



# Certified Campaign Manager Sample Material

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## 1. CHANGING WORLD OF ADVERTISING

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### 1.1. Introduction

The Airtel has used both the art and science of advertising to develop a distinct brand image. Advertising is both an art and a science. The art comes from writing, designing, and producing exciting messages. The science comes from strategic thinking. Advertising is a disciplined art.

There was a time, for example, when copywriters used the type writer and the layout artists took several days to illustrate advertising copies; the colour experts settled on the best combination of colours through visual inspection and the process was slow. But now at the click of a button, the computer generates accurate graphics in living colour from stored artwork and it takes very little time to illustrate copy, provided the artist clicks the right buttons, and has imagination. There was also a time when copywriting was the sole preserve of men and that too men of unpredictable ways of working. But today copywriting is the domain of women who are not finding it odd to work late at night, on holidays and Sundays and meet the once considered almost impossible deadlines.

As Shelly Lazarus, Chairperson -and CEO of -Ogilvy & Mather Worldwide has said in her Foreword to a recent book, Careers in

Advertising, 'advertising was one of the first businesses to be open to women' for the simple reason that it is a 'business based on ideas' and 'a good idea is a good idea. Period whether it originates from a man or a woman, in the board room or the mail room, in creative or accounting'

Lazarus goes on to say that people with different backgrounds philosophy psychology history music, art, anthropology etc. - are working in advertising which she defines as 'an act of culture', 'a business in which things are always changing and which is 'dynamic'.

In the early days, advertising was looked upon as 'puffery', or 'inherently misleading, or as 'an art of creating wants'. Of course, the early products advertised were patent medicines, over-the-counter drugs, for hypochondriac women and less virile men! Those days, fortunately did not last. Today advertising is much more than print advertisements or even 3D-second films.

Today advertising builds brands and strengthens the economy through persuading the public to know more about products and services that were earlier unknown to them and make informed decisions on what to buy, when, where, and how best to modify their lives for the better.

Today TV commercials are produced for 30 seconds or 60 seconds, spending millions of dollars. Several million people are reached by these commercials which modify their living and working habits, if not immediately at least later. Their consumption patterns affect the economy of their nation and their economic benefits are improved by their economic behavior. It is a chain reaction and advertising plays a vital role in all this.

No doubt, there are elements of advertising which need careful scrutiny: The general public and the government organizations that control the quality, safety and affordability of products can watch over these elements for the benefit of the society at large. Just as there are public organizations that do surveillance on the media's performance, there are agencies that save the public from unscrupulous advertisements and their promoters.

There are cultural differences among nations. Advertising has to be due consideration and respect to these differences. For example, France, children are not permitted to endorse products. Children's products are advertised on TV; nor there any child actor to promote the product. There would not be any singing or speaking at was endorsed by children. Adults may do the promotion.

Cigarette and liquor advertising are banned in many countries Armpits are anathema in Arabia', not to mention other parts of the human anatomy, other than covered head and limbs. In India, till sometime back, kissing on the lips was prohibited- even in the movies. Liquor could be advertised on TV but only after nine o'clock at night. The assumption is that children would have gone to bed by that time. In Ireland, sanitary products are acceptable, 'provided no diagrams are used'. In

Portugal, no slang words can be used in advertisements. The list goes on.

As far as the technology of advertising is concerned, it has been infected by the changes in communication technology. The e-mail, the internet, the mobile phone, the hi-definition TV desktop publishing, photocopying and other forms of reprography, new systems of information storage, retrieval and dissemination-all these have changed the functioning of all departments of the advertising agency, particularly the working of the creative department, the copywriting and layout sections. For example, DTP has replaced paste-up and mechanicals. Databases come to the help of the artist old the writer. Old files are no longer kept in filing cabinets; they can be stored in memory (of the computer, of course). Small advertising agencies can also turn out efficient work on time.

It is not only the coming of women into advertising that has changed the sociological aspect of the advertising world. There are new areas where advertising can play a role in the latest organization of society. There are fields such as health care, special needs of the minority groups, direct marketing and sales promotion in the urban and rural areas, small industries in towns and villages, new needs among the men, women and children living in the rural areas that are focused on.

There are the new infomercials on radio and television to inform the media users about a number of new ways of living, such as taking care of the children, maternity needs, new family entertainments, vacationing and the utilization of leisure hours, thus motivating media users to acquire new products and services.

### **1.2. Advertising**

#### **Sometimes necessary, sometimes evil!**

Advertising fascinates most people. It flirts momentarily with their lives, seduces them and leaves them with wonderful images and dreams. Dreams, that to be fulfilled, make people work harder and harder, earn more and more to spend more and more.

Most people have a love-hate relationship with advertising. They love its gloss and sparkle, the imageries, the aspirations of a better life, the indulgence with the self, the feel good factor, the way it touches their senses and inner emotions.

Yet they hate it for its power to influence, for making them want more and spend more, for making them impulsively buy things that they may later have a second thought on, and for its intrusion in their private space and favorite pastimes. In totality, they see advertising as a necessary evil, sometimes necessary, sometimes evil.

But for people who are involved in the profession of marketing and advertising, the image of advertising is quite different. It is one of sincere and honest hard work, both mental and physical, with a mission to connect with the consumers.

The thrill and challenge is in informing and persuading the consumers about the benefits of the brand and in meeting their needs and aspirations to make the brand a more meaningful part of their lives. The success and reward is in ensuring the growth and prosperity of the brand and in its being recognized, valued and bought by the consumers.

