



Certified Advertising Manager Sample Material

V-Skills Certifications

**A Government of India
&
Government of NCT Delhi Initiative**

V-Skills



1. THE FIELD OF ADVERTISING MANAGEMENT

1.1. Introduction

Advertising is a means of informing and influencing individuals about a good, service or idea and persuading them to buy that commodity. It is a way of communication with the potential buyers through visual or oral messages. It is a way of boosting sales through motivating a potential buyer to buy a particular commodity.

Advertising is defined as any paid form of non-personal presentation of ideas, goods and services by an identified sponsor. Advertising as a tool of communication, seeks to transmit message and is directed at mass audience. It creates a desire to possess the product. The big hoarding on the side of the road informing us about toothpaste that will give us strong teeth, the big banners and posters telling us about the latest internet connection in market with amazing speed are some forms of advertisement. The commonly used media for advertisement are television, newspapers, magazines, bill-boards, websites, radio, posters, hoardings etc.

Advertising over the years has played a significant role in economic growth of a product or entity and has acted as a catalyst for change. It appeals to the psychological motives of the human beings and persuades them to go forth and make outright purchases. It forms the basis of marketing and leads to brand building through effective communication.

Advertising Management is focused on analysis, planning, control and decision making activities of the advertiser. The Advertiser provides the overall managerial direction and financial support for the development of the advertisement and buying of media and space. In some cases, multiple products and services are advertised by placing and airing several ads, and the resulting schedule of exposures is called advertising campaign.

1.1.1. The Advertiser

The Advertiser usually deals with the advertising agency, the media, and the research suppliers, they constitute the supporting institution. The Government and competition are the important external control institutions.

Advertisers differ on the basis of the markets they serve, the goods and services they offer, and the media they use. They can be distinguished as consumer, industrial and retail advertisers. The consumer advertiser manufactures durable or non durable goods and services for the

consumer markets. The industrial advertiser markets for industrial markets, while the retail advertiser advertises locally to attract store patronage.

The brand manager plays a critical role in advertising; he serves as a connecting link between other departments like sales, research, resource planning etc. The advertising budget is the most significant expenditure associated with marketing the brand.

1.1.2. Facilitating Institutions

The Advertising Agency is responsible for all creative and media decisions. The important attributes of the agency are,

- ✓ creativity
- ✓ account executives
- ✓ media
- ✓ top management
- ✓ marketing
- ✓ research

A modern agency employs three different types of people in addition to those handling administration.

- ✓ The creative services group, which includes copywriters, artists and people concerned with advertising production. This group develops the advertising campaign, prepares the theme, and creates the actual advertisements.
- ✓ The marketing services group, whose responsibility includes media and market research. This includes the technical specialists who direct market research efforts and develop media buying models.
- ✓ The client's services group includes account executives, which are in constant contact with the clients to understand their needs.

The dominant type of agency provides a full spectrum of services, including market research, new product introduction plans, creative services and media purchases, and is termed as full service agency. Media includes various channels used for advertisements like Radio, TV, Magazines, Hoardings, Outdoor media, Digital Media, Internet Marketing etc. Media buying is an important decision for a brand manager and then media planning is done to increase maximum exposure of the ad with low costs.

The Research Suppliers supply research services to advertisers, advertising agencies and media. Research includes product research, market research, pre and post testing the effectiveness of the advertising campaign.

1.2 History of Advertising

The signs of advertisements found by archaeologists in ancient Rome and Pompeii reveal that advertisement can be dated back to old centuries. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. History tells us that Out-of-home advertising and billboards are the oldest forms of advertisement.

Modern Advertising as we know today began in 1880's where the new ways of manufacturing were developed which led to increased output and decreased costs for producers of consumers. Prior to 1880's goods were sent to wholesalers in bulk who broke the bulk and put their own name on it. Advances in the technology made it possible to pack goods in the plant rather than shipping them to wholesalers in bulk. With packaging the manufacturer could do the branding of his goods, they could advertise and manufacture variety of products.

Indian advertising in a short span of time has become a full fledged industry from a small scale business. It has grown rapidly over the years and has established itself on the global map. The creativity of the Indian minds and their hard work has given some astonishing pieces of work. India is quickly becoming a viable online advertising centre. The tradition of advertising has been long in India and started with classified advertising. Advertising started coming out in print in the Hickey's Bengali Gazette which was the first newspaper of India.

In 1986, Mudra Communications created India's first folk-history TV serial Buniyaad which was aired on Doordarshan; it became the first of the mega soaps in the country. Later in 1991, First India-targeted satellite channel, Zee TV started its broadcast. 1995 saw a great boom in media with the growth of cable and satellite and increase of titles in the print medium. This decade also saw the growth of public relations and events and other new promotions that various companies and ad agencies introduced. Advertising specific websites were born, for e.g. agencyfaqs now known as afaqs.

