

PUBLIC RELATION AND ADVERTISING

MJM-105

Self Learning Material



Directorate of Distance Education

**SWAMI VIVEKANAND SUBHARTI UNIVERSITY
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MA (JMC) Ist Year Syllabus

PAPER – V PUBLIC RELATION AND ADVERTISING

Definition of PR, Distinguishing Features of PR Communication, Objectives and Functions of PR, Concept of Public; internal and external. The PR Process: Research, Planning, Communication and Evaluation, Tools of PR. Public Opinion and PR : Two Step of Theory of opinion, Feature of PR Publicity and PR Advertising, Salient Feature of PR in Industry, Govt. and Educational Institution, Society, NGO's Corporate Communication.

Definition, Types, Functions & Importance of Advertising.

Adverting vis-à-vis Publicity, Public Relations and Marketing, Economic & Social implications of Adverting, Corporate Adverting, Ad Design: Importance & Trend, Vocabulary, Basic, Principles & structure, Budget, Ad Appeals, Ad Trends. AIDA Principle, Adverting media: Concept of Carrier & Non Carrier Medium Vehicle, Media Scheduling & Selection. Perceptual Mapping.

UNIT 1

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BASICS OF PUBLIC RELATIONS

Structure

- 1.0 Learning Objectives
- 1.1 Introduction
- 1.2 Definition of PR
- 1.3 Distinguishing Features of PR Communication
- 1.4 Objectives of PR
- 1.5 Functions of PR
- 1.6 Concept of Public: Internal and External
- 1.7 The PR Process
- 1.8 Tools of PR
- 1.9 Choosing and Applying the Right PR Tools
- 1.10 Measuring and Improving PR
- 1.11 Summary
- 1.12 Review Questions

1.0 LEARNING OBJECTIVES

After completion of this unit you should be able to:

- Define PR
- Describe the features of PR communication
- State the objectives and functions of PR
- Describe the PR process
- Identify the tools of PR

1.1 INTRODUCTION

Newspapers are withering. Network television has watched audiences decline. Radio is splintered. Magazines are shrinking. Meanwhile, there are millions of bloggers and Facebook users, Twitterers and texters and Linked-in businesspeople. As reporters disappear from traditional media, PR practitioners are forced to consider and to use social media. But, do they know how and why are they patient enough to make social media effective communications tools for clients?

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Social media present challenges, not the least because they break down traditional categories of audiences - employees, customers, shareholders. The public and universal nature of social media mean all audiences can read communications intended for any one audience. One can no longer compartmentalize audiences and messages. Matrices of targets and themes have become a blob with undefined connections and gaps.

However, to make the challenges more difficult, practitioners cannot assume that a message in one social medium will reach everyone. Social media are so fragmented that an individual may or may not see information in a blog, on a Facebook page or in a Tweet. Hence a practitioner is challenged with reaching the majority of an audience through media that a majority theoretically can access but in reality might not view. In one way, this is no different than dispersion of information in traditional media such as newspapers. Just because a story is in a newspaper doesn't mean that everyone in an intended audience has read it - or even seen it. However, since there are fewer traditional media, the chance of an individual has seen a story in a newspaper is higher mathematically than seeing the same story in one of a million blogs.

Public relation (PR) is the practice of managing the spread of information between an individual or an organization and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. The aim of public relations by a company often is to persuade the public, investors, partners, employees, and other stakeholders to maintain a certain point of view about it, its leadership, products, or of political decisions. Common activities include speaking at conferences, winning industry awards, working with the press, and employee communication.

In simple terms, public relation (PR) is a way for companies, organizations or people to enhance their reputations. This task typically is performed by public relations professionals or PR firms on behalf of their clients. PR usually involves communicating with the media and through the media to present the clients in the most favourable way possible. It also often involves cooperative efforts with other people and organizations to create goodwill within the community and enhance the client's image.

Image is Important

The business world can be extremely competitive. Companies typically want to have something that make them stand out from the crowd, something that make them more appealing and interesting to both members of the public and the media. A favourable image can help in increasing a company's sales, and negative publicity can damage a company's reputation and decrease sales.

PR Departments

PR can give consumers and the media a better understanding of how a company works. Within a company, a PR department might also be called a public information

department or a customer relations department. These departments assist customers if they have any problem with the company. They usually try to show the company at its best. PR departments also might conduct research to learn how satisfied customers are convinced with the company and its products.

