CHAPTER NO. 3  AUDIT ON DIFFERENT MEDIA OF ADVERTISING ON 
THE BASIS OF COST-BENEFIT ANALYSIS. !

3.1  ADVERTISING CAMPAIGN : CONCEPT & AIMS
3.1.1 ADVERTISING CAMPAIGN : STEPS
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3.2  ADVERTISING MEDIA : CONCEPT
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WITH PARTICULAR 
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ADVERTISING CAMPAIGN: CONCEPT AND AIMS

Advertising campaign is a systematic and organised effort directed to influence customer's choice through different advertising media. It requires planning at the beginning and continuity of advertising through most potent instruments of sales campaign. Advertising campaign becomes successful if the theme of advertising is determined in such a way so that the best type of media is selected and the advertising layout is designed accordingly. Main aims of advertising campaign are:

1. To draw the attention of the customers and it is possible by:

   (i) Using the most designed copy and illustration to attract the attention of the readers.

   (ii) Introducing one or more basic instincts or emotions (Sex, Love, Beauty, Self-preservation, fear of death etc.) in advertisement campaign.

   (iii) Selecting the suitable place or suitable media for advertisement campaign.

   (iv) Highlighting one or two best qualities of the product and/or service ("Antiseptic perfumed cream Boroline," "where there is Lifebuoy, there is the health").
2. To convince the audience: In modern business world there are many techniques which may be used to convince the audience and to arouse their interest. The advertiser may use expert's testimonial or other evidences to vouch for the superiority or some other qualities of the product. For example, a dentist testifies about a tooth paste in an advertisement or the illustration itself proves the white teeth supposed to be provided by the particular tooth paste. This may be done in various ways. The glittering smile of the figure shown in one such way. Another way is to show bad breath made a person leave the company of others and the use of the particular tooth paste resorted their company. Some advertisers prove their sales figures on export performance as an evidence of the popularity of their products.¹

Along with these, according to Wilmshurst (1985), the aims of a successful advertising campaign might be expressed as²:

¹ "A Test Book of Marketing"  
D. Amarchand & B. Varadharajan  
Konark Publishers Pvt. Ltd.  
Delhi, 1989. pp. 95.

² "The Fundamentals of Advertising"  
John Wilmshurst.  
Heinemann.  
1. to increase brand awareness among the customers.

2. to improve consumer image of company in terms of modernity, worth, concern etc.

3. to enhance company's image in total community.

4. to create favourable awareness of the company among young potential future customers.

5. to raise employee's morale and company loyalty.

6. to increase goodwill and understanding among trade customers.

3.1.1 ADVERTISING CAMPAIGN : STEPS

Advertising campaign should not be conducted only by the advertising manager. The campaign of any advertisement is the combination of various functions and these functions are conducted by the marketing manager, creative director, media planner, account executive and personnel relations manager. Therefore, in planning an advertising campaign the above managers play an important role. The basic steps involved in planning an advertisement campaign are:

1. Deciding the target audience.
2. Deciding the advertisement theme which should be clear and concise.

3. Selecting the media.

4. Preparing the budget for advertisement expenditure.

5. Scheduling the advertisement campaign.

6. Testing the results or impacts of advertisement.

After completion of planning, execution comes into operation in case of any function and advertising campaign is not exception one from this process. There are ten basic steps for executing an advertising campaign and these are:

1. Intention to advertise: Intention to advertise is the fundamental step to execute an advertising campaign. This step includes choice of copy, artwork and buying art for the purpose of advertising.

2. Selection of Media: Select the suitable media out of available media on the basis of cost —
benefit analysis takes a vital role to execute an advertising campaign properly.

3. Production: Print buying and progress chasing is the main functions of production which is an important part for executing an advertising campaign. Print buying means the selection and acquisition of print which will be utilised in advertising campaign and progress chasing means a progress of frame holding composed types for page or sheet.

4. Research: Simply research implies the original and planned investigation undertaken with the hope of getting new knowledge and understanding. Market research is too much important to execute an advertising campaign. Without market research it is impossible to an advertiser to study the nature of market and the motive of the customers.

5. Account Executive: The functions of account executive is to create liaison between the agencies and the clients which is essential for executing an advertising campaign.
6. **Public Relation Manager** : Creating and executing public relation programmes is the function of the public relation manager. It is needless to mention that without creating and executing public relation programmes no advertising campaign should be executed.