1.3 Functions of Advertising

Following are some of the functions defined of advertising

- ✓ **Stimulating Demand:** Advertising helps in introducing the new product to the market and inform the customers how is it better than the existing products
- ✓ **Reminder/Persuasion:** Sometimes introduction of the product is already done but in order to persuade the customer, a reminder is required now and then to encourage the customer to buy the product.
- ✓ **Competitive Weapon:** Advertising helps the company to prove how its products and services are better than the competition that exists in the market.
- ✓ **Communicating change:** If there is any change in the size, weight, brand, packaging, channel of distribution, product quality or any other attribute of the product, then these needs to be conveyed to the people.
- ✓ **Building Brand Image:** Advertising helps in enhancing the perceived image of the product. It is very important to attach a symbolic meaning to the product so that a brand image is created.
- ✓ **Brand Preference and Loyalty:** When a product delivers satisfactory performance and is of good quality then it builds brand preference among the consumers, which can further be enhanced by advising. Brand preference means a customer likes one brand over the other. Brand loyalty means the customer likes one product and always buys that product irrespective of how many other competitors exist.
- ✓ **Cut Costs:** If each consumer was to be told about the product personally then this would have led to increased costs and a lot of time also.
- ✓ **Lower the prices:** When the unit cost of the product is lowered then there is pressure from different sources to lower the price of the commodity for the benefit of the consumer.

1.4 Negative impact of Advertising

There are various effects of advertising; but some of the controversial negative effects are,

- ✓ **Social Effect:** Social effects of ad such as the influence on social values and life styles. Example: Kids watching ads of colas which make them think they can look cool only if they endorse that brand
- ✓ **Deception:** Occurs when the output of perceptual process either differs from the reality of the situation or affects buying behaviour to the detriment of the consumers. Example: An oatmeal breakfast company claims to decrease weight in 2 weeks which is subject to lifestyles and they should not claim this in their ad.
- ✓ **Manipulation:** It is brought about by playing on the subconscious motives of people using emotional or subliminal appeals. Example: A normal fairness cream is sold by propagating that it makes you fair, while if your natural skin color is dark it won't work.
- ✓ **Taste:**
 - ✓ Moral concern about the ad related to the product itself. Example: cigarettes
 - ✓ Objection to the occasion of exposure to ads. Example: Adult serials are asked to be aired late night rather than in primetime so that the kids don't watch it
 - ✓ Objection to appeals employed. Example: Sex Appeal is majorly used to sell deodorants (Axe)
 - ✓ Objections to the techniques of ad strategy. Example: A child labor being shown in the ad.
- ✓ **Materialism:** Ads induce peoples to attach much importance to material aspects of life. It creates the notion that acquisition of things will gratify basic and inner needs and aspirations. Example: Even lower income groups who cannot afford want to buy branded products.
- ✓ **Promoting stereotypes:** By portraying certain groups of individuals in certain notes, ads promote stereotypes. Example: Racial and religious stereotypes are commonly seen in ads.
- ✓ **Advertising to children:** Children are vulnerable and if exposed to 1 product again and again might want to indulge.
- ✓ **Ad and sensitivity to price:** A products price may be less but because a lot of money goes in advertising, its price is increased Example: A bottle of coke if is for Rs.10, its price is only Rs.2 while the rest of the price factor goes into advertising.

- ✓ Ad creates insecurity: It can magnify latent fears. People might not be able to buy certain products and feel guilty about it. Stealing and borrowing may start.

www.vskills.in

Self-Assessment Questions

Ques1. For an effective communication process, what should we try to remove?

- A. Receiver
- B. Feedback
- C. Noise
- D. Response

Ques2. A fast food joint promotes its brand by saying its sandwich is fat free and helps reduce weight. This is which form of advertising effect?

- A. Manipulation
- B. Deception
- C. Stereotyping
- D. Materialism

3. A child forces his parent to buy him a branded shirt, this is an e.g. of which advertising effect?

- A. Stereotyping
- B. Materialism
- C. Price sensitivity
- D. Deception

4. A salesman tries to persuade a customer to buy a product, this is _____.

- A. Personal Selling
- B. Public Relations
- C. Publicity
- D. All of the above

5. After an extensive research, a family buys a white swift car. This is an example of _____.

- A. Cognitive Dissonance Purchase
- B. High involvement purchase
- C. Low involvement purchase
- D. Confused purchase

Answer: 1 - C, 2 - B, 3 - B, 4 - A, 5 - B