CHAPTER 1.

INTRODUCTION TO ADVERTISING
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"Nobody counts the number of ads you run; they just remember the impression you make."

*William (Bill) Bernbach*

"Doing business without advertising is like winking at a girl in the dark. You know what you're doing, but nobody else does."

*Stuart H. Britt*

"Advertising is the missing link between product attributes and consumer perceptions."

*Alyque Padamsee*

"I have learned that it is far easier to write a speech about good advertising than it is to write a good ad."

*Leo Burnett*

1.1 Background:

Advertising is something that one can love or hate but cannot ignore! Advertising is a process of communication between the seller and the prospective buyer. Advertising has evolved over the years as a response to the evolution of business and trade in the society. Advertising works on the simple phenomena of buying time and space in mass media to reach out to the targeted group of consumers. This process of deciding what to say, when to say, how to say, whom to say and where to say requires skills, knowledge and research. That’s why at times advertising is referred as a mixture of science and art. The scope of advertising has broadened over the last decade or two. Advertising in the last few decades has come a long way, from merely informing the prospect of the availability of products and services to a skilful strategy in marketing to making brand an extension of people’s attitude and personality (Jethwany and Jain, 2006).

Advertising as a process of communication benefits both, the marketer and the consumer. The marketer gets a ground to communicate about his brand and the consumer gets knowledge of the brand and this awareness assists the buyer in the purchase process and finally choosing a brand. The power of advertising is such that even the number one brand in the world believes and invests in it!
Advertising is in a state of change due to growth of digital technology, online communication, consumers accustomed to the commercial environment and increase in clutter (Springer 2007).

1.2 Definitions:

"Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor"

*Definitions Committee, American Marketing Association, 1948*

This has been the most commonly used definition of advertising. It has managed to be relevant even in the changing times. This definition uniquely points out what advertising is and what it is not. It clarifies that advertising is an effort which is sponsored and paid and the communication is to a mass of people and therefore it used mass media. So advertising here is defined as a weapon to communicate to the masses.

"Advertising is a business activity, employing creative techniques to design persuasive communication in mass media that promotes ideas, goods, and services in a manner consistent with the achievement of the advertiser’s objective, the delivery of consumer satisfaction and the development of social and economic welfare"

*Dorothy Cohen, 1988*

This definition serves as an extension to the definition given by the American Marketing Association in 1948. It details the task of advertising from the marketer as well as the consumer’s point of view. Thus advertising has to help in the achievement of the goals and also lead to consumer satisfaction through persuasive communication.

"Advertising is the discovery and communication of a persuasive difference for a brand to the target prospect"

*Brand positioning strategies for competitive advantage, Subroto Sengupta, 1990*

This definition brought out one of the most important role being played by advertising and that is of positioning the brand into the minds of consumers and thereby creating differentiation in a competitive market place. The word "discovery" is important as India after 1991 realized the importance of “consumer insight”. So this definition is
due to media failure, clutter, competitive shouting, and internal disturbances and so on
and so forth. Thus, when advertising is studied and analyzed as a process of
due to media failure, clutter, competitive shouting, and internal disturbances and so on
one of the main reasons of failure of advertising in a given situation. Noise is created
in advertising is the noise which can be internal as well as external. Noise can be
created at any level of the model from source to receiver and can affect the
message being communicated. Noise can be internal due to media failure, clutter,
and competitive shouting. Noise can also be external due to outside factors like
telecommunication systems, physical environment, or economic conditions.

Claude Shannon and Warren Weaver's Model of Communication

The Shannon-Weaver model (1947) can be a good reference point for understanding
how advertising fits into this process of communication. Here communication is
between buyers and sellers and uses a medium. The marketer needs to understand
the process and plan accordingly to ensure that the message is received and
interpreted correctly. The receiver would understand and appreciate advertising
demands strong media and media planning and scheduling. The feedback in terms
of consumer reactions and post-advertising research gives general insights into the
effectiveness of the process. Weak areas and areas for improvement are identified
and set a ground for the next round of advertisements.
As the marketing communication is moving towards integrated marketing communication using multiple consumer touch points to talk to the consumer, "harmony" in communication becomes a challenge!

1.4 Media in Advertising:
Thomas Jefferson rightly said, “The most truthful part of a newspaper is the advertisements”. Media is one of the foundation ingredients in advertising. Media is the vehicle through which the message travels to consumers. Media has grown in terms of number of options for the advertiser over the last two decades. Media explosion has its own advantage as well as disadvantage. The advantage is the exponential rise in media options and the disadvantage is the complexity in media planning and scheduling. Advertisers select medium of communication on the basis of many factors like type of product, type of message, advertising objective, nature of target market, media availability, costs, reach and frequency, etc.