7. **Ancillary Suppliers** : Printers, designers, exhibition stand constructors, film makers are known as ancillary suppliers and to execute an advertising campaign they take an important role.

8. **Advertising Manager (Client)** : The functions of an advertising manager (client) is to communicate with each and every clients personally for knowing about their clients' motive personally and it is necessary for the satisfaction of the clients.

9. **Advertisement Manager (Media)** : The functions of an advertising manager (media) is to supply information regarding media viz., name of the media, effectiveness of the media, cost involvement of the media, availability of the media etc. which is essential for executing an advertising campaign.
10. **Account**: To measure the accuracy of advertising campaign from the financial aspects, accounting functions have come into operation. This function includes voucher checking, payment of accounts, charging out to clients etc.

3.1.2 **ADVERTISING CAMPAIGN : FACTORS FOR PLANNING**

It is needless to mention that advertising is of immense importance for introducing a product and/or service in the market place but it is too much important to explain how advertising campaign happens in the market place. Generally, the following factors should be taken into consideration before planning and at the time of happening an advertising campaign in respect of any product and/or service.

Factors to be considered **before planning** an advertising campaign are:

1. The buying habits of the intended buyers.
2. Social class that exists in our society.
3. The media which reach the buyers and approximately how many of them are knocked by the advertising message.
Factors to be considered at the time of happening an advertising campaign are:

1. Advertising must be aimed at achieving certain specific objectives.

2. Advertising must be clearly directed and its effectiveness must be measured when setting objectives are qualified.

3. Advertising must be clearly planned and the plan of advertisement must be based on decisions regarding strategy and positioning.

4. Advertising campaign must be logically developed considering the creative and media aspects of advertisement.

5. Advertising can best be viewed as a process in which information and decisions lead to a briefing which forms the basis of creative, media and overall campaign planning.

Wiebe used five factors which will determine the effectiveness of any advertising campaign and these

factors are too much important to measure the importance of any advertising campaign which is processed only with the help of media.

1. **Force** : Intensity of persons motivation towards the goal.

2. **Direction** : Knowledge of how and where to consummate his motivation.

3. **Mechanism** : Existence of an agency.

4. **Adequacy and compatibility** : Ability and effectiveness of the agency.

5. **Distance** : The target groups energy and task required to consummate the motivation.

### 3.2 ADVERTISING MEDIA : CONCEPT

At present, no business entity can walk a step without advertising. It is a fact that every company and organisation renders their services to the society by their goods and/or services. The various information relating to the products and/of services viz., quality, price, availability etc. come to the knowledge of the customers only through the
media of advertising. So, media is the heart of any advertising campaign.

3.2.1 ADVERTISING MEDIA : CHARACTERISTICS

Media is one of the most important instrument used as the connecting link of the carrier of the message of the advertiser. The success of any advertisement depends to a great extent on the selection of a suitable media. The basic characteristics of a good media are:

1. It should communicate a large number of people at the same time.
2. It must spread the image of the business entity over total community.
3. It must sponsor the accurate information at the right time.
4. It should increase the brand awareness among the customers.
5. It should be cost effective.
3.2.2 ADVERTISING MEDIA: FUNCTIONS

The central function of any media service is to inform the customers or consumers regarding the products and/or services. But, due to changing socio-economic conditions of the world, media services extend its area of functions and these are:

1. Marketing information services.
2. Media planning.
3. Network evaluation, planning and execution.
4. Out-of-house planning and execution.
5. Media execution - Print, broadcast.
6. Traffic
7. Estimating, billing
8. Validation of performance.
10. Media management supervision and controls.
11. Planning, evaluation and execution.
12. Programme development, syndication planning and execution.

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13. Merchandising and promotion relatable to media investment.

14. Media resources for test marketing and new product introduction.

3.2.3 *ADVERTISING MEDIA: CHECKLIST OF FUNCTIONS*

The functions of the media services may be evaluated with the help of the following checklist.¹

1. Readership or Audience.
2. Location.
3. Penetration.
4. Profile.
5. Mood.
7. Speed.
8. Duration.
11. Merchandising service.
12. Availability.
13. Used by competitors.

¹ "Advertising Today"  
Frank Jefkins.  
Intertext Books.  
14. Special advantages or disadvantages.
15. Volume and frequency.
17. Use with other media.
18. Production costs.
19. Comparative costs.
20. Rate concessions.

