Dr. Rupam Roy

Advertising

Unit = 2

1. a) What do you mean by advertising media?

b) Discuss the various types of media with their relative advantages/merits and dis-advantages/demerits.

a) Ans. An advertising medium is a channel of communication through which advertisement is transmitted to the target group. Advertising can become effective only when suitable media is used. Before the choice is made, it is necessary to compare and evaluate the different media. "An advertising medium is the vehicle used to carry an advertisement to the attention of your prospects. Media selection is the art of choosing the proper medium or media to do a given advertising job most effectively and economically."

b) Ans. Various media of advertising may be classified as follows:

1. Newspapers: Printed word commands attention and respect and is, therefore, a very popular medium of advertising. A well-drafted press copy has an unmatched appeal and enables the advertiser to communicate with a large number of people. The main forms of press advertising are newspapers, magazines and journals.

Newspapers as a medium of advertising offer the following advantages :)

i. Wide Reach: A national daily newspaper has a very wide circulation and universal appeal.

ii. Economy: Newspaper advertising is quite economical. Due to wide circulation the cost of advertising per reader is low.

iii. Continuity: Through newspapers, the advertisement can be repeated daily to remind customers and to create a lasting impression.

iv. Flexibility: Newspapers are more flexible than other media.

v. Detailed: A newspaper advertisement can provide detailed information about the product/service.

Newspaper advertising suffers from the following weaknesses:

i. Lack of Interest: People read newspapers quickly for news and have only a casual glance on advertisements. As a result, newspaper advertisements fail to attract the attention of most readers.

ii. Short Life: A daily newspaper has a very short life due to which the advertisements have a temporary effect.

iii. Illiterates: A newspaper advertisement does not reach the illiterate people and those who do not read newspapers.

2. Magazines and Journals: Periodicals are a powerful and popular media of advertising. Several types of magazines are in circulation. They vary in language, frequency of publication, etc. Magazines of general interest are useful for advertising products of common use.

As a medium of advertising magazines and journals offer the following advantages

i. Longer Life: Advertisements placed in magazines have a long life. A magazine is preserved for a week, fortnight or month and is read time and again

ii. Better Attention: A magazine is read more carefully and at leisure. There is little chance of the advertisement escaping the reader's attention. Receptivity and involvement of readers are high.

iii. Greater Impact: High quality paper, printing and colour are used in magazines. Therefore, the advertisement has a greater appeal to the eye and more stable impact on the mind.

iv. Credibility: A magazine with high credibility and visibility lends prestige to the advertised product.

v. Sales Promotion: Magazines are an effective medium through which various sales promotion devices such as coupons, samples and cards can be distributed.

Magazine advertising suffers from the following disadvantages:

i. Rigidity: Magazine advertising lacks flexibility as the message cannot be inserted or stopped quickly Magazine advertisements, have to be prepared and sent well in advance.

ii. Limited Circulation: Magazines have a limited circulation and cannot provide wide coverage

iii. Expensive: Magazine advertising is costlier than newspaper advertising. Preparation cost for magazine advertisement is also high.

3. Radio Advertising: Radio has become a popular medium of advertising as more and more people own radio sets. Radio commercials have adopted new techniques of advertising by broadcasting music, songs and other entertainment programmes. Radio advertising is particularly suitable in India because majority of people are poor and radio is the main means of entertainment for them. There are more than 155 radio stations now.

Radio advertising offers the following advantages:

i. Inexpensive: Radio is a low cost and democratic means of communication.

ii. Wide Coverage: Ratio is a real mass medium as it has a wider reach than newspapers.

iii. Frequency: The advertisement can be repeated daily and several times during the day. People can listen advertisements even while working and travelling.

iv. Better Impact: Ratio advertising commands high attention. Spoken word has a greater impact than the written word.

Radio advertising suffers from the following disadvantages:

i. Short Life: Radio advertising has a very short life.

ii. Lack of Visuals: Radio advertisements can appeal to ear and not to eye as no picture of the product is visible. Product cannot shown or demonstrated.

iii. No Reference: Radio advertising has a temporary effect. The listener cannot bring back the message to re-examine it.