Tools Used

There are many tools and methods that a public relations department can use to enhance a company's image. The tools that have been traditionally used include news releases and announcements that are sent to the media, newsletters that are sent to customers and appearances at public events, such as trade shows or conventions. With the proliferation of the Internet, PR departments now can also use tools such as blogs and social media networks to accomplish their goals.

Providing a Positive Spin

Many people have the perception of PR as a way to "spin" news and information, which means to portray the news or information in the best possible way for the company. For example, if a company announces layoffs, its PR department might claim that the company is lowering its costs and making itself more efficient, so it will be better able to serve its customers and offer lower prices. As long as those things are true, then the PR department is doing its job of protecting its reputation and image. Stretching the truth to create a positive spin, however, can end up being detrimental to the company if exaggerations or even half-truths are exposed.

Working in Public Relations

There are certain skills that are helpful for people who work in public relations. These include a high level of communication skills, both written and verbal. A PR person must also be adapted at multitasking and time management. He or she might have some form of media background or training to understand how the media works. Organizational and planning skills are also important in public relations.

A PR employee must be able to work well under pressure. He or she must have the ability to answer a barrage of questions from the media and members of the public, if necessary. If a company faces verbal attack, it is the PR department that must take control of the situation. The PR department must effectively respond to the criticism to protect the company's reputation.

A public relations employee usually has a relevant college degree, such as a bachelor's degree in communications, journalism or marketing. Competition for jobs in PR is fierce. A talented public relations worker might be able to work his or her way up from a junior account executive to an account director in about five years. The hours can be long and the job can be stressful, but for successful PR workers, the pay can be good because of the importance that companies place on their reputations.

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History of Public Relation

Rudimentary forms of public relations are as old as society itself. Audience segmentation tactics used in gospels, political promotions in Rome and logos used by ancient craftsman are all early examples of public relations.

The 18th century saw the rise of the bourgeois public sphere where opinions were formed, debated and disseminated. These social changes, in which a closed and largely illiterate public became an open and politicized one, acted as a foundation for the development of attempts at manipulating public opinion in one way or another. In the raucous political atmosphere of the time, the first mass social movements were organized to further specify the political aims. This early growth was connected to broad economic and political changes in England in the mid-18th century, including political representation, market capitalization, and proletarianization.

The first mass social movement coalesced around the polarizing figure of John Wilkes, imprisoned in the King's Bench Prison in 1768 for political reasons. An activist group called the Society for the Supporters of the Bill of Rights began aggressively promoting his liberal and democratic policies to the public. This public relations effort involved public meetings, demonstrations, the distribution of pamphlets on an unprecedented scale and the mass petition march. The movement had a profound impact on the state of educated public opinion and permanently shifted the balance of power towards the people.

An early practitioner of public relations for political purposes was Georgiana Cavendish, Duchess of Devonshire, who conducted press relations, lobbying and celebrity campaigning on behalf of Charles James Fox, a British politician supporting the Whig party in the 1780s.

Modern Profession

Public relations as a professional vocation, emerged in the first two decades of the 20th century, and developed independently along different paths in the US and the UK. The Publicity Bureau was the first PR agency and was founded by former Boston journalists, including Ivy Lee. In 1906, Lee published a Declaration of Principles, which said that PR work should be done in the open, should be accurate and cover topics of public interest. Ivy Lee is also credited with developing the modern press release and the "two-way-street" philosophy of both listening to and communicating with the public.

Edward Bernays, a nephew of Sigmund Freud, is often referred to as the father of PR and the profession's first theorist, for his work in the 1920s. He took the approach that audiences had to be carefully understood and persuaded to see things from the client's perspective. He wrote the first text-book on PR and taught the first college course at New York University in 1923.

In the United Kingdom, public relations emerged from the need of local government authorities to better communicate to the public the nature of the services that

they provided, such as the fire brigade, police and education. Local government administrators began to professionalize the system of communication with the public with the hiring of specialists. Public relations was founded as a professional practice in England in the early 1920s, and was heavily derived from the expertise gained from the expansion of the use of propaganda in the First World War. Sydey Walton opened the first PR consultancy in 1920 and Sir Basil Clarke opened his in 1924.