3.2.4 ADVERTISING MEDIA: DIFFERENT CATEGORIES

Media of advertising are Television, Press, Cinema, Radio, Posters, Direct-mail, Magazines, Prospectus, Display on train/buses, Sales literature, Fairs and Exhibitions etc. and each of these media are discussed in brief as under:

Television: Television is seen as an effective above the line, method of influencing mainly long-term buyers' attitudes; of maintaining vital brand presents; of reaching the mass market purchasers, of combating the growth in own level products and of gaining or keeping distribution of a company's product through major outlays.
Press: Press is seen as a viable, economical alternative to television. Target groups can be reached, information can be kept for latter use; attitudes can be influenced; any potential complicated messages can be conveyed.

Cinema: A little used medium. A cinema is being tried in tests by companies which one to reach consumers under the age of thirty five (35). Geographical targeting is possible; and, while similar to T.V., it costs much lower.

Radio: Still an experimental medium for many people, the radio can reach a specific geographic area, potential purchasers can be reached before going to shopping; and sponsored programmes can influence consumers' attitudes and behaviour; buying groups such as, housewives and younger people can be reached very effectively.

Posters: Using posters will enable a marketer to target a specific reason and an individual site; potential buyers can be reached while shopping; posters can reinforce messages created by other media; and the poster costs are relatively low in term of opportunity to see.
Direct - mail: If direct - mail is seen actively evoking a sales response, such as, selling a product "off the page", it is classified as below the line where objectives are like those employed for major advertising media, direct - mail allotted above the line. A specific reason or consumers segment can be targeted, a particular consumer segment can be reached, a lot of data can be conveyed, and it can be for future use.

Magazine: Magazine of any language appeal to particular interest. The circulation of a magazine may be understood by the following classifications:

1. Special interest/General interest of the magazine.
2. Age - group divided on the basis of sex.
3. Social status groups.
4. Income group.
5. Literacy level.

1. "A Text Book of Marketing".
D. Amarchand & B. Varadharajan.
Konark Publishers Pvt. Ltd.
Delhi, 1989. pp.98.
6. Geographic area of circulation.

Prospectus: Prospectus is the programmed manual distributed by the non-profit making organisations specially educational institutions for developing the knowledge of the interested people in a particular matter.

Sales literature: Sales literature has an important role to advertise some complex products which require skill in use or continuing maintenance.

Display on trains, buses: Sometimes displays on the body of the trains and buses are made in such a way so that these are easily visible and readable. This mode of advertising media is used in the urban as well as semi-urban areas.

Fairs and Exhibitions: Fairs and Exhibitions have assumed an increasingly important role in recent times. Internationally some major annual fairs are:

The Milan fair (Italy), Leipzig Fair (East Germany), International Trade Fair (Greece), Baghdad Fair (Iraq), Paris International Fair (Paris), Canadian
National Exhibition (Canada), International Trade Fair (India) etc.

In addition, there are several other minor media such as transport ticket cards and posters, advertising on match boxes, postal stationary etc.

3.2.5 Advertising Media: Factors for Selection of a Suitable One with Particular Reference to Cost-Benefit Analysis

The success of any campaign mainly depends upon the selection of suitable media. The following factors are important for selecting the suitable media.

1. The nature of market to be reached.

2. The chief merits and demerits of the different available media.

3. The effectiveness of all alternative media.

4. The appropriate media to reach the particular market.
5. The associated cost of different media.

Along with the above factors, the following factors should also be considered by the advertising agencies and the advertisers for selecting the suitable media.

1. Specialised media should be profitable, efficient, concise and properly planned. It eliminates waste of time and helps to solve some specific problems efficiently.

2. Specialised media ensures wider control and greater security in the sales promotion of new products and test marketing situations.

3. Specialised media must maintain concise control over the management, planning and execution functions of advertising in solving marketing problems.

4. Specialised media should be flexible and it always considers the motive of the potential and intended customers.

5. Specialised media must have a profit centre.

6. Specialised media ensures cost - benefit analysis.
With the help of the following table (TABLE NO. 1) we can see that the amount of total expenditure under different media from the year 1990 to 1993 which is spent by the various Indian companies on account of advertisement.