4. Television Advertising: Television has become the fastest growing medium due to rapid expansion of cable network. Both short commercials and sponsored programmes are shown on television. Electronic media delivers a great deal of information rapidly whereas print media deliver one topic and one thought at a time.

TV advertising offers the following benefits:

i. Strong Impact: TV advertising has an unmatched impact due to combination of sight and sound. It makes appeal to both ear and eye.

ii. Mass Coverage: Television has a very wide coverage as majority of population have television.

iii. Repetition: The advertisement on TV can be shown in different programmes and at different timings. Entertainment value is high.

iv. Prestige: TV advertising lends prestige to both the advertiser and his product.

Television advertising suffers from the following disadvantages:

i. Costly: TV is a very expensive medium because rates are per second.

ii. Inflexibility: TV advertising suffers from lack of flexibility in scheduling.

iii. Limited Viewer Attention: As much as a third of the audience may be lost during commercial breaks.

5. Cinema/Film Advertising: Cinema is another popular medium of advertising. Business firms get cinema slides and short films prepared. These are shown in cinema houses before the start of regular shows and during intermission. Films are superior to television as an advertising medium due to the larger screen and better projection equipment.

Cinema advertising offers the following advantages :

i. Effective: Cinema advertising is very effective due to combination of voice, visuals and entertainment.

ii. Selectivity: Selective advertising is possible to some extent.

iii. Wide Coverage: Cinema advertising has a wide reach as cinema houses are located in all parts of the country.

Cinema advertising suffers from the following disadvantages:

i. Costly: Cinema advertising is very expensive. In addition to cinema tariff, the cost of preparing cinema slide and films is quite high.

ii. Wastage: Cinema advertising involves considerable waste because most of the cinema goers ignore commercials.

iii. Inflexible: Cinema advertisements lack flexibility and timeliness.

6. Direct Mail Advertising: Under this medium a mailing list of potential buyers is prepared. Post cards, letters, folders, brochures, catalog, leaflets, booklets are sent directly to them through mail. Letters help to personalise the message.

Direct mail advertising offers the following advantages

i. High Selectivity: Direct mail is the most selective medium as the message is communicated directly to specific persons or actual prospects.

ii. Inexpensive: The cost of direct mail advertising is low. However, postal to a particular individual. The message gets exclusive attention. Charges may increase the cost.

iii. Personal Touch: It has a personal appeal because the message is addressed

iv. Detailed: Complete information about the product can be given. The product can be illustrated.

v. Fast: The potential customers can be reached in a short period of time.

Direct mail advertising suffers from the following disadvantages:

i. Limited Coverage: Direct mail is not a mass medium. It has limited reach due to lack of postal facilities in many areas.

ii. Difficult: Considerable time and effort are required to prepare a good mailing list, Periodic updating of the list is required.

iii. Need for Skills: Specialised skills are required for preparing direct mail messages to ensure readership.

7. Outdoor and Vehicular (Transit) Media: Outdoor media consists of posters, banners, hoardings, wall paintings, neon signs and sky writing. This is the oldest medium and continues to be popular in spite of development of new media.

Outdoor and vehicular media offers the following advantages

i. Inexpensive: This medium is reasonably cheap

ii. Wide Exposure: The message put at the right places can reach majority of population. The message gets attention quickly and has a wide appeal.

iii. Effective: Neon signs and sky writings make use of attractive colours and lights. These are highly visible and instantly catch attention. Outdoor ads can be very creative. Large prints, colours and photographs attract attention.

iv. Flexibility: It is a very flexible medium. Geographical selectivity is possible.

v. Durability: The message has a quite long life.

This medium suffers from the following shortcomings:

i. Temporary Appeal: The message fails to tell the complete story and has a low retention value.

ii. Public Opposition: Public opinion is against outdoor advertisements because it is considered a pollutant and a road hazard. It distracts drivers and spoils the natural beauty.

iii. Difficulty in Measurement: It is quite difficult to measure the effectiveness of outdoor advertising in terms of reach, frequency and other effects.

iv. Lack of Selectivity: This medium does not focus on a particular group. The message is seen and read by all and sundry.

2. a) Write a detailed note on internet as an advertising media.