The field became more established after World War II, in part due to talent from war-time propaganda efforts moving into the private sector. Trade associations, industry publications and academic journals were developed. Some of today's largest PR agencies were founded in the 1950s and began competing globally in Europe and Asia in the beginning in the 1960s and 1970s.

The 1990s were marked by "explosive growth" for the public relations field. Internet technologies and social media changed public relations tactics, agencies consolidated and new specialties were introduced such as investor relations and community relations. The field established a degree of professionalism, though to what extent is debated.

Tactics

Public relations professionals present the face of an organization or individual, usually to articulate its objectives and official views on issues of relevance, primarily to the media. Public relations contribute to the way an organization is perceived by influencing the media and maintaining relationships with stakeholders. According to Dr. Jacquie L'Etang from Queen Margaret University, public relations professionals can be viewed as "discourse workers specializing in communication and the presentation of argument and employing rhetorical strategies to achieve managerial aims."

Specific public relations disciplines include:

- Financial public relations – communicating financial results and business strategy
- Consumer/lifestyle public relations – gaining publicity for a particular product or service
- Crisis communication – responding in a crisis
- Internal communications – communicating within the company itself
- Government relations – engaging government departments to influence public policy
- Food-centric relations - communicating specific information centered on foods, beverages and wine.

Within each discipline, typical activities include publicity events, speaking opportunities, press releases, newsletters, blogs, social media, press kits and outbound communication to members of the press. Video and audio news releases (VNRs and

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ANRs) are often produced and distributed to TV outlets in hopes they will be used as regular program content.

Building and managing relationships with those who influence an organization or individual's audiences has a central role in doing public relations. After a public relations practitioner has been working in the field, they accumulate a list of relationships that become an asset, especially for those in media relations.

Audience targeting

A fundamental technique used in public relations is to identify the target audience, and to tailor messages relevant to each audience. Sometimes the interests of differing audiences and stakeholders common to a public relations effort necessitate the creation of several distinct but complementary messages.

On the other hand, stakeholder theory identifies people who have a stake in a given institution or issue. All audiences are stakeholders (or presumptive stakeholders), but not all stakeholders are audiences. For example, if a charity commissions a public relations agency to create an advertising campaign to raise money to find a cure for a disease, the charity and the people with the disease are stakeholders, but the audience is anyone who is likely to donate money.

Messaging

Messaging is the process of creating a consistent story around a product, person, company or service. Messaging aims to avoid having readers receive contradictory or confusing information that will instill doubt in their purchasing choice or other decisions that have an impact on the company. Brands aim to have the same problem statement, industry viewpoint or brand perception shared across sources and media.

Social media marketing

Digital marketing is the use of Internet tools and technologies such as search engines, Web 2.0 social bookmarking, new media relations, blogging and social media marketing. Interactive PR allows companies and organizations to disseminate information without relying solely on mainstream publications and communicate directly with the public, customers and prospects.

Ethics

The field of public relations is generally highly un-regulated, but many professionals voluntarily adhere to the code of conduct of one or more professional bodies to avoid exposure for ethical violations. The Chartered Institute of Public Relations, the Public Relations Society of America and The Institute of Public Relations are a few organizations that publish an ethical code. Still, Edelman's 2003 semi-annual trust survey found that only 20 per cent of survey respondents from the public believed paid communicators within a company were credible.

According to Scott Cutlip, the social justification for public relations is the right for an organization to have a fair hearing of their point-of-view in the public forum, but to obtain such a hearing for their ideas requires a skilled advocate.

Spin

Spin has been interpreted historically to mean overt deceit meant to manipulate the public, but since the 1990s has shifted to describing a “polishing of the truth.” Today spin refers to providing a certain interpretation of information meant to sway public opinion. Companies may use spin to create the appearance of the company or other events are going in a slightly different direction than actually they are. Within the field of public relations, spin is seen as a derogatory term, interpreted by professionals as meaning blatant deceit and manipulation. Skilled practitioners of spin are sometimes called “spin doctors.”

The techniques of spin include selectively presenting facts and quotes that support ideal positions (cherry picking), the so-called “non-denial denial,” phrasing that in a way presumes unproven truths, euphemisms for drawing attention away from items considered distasteful, and ambiguity in public statements. Another spin technique involves careful choice of timing in the release of certain news so it can take advantage of prominent events in the news.