**TABLE 1**

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>RS. IN CRORES</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS PAPERS/MAGAZINES</td>
<td>1,050</td>
</tr>
<tr>
<td>TELEVISION, STAR T.V. ETC.</td>
<td>280</td>
</tr>
<tr>
<td>POSTER/HOARDING</td>
<td>60</td>
</tr>
<tr>
<td>V.D.O./CABLES</td>
<td>10</td>
</tr>
<tr>
<td>CINEMA</td>
<td>8</td>
</tr>
<tr>
<td>OTHERS</td>
<td>44</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,452</td>
</tr>
</tbody>
</table>

The graphical representation of total advertisement expenditure incurred by different Indian Companies in several years from 1990 to 1993 (mentioned earlier) can be shown with the help of the following table (TABLE NO. 2).

**TABLE 2**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>EXPENDITURE (Rs. in crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>1400</td>
</tr>
<tr>
<td>1991</td>
<td>1600</td>
</tr>
<tr>
<td>1992</td>
<td>1800</td>
</tr>
<tr>
<td>1993</td>
<td>2000</td>
</tr>
</tbody>
</table>

2200 2400
2000
1800
1600
1400
1200
1000
800
600
400
200
Taking 1990 as base year, the trend (increasing/decreasing in percentage) of advertisement expenditure under the various media can be expressed with the help of the following table (TABLE NO. 3).

TABLE 3

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>% CHANGE IN ADVERTISEMENT EXPENDITURE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IN 1991</td>
</tr>
<tr>
<td>Press (Newspapers, Magazines, Business/Trade Journals)</td>
<td>14.29</td>
</tr>
<tr>
<td>Television</td>
<td>25.00</td>
</tr>
<tr>
<td>Hoarding/Poster</td>
<td>25.00</td>
</tr>
<tr>
<td>V.D.O./Cables</td>
<td>50.00</td>
</tr>
<tr>
<td>Cinema</td>
<td>(37.50)</td>
</tr>
<tr>
<td>Others</td>
<td>13.64</td>
</tr>
</tbody>
</table>

'(....)' indicates negative figure.
It is clear from the above table (TABLE NO. 3) that the trend of advertising expenditure in each media is increasing except cinema. With the help of the above table (TABLE NO. 3) we can draw another table (TABLE NO. 4) for showing the rank of each media according to their increasing trend.

**TABLE 4**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rs. in Crores</td>
<td>Rank</td>
</tr>
<tr>
<td>Press</td>
<td>19.04</td>
<td>4</td>
</tr>
<tr>
<td>Television</td>
<td>20.00</td>
<td>3</td>
</tr>
<tr>
<td>Hoarding/Poster</td>
<td>20.00</td>
<td>3</td>
</tr>
<tr>
<td>V.D.O./Cables</td>
<td>50.00</td>
<td>1</td>
</tr>
<tr>
<td>Cinema</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Others</td>
<td>22.72</td>
<td>2</td>
</tr>
</tbody>
</table>
Cost-benefit analysis is the only one procedure to measure the effectiveness of each available media and to select the suitable one. Under this approach, the cost incurred of each media and the expected return of that particular media should be considered individually.

### TABLE

#### TENDER ADVERTISEMENTS
*Rates effective March 1, 1994*

<table>
<thead>
<tr>
<th>Publications</th>
<th>Rate per Col Cm Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual Rates</strong></td>
<td></td>
</tr>
<tr>
<td>Anandabazar Patrika</td>
<td>450</td>
</tr>
<tr>
<td>The Telegraph</td>
<td>370</td>
</tr>
<tr>
<td>Business Standard</td>
<td>125</td>
</tr>
<tr>
<td><strong>Combination Rates</strong></td>
<td></td>
</tr>
<tr>
<td>Anandabazar Patrika</td>
<td>670</td>
</tr>
<tr>
<td>The Telegraph</td>
<td>325</td>
</tr>
<tr>
<td>Business Standard</td>
<td>220</td>
</tr>
<tr>
<td>ABP</td>
<td>355</td>
</tr>
<tr>
<td>BS</td>
<td>75</td>
</tr>
<tr>
<td>Anandabazar Patrika</td>
<td>650</td>
</tr>
<tr>
<td>The Telegraph</td>
<td>355</td>
</tr>
<tr>
<td>Business Standard</td>
<td>265</td>
</tr>
<tr>
<td>ABP</td>
<td>395</td>
</tr>
<tr>
<td>BS</td>
<td>80</td>
</tr>
<tr>
<td>Anandabazar Patrika</td>
<td>475</td>
</tr>
<tr>
<td>Business Standard</td>
<td>395</td>
</tr>
<tr>
<td>ABP</td>
<td>395</td>
</tr>
<tr>
<td>BS</td>
<td>80</td>
</tr>
<tr>
<td>The Telegraph</td>
<td>390</td>
</tr>
<tr>
<td>Business Standard</td>
<td>290</td>
</tr>
<tr>
<td>TT</td>
<td>10</td>
</tr>
<tr>
<td>BS</td>
<td>20</td>
</tr>
<tr>
<td>Business World</td>
<td>75</td>
</tr>
</tbody>
</table>

