude to a need. Because advertisers understand the influence of needs upon selective perception, they leave some ambiguity in the
message so that the consumers may be free to interpret it and the need to which the advertiser is appealing.

Indirect appeals are either product oriented or consumer oriented, or may be a combination of the two. We shall now discuss each one of these indirect appeals in detail.

**Product-Oriented Indirect Appeals.**

They are grouped into three classifications:

(i) *Feature-oriented Appeals:* The basic message is about product features, characteristics and attributes.

(ii) The basic message emphasises specific in operation and or post operation advantages of the brand advertised.

(iii) The basic message emphasises the differences between the advertised brand and the competing brands. The advertised brand of course has a net advantage over those with which it is compared: otherwise the whole exercise becomes fulfil.

**Consumer oriented appeals** are the other group of indirect appeals:

(i) *Attitude oriented Appeals:* The basic message is one which is in line with the consumer's attitude-his value-belief structure.

(ii) *Significant Group-oriented Appeals:* The basic message emphasises the kind of group which uses or approves of the advertised brand. The group may be a reference group, a social group or a peer group, or any other group which is significant for the consumer target.

(iii) *Life style oriented Appeals:* The basic message emphasises an identifiable life style relevant to a defined target market.
(iv) *Sub-conscious oriented Appeals:* The basic message is distinguished and is directed at the consumer's sub-conscious (or unconscious) need. These messages are aimed at the buyer's dream world, but are veiled in some manner by messages appealing to the buyer's conscious mind.

(v) *Image oriented Appeals:* Although all advertising appeals create a brand image in the minds of consumers the image oriented approach is distinct in the sense that here the advertiser, consciously and purposefully, makes an effort to mould a brand image.\(^\text{14}\)

**Positioning:**

"Positioning" slanting promotion towards a definable group of consumers.

The practice of directing appeals to selected portion of the potential purchasers is probably as old as advertising itself.

Positioning of a product can be done as under:-

- by Customer benefits
- by Price-Quality
- by use or application
- by product class
- by cultural symbols
- by competitor
- by product user