Negative PR

Negative public relations, also called dark public relations (DPR) and in some earlier writing “Black PR”, is a process of destroying the target’s reputation and/or corporate identity. The objective of DPR is to discredit someone else, who may pose a threat to the client’s business or be a political rival. DPR may rely on IT security, industrial espionage, social engineering and competitive intelligence. Common techniques include using dirty secrets from the target, producing misleading facts to fool a competitor.

Politics and civil society

In Propaganda (1928), Bernays argued that the manipulation of public opinion was a necessary part of democracy. In public relations, lobby groups are created to influence government policy, corporate policy, or public opinion, typically in a way that benefits the sponsoring organization.

When a lobby group hides its true purpose and support base, it is known as a front group. Front groups are a form of astroturfing, because they intend to sway the public or the government without disclosing their financial connection to corporate or political interests. They create a fake grass-root movement by giving the appearance of a trusted organization that serves the public, when they actually serve their sponsors.

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1.2 DEFINITION OF PR

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It is something that is not tangible; this is what sets it apart from advertising. Webster's New Collegiate Dictionary defines PR as "the business of inducing the public to have goodwill toward a person, firm or institution". "Public relations is a planned effort to influence opinion through socially responsible and acceptable performance, based on mutually satisfactory two-way communication." PR can be used to build rapport with employees, customers, investors, voters or the general public. Almost any organization that has a stake in how it is portrayed in the public arena employs some level of public relations. The department is considered as a link between the company and the media.

Ivy Lee and Edward Louis Bernays established the first definition of public relations in the early 1900s as:

"a management function, which tabulates public attitudes, defines the policies, procedures, and interests of an organization... followed by executing a program of action to earn public understanding and acceptance."

In August 1978, the **World Assembly of Public Relations Associations** defined the field as:

"the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action, which will serve both the organization and the public interest."

The following are the other important definitions of PR:

"Public Relation is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics."

—**Institute of Public Relations, USA**

"Public relation is the attempt by information persuasion and adjustment to engineer public support for an activity, cause, movement or institution."

—**Edward L. Bernays**

"Public Relation is a combination of philosophy, sociology, economics, language, psychology, journalism, communication and other knowledge into a system of human understanding."

—**Herbert M. Baus**

"Merely human decency which flows from a good heart."

—**Charles Plackard**

"Good performance, publicity appreciated because adequately communicated."

—**Fortune (Magazine)**

"Public Relations is Dale Carnegie - winning friends and influencing people - writ large."

—**Robert Heibroner**

“Everything involved in achieving a favourable opinion.”

—George F. Meredith

Former President of the American Public Relation Association

“The Management function which gives the same organized and careful attention to the asset of goodwill as is given to any other major asset of business.”

—John W. Hill

Public relations can also be defined as the practice of managing communication between an organization and its publics.

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1.3 DISTINGUISHING FEATURES OF PR COMMUNICATION

Public Relations (PR) is the practice of managing the communication between an organization and its ‘publics’. Public relations gain an organization individual exposure to their audience(s) using topics of public interest and news items that provide third-party endorsement and do not involve direct payment. Common activities include speaking at conferences, working with the media, crisis communication, social media engagement, and employee communication.

Communication programme consists of message, media and budget. The word communication is derived from the Latin communis, meaning “common.” The purpose of communication is to establish commonness. The basic elements in communication are the source or sender, the message and the destination or receiver. Effective communication requires efficiency on the part of all three. The communicator must use a channel that will carry the message to the receiver. The message must be within the receiver’s capacity to comprehend. The message must motivate the receiver’s self-interest and cause him or her to respond. Communicators need to bear in mind that communication is no substitute for policy and action. A sender can encode a message and a receiver decodes it only in terms of their own experience and knowledge. When there has been no common experience, then communication becomes virtually impossible. Commonness in communication is essential to link people and purpose together in any cooperative system.

The Communication programme includes:

- i. Developing the message
- ii. Selection of media
- iii. Appropriate budget for implementing the programme.

For achieving the desired result, the message should be developed properly and clearly. The appropriate message will have the following three attributes:

- Clear
- Correct and
- Concise

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Clear

The message is free from ambiguity and it is necessary to ensure that slang phrases/usage are avoided and also the message should be free from perceptual distortion problems. As far as possible, one should use simple language, simple style, appropriate words and right tone.