#### APPOINTMENT ADVERTISEMENTS
*Rates effective March 1, 1994*

<table>
<thead>
<tr>
<th>Publications</th>
<th>Rate per Col Cm Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual Rates</strong></td>
<td></td>
</tr>
<tr>
<td>Anandabazar Patrika</td>
<td>400</td>
</tr>
<tr>
<td>The Telegraph</td>
<td>370</td>
</tr>
<tr>
<td>Business Standard</td>
<td>125</td>
</tr>
<tr>
<td>Business World</td>
<td>15000 (Full Page)</td>
</tr>
<tr>
<td>#</td>
<td>8000 (Half Page)</td>
</tr>
<tr>
<td><strong>Combination Rates</strong></td>
<td></td>
</tr>
<tr>
<td>Anandabazar Patrika</td>
<td>480</td>
</tr>
<tr>
<td>The Telegraph</td>
<td>320</td>
</tr>
<tr>
<td>Business Standard</td>
<td>205</td>
</tr>
<tr>
<td>ABP</td>
<td>240</td>
</tr>
<tr>
<td>BS</td>
<td>55</td>
</tr>
<tr>
<td>Anandabazar Patrika</td>
<td>390</td>
</tr>
<tr>
<td>The Telegraph</td>
<td>220</td>
</tr>
<tr>
<td>Business Standard</td>
<td>130</td>
</tr>
<tr>
<td>TT</td>
<td>70</td>
</tr>
<tr>
<td>ABP</td>
<td>205</td>
</tr>
<tr>
<td>BS</td>
<td>55</td>
</tr>
<tr>
<td>Anandabazar Patrika</td>
<td>450</td>
</tr>
<tr>
<td>The Telegraph</td>
<td>310</td>
</tr>
<tr>
<td>Business Standard</td>
<td>130</td>
</tr>
<tr>
<td>BS</td>
<td>70</td>
</tr>
<tr>
<td>Business World</td>
<td>115</td>
</tr>
</tbody>
</table>

Note: Full page space in Business World is equivalent to 100 col cm and half page is equivalent to 50 col cm

To avail of the facility of the combination rates, advertisements should have the same text in the same size and should be released simultaneously.

**SOURCE:** The Telegraph, January 9, 1994.
It appears from table (TABLE NO. 5) that different publication viz., ABP, BS, BW under the same publication group, Ananda Bazar Patrika Limited, charges different rate and due to this reason it is not possible to conduct a comparative study among the various media.

It is clear from the table (TABLE NO. 1) that the total advertising expenditure have an increasing trend and from this it can be said that each and every business gives more emphasis on the advertising campaign through the suitable media.

3.2.6 ADVERTISEMENT MEDIA : CONTROL

At present, some organization misuse the media services. Often they use media without taking into consideration that it has some social obligations. If we consider picture number 3, we can observe that the organisation misuse media services because we are social being, live with our family and this procedure of advertisement is not desirable according to our social status, irrespective of that the message of this advertisement is of immense importance but this procedure of advertisement furnished the effectiveness of this advertisement. At the same time, if we consider picture number 4, then we see that it is more suitable than picture number 3, though the nature of information which is rendered by both the advertisement remain the same.
আপাতে দুর্দশা করার বেল তব মজা না।
কিন্তু আমি বাবা এটা জানাল জানাল সেটি বাংলাতে ছাড়ে না!