They see advertising as an intrinsic part of people's lives, as part and 'parcel of expression of their needs, aspirations and preferences. They use the 'best of their skills and knowledge (creativity and technology) to make the brands and their consumers stand out and gain identification and reputation in the world.

In totality, these people see advertising as always necessary, rarely evil. There is also the third kind of people, probably the least in number, who are the skeptics of advertising. Their image of advertising is one of a world full of deceit, falsehood and viciousness. The ultimate symbol of vanity: sex, lies and videotapes.

These people view advertising as the least credible source of information and discard it as 'self claim. They feel it is all 'make believe' and hype that induces people to buy things that they don't need. They see advertising as a wasteful expenditure that makes products unnecessarily expensive. And that it distorts people's priorities in life and makes them imbibe all kinds of wrong values and mores.

In totality, they see advertising as almost always evil never necessary. This diversity of 'images' that advertising conjures up in people is quite amazing. Though it is not the only profession that 'yoyos' among its approvers, skeptics and moderates, the intensity of reactions that advertising generates among people is probably unmatched. As advertising is a lot about strong images and perceptions, the intensity of the imagery is also quite understandable. The spectrum runs right from the pedestal of a dream factory to the dumps of a trash bin.

Apart from the intense imagery, advertising also generates a lot of heated debates and 'opinions' among people. In fact, almost anyone and everyone seems to have an opinion on advertising. Whether it is on a particular ad under discussion or on what is good or bad advertising, one often gets to hear a lot of opinions in both public and private discussions.

There is nothing wrong with that per se. The only problem is that often these opinions do not go beyond personal likes and dislikes. Who is the ad meant for? What is it supposed to achieve? Is it doing that or not? What does the targeted audience think about the ad? These questions are often not given due consideration, or completely disregarded, while expressing opinions.

Often the limitation is not just lack of knowledge on the subject. Even experts, at times, are found guilty of passing sweeping comments and judgment on the ads and their efficacy without the knowledge and regard for its audience, purpose and utility.

Should it really matter whether someone likes an ad or not if he or she is not the supposed target audience? Generally not, unless there are ethical or regulatory reasons involved, or misrepresentation.

Shouldn't the right people to comment or pass judgment on an ad be its target audience? Most certainly, and eventually they do, even if they might not voice it. They express it very strongly, either directly or indirectly, by choosing to buy or not to buy the brand being advertised to them. For the marketers and advertisers it is this opinion that matters the most, as it directly shows up in their bottom line. The opinions of the target audience are a matter of life and death, other opinions can pass under the bridge.

Yet, opinions, likes and dislikes on ads will keep coming from all corners because having opinions and expressing them is part and parcel of being human. The subjectivity of such opinions will also continue. After all, advertising is seen and felt by most of us in our 'personal' domain, what we can identify with (what we like) and what we cannot (what we don't like).

It is these intense images and opinions that advertising generates among people that makes studying and practicing advertising an extremely interesting and fascinating experience, sometimes even a soul searching one.

### 1.3. A Second Nature

In today's world, advertising has come to be commonly understood in its narrowest context, its commercial context. It is widely equated with what we see and hear as advertisements on television, print, radio and lately, the Internet.

Accordingly, the approach to study it also focuses on it essentially from the commercial angle. Quite often the definition of advertising might read something like this: 'Advertising is the paid, non-personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience'.

For the purpose of understanding it, we need to look at an alternative and more fundamental definition of advertising. The most basic, simplest and the broadest way to define it can be found in its Latin origin, advertiser which 'means 'to turn the minds towards 'or to draw attention to'. Simply put, something that is done purposefully to attract or catch attention.

If seen in the broadest sense, advertising is as natural phenomenon on earth as life. It is as much a natural response of an individual as a learned one. For humans it has become a second nature, like thinking. We advertise ourselves so regularly and naturally in our lives, through our behavior, mannerisms and body language that we are often not even conscious of the fact that we are doing so.

Therefore, the ultimate driving force behind the need to advertise, whether it is the natural world or the commercial world, is the universal law of survival of the fittest. Advertising hence is part and parcel of the selection process undertaken by any organism or entity for its growth and longevity.

When we bring in the perspective of the receiver, advertising not only provides him or her with the information necessary to undertake the selection process but also helps satisfy some basic and relevant need of the receiver. In the same way, in the commercial world, advertising is meant to communicate to the consumers how the advertised product or service can satisfy some relevant need of theirs in a meaningful way.

Advertising also provides the receiver with 'choice' it gives him or her opportunity to choose the most suitable or the fittest product. Here she now has the option to choose the one partner (or brand) that will satisfy his or her needs the best. The other significant advantage advertising brings to the receiver is that now the companies and brands chase the consumer rather than the other way round.

Only when advertising is seen and understood in this context as a natural instinct or response of organisms (or brands) to 'select' and 'propagate' in a fiercely competitive environment (or markets)—can we realize its true meaning and relevance in any society.

The moment we start looking at advertising beyond its commercial definition, and see it as a natural human (or organizational) 'instinctive' response, it starts appearing more necessary and less evil. It creates a better 'Standard of living for man by nourishing his consuming power; showing him the goals of a better home, Clothing and food for his family and himself.

Advertising is evil only when it advertises evil things.- David Ogilvy