OR

Give the meaning of internet as an advertising media.

b) Mention the merits/advantages of internet as an advertising media.

c) Mention the demerits/disadvantages of internet as an advertising media.

a) Ans. With the arrival of the internet new opportunities for advertising have opened up. People do e-shopping and retailers do e-retailing. On-line transactions are increasing day-by-day as more and more people are gaining access to the internet. The websites on the net provide a wide range of information about products and services. Advertisers make their message available on the screen in different forms co catch the attention of the net surfers.

b) Ans. Merits/advantages of internet as an advertising media are:

(i) Selective advertising is possible as the message can be targeted to the particular audience group.

(ii) The message can be designed to appeal to the specific needs and wants of the target audience.

(iii) Internet advertising is most interactive.

(iv) This medium provides a virtual experience of not only watching the audio and listening to the visual effects but also to feel and experience the product.

(v) Internet provides exposure at the global level. The advertiser on portals like Yahoo can spread awareness about his products across different countries

(vi) It is cost effective due to wide reach.

c) Ans. Demerits/Disadvantages of internet as an advertising media are:

(i) It is very difficult to motivate surfers to visit a particular site.

(ii) It is not a sufficiently quick medium due to Bandwidth problem in India.

iii) Frequent surfers tend to ignore advertisements and watch only useful information.

(iv) At present it is only a supplementary medium. It accounts for a nominal part of total advertising

(v) Many a times the surfer might click through an advertisement but may not actually view it.

3. (Discuss the various factors influencing media choice.) OR (What are the various factors influencing choice of media?)

Ans. While selecting a suitable medium of advertising the following factors need to be considered:

1. Nature of the Product: The product to be advertised is the main determinant of the advertising medium. The characteristics of the product exert an important influence on the choice of media.

2. Nature and Size of the Market: The geographical location or region, size of population and its purchasing power have an important bearing on advertising media. Advertising in local markets can be done profitably through local newspapers, films and outdoor displays. But for a mass and widely scattered market, national newspapers, radio and TV are more suitable media. Characteristics of the market in terms of age, sex, socio-economic nature, education, etc. are also important

3. Objectives of Advertising: The objectives of the advertising campaign are very important in deciding the medium of advertising. When the objective is to introduce a new product or to fight competition, a combination of various media may be used. When the objective is to gain distribution, the media that can best influence the potential dealers are needed. Product advertising may be run in different media than institutional advertising.

4. Type of Audience: The class of people to whom the message is addressed is an important consideration. Illiterate and poor people can better be approached through radio, films and television.

5. Type of Message: Choice of advertising media also depends upon the length and life of the advertising copy Small advertisements can be given economically on radio, television and displays but for large advertising copy newspapers, magazines and films are more appropriate.

6. Circulation of Media: Newspapers and other media having wide circulation are useful when the message is to be conveyed to a very large number of people. Reach means number of people exposed to an ad while frequency means number of times a person is exposed to the ad.

7. Cost of Media: The amount of funds available for advertising and the cost of the medium per prospect are important considerations. The cost of an advertising medium can be calculated by dividing the total amount spent by the number of people covered.

8. Media Used by Competitors: The media used by the suppliers of competitive or substitute products also influence the choice of the medium of advertisement. By analysing the expenditure pattern of competitors in different media, the advertiser can determine the media preferred by them.

9. The Advertising Budget: Another factor to be considered in the selection of media is the amount of funds available for advertising. The advertiser must choose a medium in which he can get sufficient insertions with the funds available.

10. Distribution System: Another factor that must be considered in the selection of media is the extent and type of distribution the advertiser has for his product. An advertiser with regional distribution cannot use national radio and TV economically. He requires local media.

4. a) What do you mean by media selection?

b) Discuss media selection process.

a) Ans. Media planning refers to the series of decisions involved in delivering the promotional message to the prospective customers. It is a process wherein a number of decisions are made to guide media selection. It is a decision-making process that aims at using media space and time for achieving the objectives of advertising. The ultimate goal is to place the message before the target audience in the most effective manner.

b) Ans. Steps in media selection are discussed below:

1. Deciding on Reach, Frequency, and Impact: To select media, the advertiser must decide what reach and frequency are needed to achieve advertising objectives. Reach is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time.