কাল উনি কি কবেলেন জানে? অফিস থেকে তাড়াতাড়ি ছুটিতে কবে দুপুরেই বাড়ি ফিরে
এলেন। মুড় এলে আর আমাকে কাছে টেনে নিলেন। নতুন চাকরী।
কী সাহস দ্যাখো। আর প্রথম-ভাগবাস্তবে সেসবই তে বুঝি। কিন্তু তখ পাই যে ওঁর
ভুলো মনকে বেঁপেখালারকে। সেইজন্যই তো, গতানন্দের ব্যাপারটা
নিজের হাতেই বেখেছি। পেয়ে পেঁর ‘টুডে’। আরেক সময়েও
কাজটা কথ নেন। ‘টুডে’ দিয়ে। ‘টুডে’। এক ছোটটি ট্যাবিউল
যা বিখ্যাতে মহিলাদের হাতে এনে নিয়েছে এক
মাতি শক্তি। যদিও সুভঙ্গী চাই,
নিজের শীঘ্রে ওটি পরিবেশ করাই - নিজের
গোপীনাথীর পুত্রোপুরীর বজায় বেঁধে।
যাস... এবার ঘটং থেকে থাকনি পর্যন্ত
যা খুশি করে। উনিশ খুশি,
আমিও নিস্তার। আঁক্তা, এবার আসি ভাই।
এই যে ওনার গতিবিহার হুন
শুনতে পেলাম।
আবার দ্যাখা হবে।

Keep alive the romance in your marriage with Kohinoor Pink, the luxury condom. It gives your wife and you the freedom to space your children. It brings the two of you close, as close as you were on your wedding night. Kohinoor Pink is what a world class condom should be. Reliable, Safe, Protective. Buy it with confidence and use it with pleasure.

Made for love. Made with care.

Product Available in packs of tens and threes

Picture No. 3 highlights advertisement of 'Today', a renowned tablet, frequently used in India for family planning. This advertisement also invites a self-addressed envelope for supplying free books relevant for family planning. So, undoubtedly it can be said that this type of advertisement is always desirable and helpful.

But, this advertisement is not free from criticisms. The main barrier to forecast or publish this advertisement is the heading of this advertisement. The heading of this advertisement explain, "my unconscious husband is too much sexy but I am not agreed to conceive so quickly!" Not only this, the remaining portion of statement of this advertisement is also objectionable.

In a country like India, this type of advertisement is always acceptable and at the same time it can be said that the presentation of this 'quoted statement' should be changed by the advertiser keeping in mind about the socio-cultural conditions of India. Otherwise, the aims of this advertisement should be fruitless.
Besides, advertising should not be misleading. Such as, the advertisement specimens given below.

SPECIMEN 1: Misleading through its matter.

At present, the presentation of advertisement takes a new shape in the form of news. Generally, hundred percent of readers are misguided at first time and they believe that this type of advertisement may create several problems in our society. Very recent an advertisement was published in the form of news in the Marathi newspaper 'Naba kal' and the caption of that advertisement was "Manisha Kairala murdered, criminal at large."

Basically this is an advertisement related to the film named 'Criminal' directed by Mukesh Bhatt. This nature of advertisement must be stopped otherwise it hampers communal harmony and encourages terrorist activities.

This is an advertisement also in the form of news and mislead through its caption. It is nothing, but an 'advertising War' between 'NIL' (Blue) 'UJALA' both are used for whitening the clothings. It is impossible to understand through its caption, "Quarrel between mother-in-law and daughter-in-law creates local distress", that it is an advertisement and this type of advertisement is not expectable.

Therefore, it can be said that presentation is the key factor for the success of any advertising campaign.

To detect and stop misuse of media services, control is necessary in the advertising world. Only with the help of controlling functions over media services people will be protected from unauthorised advertising campaign. The following factors must be covered to control the media services:

1. Examine the organisational structure and the nature of products and/or services. Talk to the people who will be on the firing line and enquire their backgrounds and experiences.

2. Visit the company and check its functions and examine their controls and accountability procedures.

3. Talk to people who are related with the companies on account of business and highlight about the length of their relationship.
4. Highlight about all the media which are employed.

5. Examine the co-ordinating procedure (communication procedure) between the employed media and available media.

6. Examine the accountability which they provide.

7. Examine how much money do they make.

8. Check into their financial resources.

9. Forecast their line of credit and with whom.

10. Examine very carefully the accounting and media control units.

11. Determine who will be responsible at the economy or the agency in working with the service.

Lastly, it can be said that in dealing with responsible and professional media services the following factors should be considered.

1. Contributory capacity.
2. Profit-orientation capacity.
3. Result - producing capacity.