Correct

The credibility of the message is based on the credibility of the source and also the correctness of the content. It is essential to ensure that the information provided (message) is true, to unbiased and there is a source to verify it. It is essential to avoid content based on rumours, hearsay as well as source of no origin.

Concise

Since message dissemination involves time and effort for transmitting as well as receiving or absorbing. Hence message should be crisp enough to give information and at the same time not occupying more time of the receivers valuable time. The content should revolve around the core element of the message; frills and verbose/ornamental language need to be avoided. The effectiveness of the message depends upon the above three attributes and if even a single component is missing or negative, the result will also be negative or not as per the expectations.

Emerging use of internal communications

Since the last decade, the area of internal communications has expanded and is now recognised as integral not only to effective public relations practice but also to organisational success. Internal communications, specifically employee communication, has been credited as being integral to internal brand-building and integrated communication. While public relations is still viewed by many as a predominantly externally oriented practice, it now requires an understanding of internal audiences as a basis for developing effective external communication strategies.

The internal publics

Communication activities and processes undertaken within an organizational context may be defined as 'internal communications'. Other references to this field may include the more general 'organizational communication', 'corporate communication', 'internal public relations' or the more specific 'employee communication'. While the proponents of each term may argue that why one is more appropriate than the other, they all agree that the concept involves strategic communication activities geared towards an organization's internal audiences and stakeholders.

Kennan and Hazleton (2006), in proposing a theory of internal public relations, explore the value of employees to an organization's development of social capital,

defining social capital as the “ability that organizations have of creating, maintaining, and using relationships to achieve desirable organizational goals”. However they view ‘internal public relations’ as a means of improving the understanding between those who fill management roles and those who are defined as employees or workers.

Effect on returns

But internal communications is not only regarded as an indicator of ‘soft’ measures. Watson Wyatt’s third Communication ROI study (2007/2008) revealed that effective employee communication is a “leading indicator of financial performance”. While the study does not suggest that effective communication causes better performance, its results indicate that investment in employee communication is likely to be “higher financial returns”.

Due to the fact that internal communications is a relatively young practice, particularly within the context of public relations, its scope is still evolving, and as such is prone to various interpretations depending on who is attempting to define the field. Organisational communication scholars argue that organizations are created through conversation, while marketing scholars refer to employee communication within the context of building the internal brand and customer service. The scope of activities under the rubric of internal communications will largely depend on the perspective and ideas of the CEO or the most senior communication executive in the organisation. This will again depend on their experience and vision about communication’s value to the business.

Diversity in workplace

Regardless, internal communications will include traditional public relations activities such as research, construction of messages, selection of media channels and evaluation for internal stakeholders, as well as the more contemporary involvement in organisational processes, such as culture change and values development.

The advancement in new media technology, globalization and an increasingly diverse workforce are major factors in organizational change and the increased interest in internal communication. Employees from different cultural and ethnic backgrounds as well as different generational groups populate the contemporary businesses. Cultural and generational diversity in the workplace are seen as key issues for workplaces around the world. As a response, public relations practitioners are starting to develop programs addressing diversity (Ford, 2006; Hunter, 2007).

Converting employees to ambassadors

In traditional mechanistic organizations, employees are seen as automatons performing a part of the process. Classical organisational theorists Frederick Taylor, Henri Fayol and Max Weber studied organizations for efficiency, hierarchies and bureaucracies, and developed what are also collectively known as the tenets of scientific management, many of which are still applied in today’s organizations.

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Organizational scholars such as Argyris (1982) noted that the difference in need of organizations and of individual employees often led to conflicts. Organizations focused on productivity while individuals were interested in a pleasant and satisfying workplace. As a result, organizations adopted the human relations and human resources models (Miller, 1999), where employees' welfare became an important issue for the organization. As employee satisfaction and organizational commitment were found to relate to organizational productivity, organizations also adopted what Conrad and Poole (2002) refer to as 'relational strategies' of organising. Included within this rubric is the area of participative decision-making (PDM), which is appreciated by employees not because it gives them power, but because it keeps them abreast of what is going on in the organization.