2. Choosing Among Major Media Types: The media planner has to know the reach, frequency, and impact of each of the major media types.

The major media types are newspapers, television, direct mail, radio, magazines, outdoor, and the Internet. Each medium has advantages and limitations.

Media planners consider many factors when making their media choices. The media habits of target consumers will affect media choice-advertisers look for media that reach target consumers effectively.

3. Selecting Specific Media Vehicles: The media planner, at this stage, must choose the best media vehicles- specific media within each general media type. Media planners must compute the cost per thousand persons reached by a vehicle. The media planner ranks each magazine by cost per thousand and favors those magazines with the lower cost per thousand for reaching target consumers.

4. Deciding on Media Timing: The advertiser must also decide how to schedule the advertising over the course of a year. Suppose sales of a product peak in December and drop in March. The firm can vary its advertising to follow the seasonal pattern, to oppose the seasonal pattern, or to be the same all year. Most firms do some seasonal advertising.

5. Evaluating Advertising: The last step in the advertising campaign is evaluation of the campaign. The advertising program should evaluate both the communication effects and the sales effects of advertising regularly. Measuring the communication effects of an ad--copy testing--tells whether the ad is communicating well.

5. a) What do you mean by media scheduling?

b) Discuss the various media scheduling models or strategies.

c) Explain factors affecting media scheduling.

a) Ans. Media scheduling refers to the pattern of advertising timing chosen by a firm to promote their products. A media schedule can be defined as a programme or plan that identifies the media channels used in an advertising campaign and specifies insertion or broadcast dates, positions and duration of the messages. In other words advertising media scheduling means the patterns of time in which the advertisement is going to run. It helps in fixing up the time slots according to the advertiser so that the message to be delivered will reach target audience in a proper way with proper timings.

b) Ans. Following are the main strategies or models of advertising scheduling:

1. Continuity Model: This model is used for goods and services that are not confined to a particular period or season. Advertising of these goods and services goes on for the whole year. The advertisements under this model are run at regular and fixed intervals. The main idea behind is to remind the customers about the firm's goods and services on a continuous basis.

Advantages of continuity model are:

i) Continuity model acts as a continuous reminder of the firm's products.

ii)It covers the entire purchase cycle.

iii) A firm can take benefits of cost efficiencies due to large media discounts.

iv) A firm can also enjoy positioning advantages within media.

2. Flighting Model: This model is also known as bursting. It is a season based products model. Advertisements are run for very short periods. The advertisements are in concentrated forms.

Advantages of flighting model are:

i) This model involves less wastage of funds since advertising concentrates on the best purchasing cycle period.

ii) This model can create a strong impact on consumer during a short time period.

iii) Series of ads appear as a unified campaign on different media vehicles.

3. Pulsing Model: Pulsing model is the combination of both continuity and flighting model. In this model ads run whole year round but there are less ads. This model provides the benefits of both slighting as well as continuity model.

Advantages of pulsing model are:

i) Pulsing model covers different market situations.

ii) It provides the benefits of both continuity and flighting model.

4. Macro-Scheduling: Macro-scheduling involves allocating advertising expenditure and frequency in relation to season or broad picture of business cycle. This problem is concerned with how to schedule advertising in relation to seasonal trends.

5. Micro-Scheduling: The micro-scheduling problem is linked with allocating advertising expenditure and frequency within a period to receive the maximum impact or feedback. An advertiser has to distribute the advertising expenditure within the given time.

c) Ans. Advertising media scheduling is influenced by the following factors:

(i) Buyer Turnover: it indicates the rate at which new buyers enter the market. Higher the rate of turnover, the more continuous advertisement should be.

(ii) Purchase Frequency: it involves the number of times during the specific period that average buyer buys the product. Higher the purchase frequency the more continuous the advertisement should be.

(iii) Forgetting Rate: It indicates the rate at which the buyers forget about the brand. Advertisement should be continuous if forgetting rate is high.

(iv) Financial Position of the Company: It shows the ability of a firm to spend on advertisements. If financial position of a company is good, it can afford to run its advertisements on a continuous basis.

(v) Level of Competition: Companies having intense competition in the market opt for continuous advertisement using multiple media. Higher the intensity of competition, higher will be the frequency of advertisement.