Chapter 3: Modes of Celebrity Advertising
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3.1 Introduction

Marketing mix is one of the essential aspects of marketing, which is said to be the set of controllable variables and their levels which marketer uses to influence the target market. The different tools taken together to reach out and control the target market, are collectively known as the elements of the marketing mix, or the four Ps, including product, price, place, and promotion. Promotion, also referred to as marketing communication, is the way of communicating the information of product, price, and place to the consumers. According to Kotler (2003) it is necessary to pinpoint the importance of effective communication because of the geographical and psychological distances that creates a gap among the intermediaries, customers and the organizations. Below figure tries to show the communication process;

![Communication Process Diagram]

Figure 3.1: Elements of Communication Process
The purpose of communication can be categorized in two ways. First, what does the organization accomplish by communicating a message to others through some form of communication i.e. the media and secondly, how do they respond to the same purposeful message when provided to them from others? But the role of media is very important for the purpose of conveying the message by the sender to the receiver.

The term Media is a plural form for the word medium which states the means through which a message is conveyed. In advertising terms, medium is a channel of communication such as TV, radio, newspapers, wall sign etc. A medium is a vehicle for carrying the sales message of an advertiser to the target audience. It is indeed a vehicle as it takes the message conveyed by the advertiser and reaches it to the large group of people for whom the message was created. It thus helps in bridging the gap between the advertiser at the one end and the target audience at the other end. Media has a vital role in the process of advertising communication. Effective advertising is possible only when if suitable media are available for conveying the message. A substantial portion of the advertising budget allocation to the mass media is spent on buying space and time. The choice of media should be made in such a way that the desired exposure is obtained.

Celebrity advertising today is one of the most practiced activities of the organizations for the purpose of promotion. Different organizations endorse different celebrities according to their requirement to promote their respective product. Organization use different types of media for the purpose of celebrity
advertising to get their products/services advertised by them. The purposes of celebrity advertising are as follows;

- Inform people about new products and services.
- Brand building
- To remind customers about their brand at the right time and place
- To reinforce customer confidence in purchase
- To build Corporate Identity
- To help their sales force become more effective
- To give their brand and company a “Personality” that makes it unique.

So, let us take a view at the different types of media available for the purpose of celebrity advertising.

**Modes of Celebrity Advertising**

The different modes of celebrity advertising mean the different type of media which are available to the organizations for the purpose of their promotion. Such as;

- Press Celebrity Advertising
- Outdoor Celebrity Advertising
- Electronic Celebrity Advertising

**3.2 Press Celebrity Advertising**

Press media or print media is one of the oldest forms of advertising used all around the globe. If an advertisement is printed on paper, be it newspapers, magazines, newsletters, booklets, flyers, direct mail, or anything else that would be considered a portable printed medium, then it comes under
the banner of print advertising. In this type of advertising, the advertising message is conveyed through the help of printed material i.e., newspapers, magazines etc. In press celebrity advertising, the advertisements featuring celebrities are displayed in various print forms. The respective advertisement is featured in newspapers, magazines, journals etc. The reason why it is the most favored way of advertising is because of its varied benefits which it provides to its respective sponsors. Some of the major benefits of print celebrity advertisements are as follows;

• **Specific Target Audience** – This is one of the major benefits of print celebrity advertisements that the organizations can target specific audience. By using print forms like newspapers, the organization can feature their advertisement in a specific area so that their message would reach to the specific target audience.

• **Loyal Readerships** – In the print media industry, readership is mostly longstanding and loyal and thus organizations can harness this benefit and feature their advertisement featuring a celebrity to get the most out of it.

• **Special Ad Positioning** – Different forms of print media provides one more benefit to the organizations to feature their advertisement on special positions like cover pages, back page etc.

• **Credibility** – Over the years, newspapers and magazines have created a vast pool of loyal readers and thus this also helps the organizations to reach out to more and more audience.

• **Long Life Span** – Press advertisements have a high shelf life and thus the advertised message too has a higher life.
• **High Reach Prospective** – Print media has a very wide and long reach that is, it has a high penetration and thus the advertised message also reaches to the masses.

• **Economical** – Celebrity advertisements featured in print media are economical as their cost is very low as compared to other forms of advertising.