Marketers use different types of media in implementation of advertising strategy to create synergies and also reach out to more number of people with a single effort. Media mix therefore forms to be an integral part of advertising planning. Each medium is unique in terms of its characteristics, scope, reach, frequency, credibility and media users. Media planners undertake substantial research on the profile of the media in relation to the profile of the target group of consumers. As media demands huge investment, media spends are research driven and rational decision.
Each media type has a set of pros and cons. While print scores on retrieval value, national coverage and credibility it loses on grounds like low literacy, time poverty of consumers, unable to create dramatic impact. Newspapers and magazines still remain a strong medium to communicate authentic information but internet and reduction in average time given to reading newspapers is acting as a challenge to this age old medium. Television today has emerged as a strong platform for advertisers due to the reach and splurge seen in niche channels like Pogo, Disney, Zee Bangla, Zee Gujarati. Television being an audio visual medium gives the dramatization effect and therefore marketers prefer to exploit this medium to the fullest. Adding to all this is the popularity of various genres like entertainment, sports, religion, spirituality, drama which give a better choice in terms of target audience. The limitation is that it is too costly and therefore not affordable to all and again there are areas where satellite television or the transmission quality has not reached. Radio, all of a sudden is back in the race with private FM channels. In relation to television advertising on radio is less costly but fails to create “connect” as compared to television shows. The biggest advantage of cinema as a medium is the promise of getting a captive audience for three hours stretch and absence of remote control and therefore no channel swapping. In film placement is still in the nascent stage in India. Marketers have realized the potential of placing a brand in a relevant film and therefore they have started using the word “in-script” placement. The drawback of this medium is the declining footfalls due to cable television, era of home theatres and internet/mobile downloads. Outdoors like hoardings, bus stands, have been traditionally used to create bigger than life images of the product or information related to the product. However, outdoor is used as a secondary medium and plays a supportive role in the media plan.

India is witnessing a boom in the internet and mobile telephony sector. Internet, mobile, blogs, social networking sites like Orkut and Face book are treated as new media in marketing communications industry. The biggest advantage that they offer is of customization and reach. Blogs are a potent tool to reach the youth who live their lives virtually out of an inbox! Media fragmentation and inability to deliver the desired goals have given birth to ambient media. Toilet walls, air tickets, train and bus covers, petrol pumps, retail parking spaces, trolleys, buildings all are considered

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2 Branded spaces and artifacts used to promote in everyday environments. They usually use surprise tactics and use their space as a context to work effectively. Also called stealth advertising.
as ambient media. Almost all brands use ambient media as it is cost effective, relatively clutter free and hits the consumer at a time when his attention span is the maximum. Tabasco sauce, the fiery American chilly sauce, ran an innovative campaign in South African restaurants for a mild version of the product. The ambient medium used was branded toilet paper carrying the slogan: 'Don’t you wish you’d had mild Tabasco instead?’ (Shankar and Horton, 1999). A brilliant example from India can be of Kurkure brand using Indian Railways and branding a train as Kurkure Express!

The right media depends a lot on synergies created between what the media vehicle has to offer and what the marketer expects. Mostly marketers use multiple media to reach out to the maximum number of consumers in the target audience. For e.g. in the re-branding exercise of mobile service provider Vodafone in order to rename Hutch as Vodafone, all traditional mediums and ambient media were used for highest visibility and recall.

LynxJet, a campaign in 2006 for Axe Lynx products in Australia, used as many as 25 different types of media in one promotion, ranging from commercials and stunts to websites and online games (Springer 2007). New online and offline advertising spaces are actively used today to lure the ad-conditioned consumer and mass media will face tough competition from these new spaces.
1.5 History of Advertising:

1.5.1 Evolution of Advertising:
The roots of the advertising industry can be traced in United States of America. Advertising as a discrete form is generally agreed to have begun with newspapers, in the seventeenth century, which included line or classified advertising. Simple descriptions, plus prices, of products served their purpose until the late nineteenth century, when technological advances meant that illustrations could be added to advertising, and colour was also an option. (www.mediaknowall.com) Till then advertising was considered as a tool to inform public at large about the price lists and products. Thomas Baratt known as the father of advertising was among the few leaders who thought innovatively and created advertisements based on brand values and one such example that comes across is the ad for “Pears” soap which used kids and used images to connote simplicity, quality and purity. The term 'soap opera' as we know it came into being as soap manufacturers sponsored domestic radio dramas in return for frequent plugs for their product.