Eventually, communication practitioners found the untapped value of employees as purveyors of the organization's reputation by being its ambassadors. Employees are natural 'ambassadors' because not only are they exposed to the organizational culture and practices, but also because, by choosing to work in their organizations, they demonstrate their affinity and interest in the organization. Of course, their familiarity with the nitty gritty of day-to-day organizational practice can also become an area of risk and scandal. If an ambassador becomes disgruntled or bitter, they can easily turn into a whistleblower within minutes or seconds with the aid of the internet. Employees who take pride in their organizations are more likely to promote and defend the reputation of their employing organizations. A recent International Association of Business Communication (IABC) study on internal communications practices in small businesses confirmed that "direct face-to-face employee communication practices are most valuable for building employee engagement and increasing productivity". The study also reported that the "power of positive productive relationships in the workplace" and "trust built from a foundation of effective communication practices" are essential to productivity and business success.

Employee engagement

Practitioner definitions focus on employees 'going the extra mile' as a feature of employee engagement. Shaffer (2007) defines engagement as "a condition that exists when people are willing to go the extra mile to make their organization successful because, in part, they passionately believe in the values and purpose of the organization".

Perrin (2008) regards employees as engaged when the employee is willing to go the extra mile to help their companies succeed. However employee engagement is defined, it is vital to acknowledge that employees want to be included and to participate in organizational processes if they are expected to become advocates or ambassadors for their respective organizations.

The rethinking of the role and function of employees extends their traditional 'internal' role to also simultaneously become external stakeholders as investors

and consumers. And by thinking about employees as both internal and external stakeholders, organizations potentially have a ready pool of ambassadors who can help them achieve their organizational goals.

New approaches in IC

From the time when it has been recognised that employees need to make sense and find meaning in the world around them, many organizations have approached internal communications using an old tool—storytelling. More recently, storytelling has been used to generate commitment to change, to provide a context to organizational values, products and services and the overall culture (McLellan, 2006), or as a tool for organizational leaders to inspire their employees and their external stakeholders. Storytelling can be used as a useful motivational tool, but it is important that stories are balanced. While storytelling has been a technique encouraged for organizational leaders, it can also be used by other organizational employees.

Rapidly changing new media technology, along with the geographical dispersion of global employees, has encouraged the development of new internal communications channels. While in-person or face-to-face communication is still the most preferred approach to employee communication (Ward, 2008), this may not always be possible or may not be the most appropriate for the kind of information or message. While traditional communication media such as company magazines/newsletters, company meetings, notice boards, corporate videos and events are still used by many organizations, these are now supplemented or adapted to include internet-based technology. However, a 2006 Edelman/People Metrics-sponsored study reported that, while awareness of new media technologies is quite high, not many organizations used new media for internal communications purposes because many communicators were still confused about their implementation.

Another study by the UK-based IRS Employment Review found that team meetings, attitude surveys and focus groups were the most popular ways of encouraging employee involvement. The study also found that three of the four respondents had staff feedback mechanisms in their workplaces, which ranged from intranet forums to executive time on the floor, a confidential email address, an open-door policy, pizza clinics and breakfast banter. Ward (2008) supports this, noting that the roundtable conference has not been superseded by the increased uptake of virtual meetings over face-to-face communication. If communication practitioners are clear about the purpose and context of their messages, then they will realise that the best practice may involve a combination of interpersonal and new media channels.

Ending words...

Internal communications is a fast growing major department in organizations. As Baby Boomers, Gen X and Gen Y employees populate our workforce, many organizations are seeking a work-life balance. In response, they should increasingly adapt time and space boundaries. New media technology is providing a faster and

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more flexible means of gathering, sharing and communicating information between individuals, groups and communities. However, while technology may assist and extend social networks, employees still value relationships that are nurtured face-to-face where people can connect in real time over a cup of coffee. These are facets which organizations should definitely consider while designing strategies for internal communications campaigns.

Corporate Communication

There is a widespread belief in the management world that in today's society the future of any company critically depends on how it is viewed by key stakeholders, such as shareholders and investors, customers and consumers, employees, and members of the community in which the company operates. Corporate communication is a management function or department, like marketing, finance, or operations, dedicated to the dissemination of information to key constituencies, the execution of corporate strategy and the development of messages for a variety of purposes for inside and outside the organization. In today's global corporation, this function serves as the conscience of the corporation and is responsible for the organization's reputation. Previously called "public relations" or "public affairs," corporate communication has taken on new importance in the 21st century.

Corporate communications is the process of facilitating information and knowledge exchanges with internal and key external groups and individuals that have a direct relationship with an enterprise. It is concerned with internal communications management from the standpoint of sharing knowledge and decisions from the enterprise with employees, suppliers, investors and partners.