**Different types of Press Celebrity Advertising:**

1. **Newspapers** – Newspapers have become the breakfast partner in most of the families. This is one of the reasons that the advertisers use it as one of the most important media reaching in the hands of certain sections of the society. Newspapers have an edge over most of the other media because certain detailed information regarding the product/service advertised could be easily made available to the reader. Below given is an example of newspaper celebrity advertisement;

![Exhibit 3.1: Celebrity advertisement in a newspaper](image)
Newspapers can be categorized into different categories. Some of them are as follows;

- National Newspaper
- Regional/Local Newspaper
- Daily Newspaper
- Weekly Newspaper
- Sunday/Weekend Newspaper

2. **Magazines** – This is also an important type of press celebrity advertising. In this type of advertising, organizations publish their advertisement featuring celebrities in different magazines. Magazines can be categorized into different categories. Some of them are as follows;

- General Interest Magazines
- Special Interest Magazines
- Trade Publications
- Institutional Publications

3. **Journal** – A journal is a newspaper or magazine that deals with a particular subject or professional activity. A journal is also known as periodical, publication, review, gazette, digest. It is also a form of press celebrity advertisement.

3.3 **Outdoor Celebrity Advertising**

Outdoor celebrity advertising means the type of advertising which is done out of door. In this type of advertising, the advertised message reaches to the audience when they go out of their houses. It is generally done on the
roadsides in the form of neon-signboards, wall painting, posters, banners etc. It is meant for moving – public and provides the advantage of reminding the people frequently regarding the product/service advertised by the celebrities. Different types of Outdoor celebrity advertising are as follows:

- Neon-sign Boards
- Banners
- Sky advertising
- Sandwich men
- Posters
- Vehicle advertising
- Stickers
- Wall Painting

Exhibit 3.2: Celebrity advertisement in an outdoor form

Benefits of Outdoor Celebrity Advertising:

1. **Long Life** – Outdoor advertising has a long life. It is not easily perishable. Outdoor advertisements like; sign boards, banners, posters
etc. remain on their respective place for a long time and thus they are effective for longer duration.

2. **Wide Coverage** - Outdoor advertising also has a wide coverage. These outdoor advertisements are always at those public places which are very popular and thus more and more people get through with these kinds of advertisements.

3. **Geographical Selectivity** – Outdoor advertisements also give the advertisers the benefit of geographical selectivity. Advertisers can put up the advertisements on their desired locations.

4. **Economical** – Outdoor celebrity advertising is also beneficial in terms of cost as it is very cost friendly to the advertisers.

5. **Attention Grabber** – Due to their large sizes, outdoor advertising grab more attention of people and is thus very effective form of advertising.

6. **Repeated Exposure** – Due to repeated exposure of the advertisement to the target audience, it help in increasing the remembrance of the advertising message.

3.4 **Electronic Celebrity Advertising**

Electronic Celebrity Advertising includes advertisement in radio, television, cable, internet etc. This media has both audio and visual effect carrying the advertiser’s message to the target audience. Radio, Television is media-vehicles of electronic advertising. Some of the important types of Electronic Celebrity Advertising are;

- Television
- Radio
Benefits of Electronic Celebrity Advertising:

1. **Audio Visual Effect** – Due to the presence of audio visual effects in electronic advertising, it makes it more interesting and creates an impact on the minds of viewers for a long time.

2. **Demonstration** – Due to the presence of audio visual effects, electronic advertising helps the advertisers in effectively demonstrating the advertised product/service.

3. **Wide Coverage** – Since television and radio have reached to every corner of this world and so is the reach of advertisements through this media. Electronic advertising has a very wide coverage.

4. **Emotional Appeal** – Electronic advertising helps those advertisements which require emotional appeals and thus help in conveying it very easily to the viewers.

5. **Geographical Selectivity** – Geographical selection is also available for the electronic advertising. If the advertisement has to be displayed at the local level then it can be easily done and it has to be given on national level then the advertisement can be displayed at national also.

6. **Attractive Message** – Advertisements displayed through electronic media are more attractive due to the presence of models, celebrities and thus are very effective than any other media.

1. **Television Advertising**

   Television Advertising is an important form of electronic advertising. Commercial television advertising in India started in the year 1976. The coverage of television is increasing very rapidly in India and in the whole world also. Television reaches to every demographic category and achieves a creative impact with the use of audio and video effects. Since its invention, it
has been a major medium for advertising. It is the uniqueness and reach of television which makes it the most preferred type of media. Today, television advertising is the most chosen form of advertising not only in Indian but abroad also.

Exhibit 3.3: A television advertisement featuring celebrity in electronic form

2. **Radio Advertising**

Radio is a personal electronic medium which has lost its importance after commercial advertisement were allowed on television. Radio advertisements had the benefit of audio aid which helped the organizations to advertise their product and spread their advertising message in audio form but the listeners of the radio news and programmes had come down drastically as more and more people have switched on to television and other different types of electronic media. However, radio got back its lost reputation with FM band gaining much popularity but even then it didn’t compete with television advertising.
References


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