But as markets developed and more brands were being introduced in the market, it was in the nineteenth century that marketers realized that promotion and communication are the essential elements to survival, sustenance and growth in the crowded market place. This gave birth to advertising agencies functioning as institutions of creativity. Advertising became well known during World War I as government started using ads for propaganda. Technological development in the twentieth century served as a blessing for the advertising industry and marketers started using mass media other than print i.e. cinema and radio for commercial messages. President Calvin Coolidge pronounced a benediction on the business of advertising in a 1926 speech: “Advertising ministers to the spiritual side of trade. It is a great power that has been entrusted to your keeping which charges you with the high responsibility of inspiring and ennobling the commercial world. It is all part of the greater work of regeneration and redemption of mankind.”

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3 www.mediaknowall.com is a website created for internet research for media studies. It draws information from various websites and notes and reports on media studies. The website was referred on 1st October 2007.
4 The quote has been taken from the website www.memory.loc.gov on 1st October 2007.
1950s era saw advertising with an objective to create need among consumers. Marketers focused energies on need creation as had better disposable incomes and purchasing power. American homes became richer with the product that revolutionized advertising and that product was “television”. Marketers found television and presence of the same in majority of households a goldmine to be tapped. The airwaves were full of programs like Kraft Television Theater, Colgate Comedy Hour, and Coke Time. Americans soon discovered better standards of living and materialistic comforts through brands advertised on television. Advertising agencies function grew beyond buying space in media. They got involved in the artwork, copywriting, illustrations and production technologies. Gurus like David Ogilvy and Leo Burnett were recognized as stars of advertising world and their theories gained momentum around the globe. NBC executive Sylvester Weaver came up with the idea of selling not whole shows to advertisers, but separate, small blocks of broadcast time. Several different advertisers could buy time within one show, and therefore the content of the show would move out of the control of a single advertiser - rather like a print magazine. This became known as the magazine concept, or participation advertising, as it allowed a whole variety of advertisers to access the audience of a single TV show. Thus the ‘commercial break’ as we know it was born\(^5\). And since then the saga of advertising continues!

### 1.5.2 Important Campaigns:

The advertising world even today bows down to people who created masterpieces in terms of breakthrough campaigns in the history of advertising. Advertising Age in its report on “The Advertising Century” short listed top hundred campaigns based on criteria like uniqueness, creation of a culture and creation of a category. Only seven of Advertising Age’s selection of the classic 100 campaigns of the century employ celebrities, and only eight of them invoke sex, and only four of them play on consumer fear and insecurities in the way the industry is constantly decried for doing, no fewer than 16 come from the 1960s. Six hail from DDB alone (Garfield 1999).

An analysis of the creative strategy of these campaigns gives brilliant insights into the great minds of people who worked on these campaigns and brands. Given here are 25 out of the 100 top campaigns:

\(^5\) Taken from www.mediaknowall.com on 3\(^{rd}\) of October 2007.
1. Volkswagen, "Think Small", Doyle Dane Bernbach, 1959
2. Coca-Cola, "The pause that refreshes", D'Arcy Co., 1929
4. Nike, "Just do it", Wieden & Kennedy, 1988
5. McDonald's, "You deserve a break today", Needham, Harper & Steers, 1971
8. Miller Lite beer, "Tastes great, less filling", McCann-Erickson Worldwide, 1974
9. Clairol, Does she...or doesn't she?", Foote, Cone & Belding, 1957
10. Avis, "We try harder", Doyle Dane Bernbach, 1963
13. Alka-Seltzer, Various ads, Jack Tinker & Partners; Doyle Dane Bernbach; Wells Rich, Greene, 1960s, 1970s
15. Maxwell House, "Good to the last drop", Ogilvy, Benson & Mather, 1959
16. Ivory Soap, "99 and 44/100% Pure", Proctor & Gamble Co., 1882
17. American Express, "Do you know me?", Ogilvy & Mather, 1975
18. U.S. Army, "Be all that you can be", N.W. Ayer & Son, 1981
23. Burma-Shave, Roadside signs in verse, Allen Odell, 1925
24. Burger King, "Have it your way", BBDO, 1973
25. Campbell Soup, "Mmm mm good", BBDO, 1930s