Corporate communications may include:

- Analyst relations
- Internal communications
- Investor relations;
- Corporate governance (communications aspects of corporate governance);
- Issue management;
- Change management (communications aspects of growth management, mergers and acquisitions etc.);
- Corporate social responsibility;
- Litigation (communications on/around litigation)
- Crisis communications etc.

Scope and Definitions

Perhaps the best way to define corporate communication is to look at the way in which the function has been developed in companies. Until the 1970s, practitioners had used the term 'public relations' to describe communication with stakeholders. This 'public relations' function, which was tactical in most companies, largely

consisted of communication with the press. When other stakeholders, internal and external to the company, started to demand more information from the company, practitioners subsequently started to look at communication as being more than just 'public relations'. This is when the roots of the new corporate communication function started to take hold. This new function came to incorporate a whole range of specialized disciplines, including corporate design, corporate advertising, internal communication to employees, issues and crisis management, media relations, investor relations, change communication and public affairs. An important characteristic of the new function is that it focuses on the organization as a whole and on the important task of how an organization presents itself to all its key stakeholders, both internal and external.

This broad focus is also reflected in the word 'corporate' in corporate communication. The word of course refers to the business setting in which corporate communication has emerged as a separate function (alongside other functions such as human resources and finance). There is also an important second sense with which the word is being used. 'Corporate' originally stems from the Latin words for 'body' (corpus) and for 'forming into a body' (corporare), which emphasize a unified way of looking at 'internal' and 'external' communication disciplines. That is, instead of looking at specialized disciplines or stakeholder groups separately, the corporate communication function starts from the perspective of the 'bodily' organization as a whole when communicating with internal and external stakeholders. Corporate communication, in other words, can be characterized as a management function that is responsible for overseeing and coordinating the work done by communication practitioners in different specialist disciplines, such as media relations, public affairs and internal communication.

Van Riel defines corporate communication as 'an instrument of management by means of which all consciously used forms of internal and external communication are harmonized as effectively and efficiently as possible', with the overall objective of creating 'a favourable basis for relationships with groups upon which the company is dependent'.

Overall, if a definition of corporate communication is required, these characteristics can provide a basis for one:

Corporate communication is a management function that offers a framework for the effective coordination of all internal and external communication with the overall purpose of establishing and maintaining favourable reputations with stakeholder groups upon which the organization is dependent.

One consequence of these characteristics of corporate communication is that it is likely to be complex in nature. This is especially so in organizations with a wide geographical range, such as multinational corporations, or with a wide range of products or services, where the coordination of communication is often a balancing act between corporate headquarters and the various divisions and business units involved. However, there are other significant challenges in developing effective corporate communication strategies and programmes. Corporate communication

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demands an integrated approach to managing communication. Unlike a specialist frame of reference, corporate communication transcends the specialties of individual communication practitioners (e.g., branding, media relations, investor relations, public affairs, internal communication, etc.) and crosses these specialist boundaries to harness the strategic interests of the organization at large. Richard Edelman, CEO of Edelman, the world's largest independent PR agency, highlights the strategic role of corporate communication as follows: 'we used to be the tail on the dog, but now communication is the organizing principle behind many business decisions'. The general idea is that the sustainability and success of a company depends on how it is viewed by key stakeholders, and communication is a critical part of building, maintaining and protecting such reputations.

Internal Corporate Communication

Internal corporate communication means the communication within a particular company. Some of the commonly used tools for internal communication can include business meetings, conferences, interviews, presentations or print media like brochures, newsletters, memos, or business letters. Corporate communication is used to make announcements, take decisions and in general share information, views and opinions within organization. Corporate communication is a great way to create a conducive work atmosphere, thus increasing the productivity of the organization. Factors like work hierarchy come into picture during internal corporate communication. Depending on the direction of communication, internal corporate communication can be further classified as horizontal or vertical communication - horizontal referring to communication within peers and vertical referring to communication within different hierarchies in the organization.

External Corporate Communication

External corporate communication process includes communication of the corporate organization with its current/potential investors, customers and other corporate entities. The external corporate communication process includes elements like advertising, marketing and public relations. The external communication is responsible for the way the company portrays itself to the entire corporate world. Thus, external corporate communication is instrumental in creating the brand image or brand identity. The advertisement campaigns and promotional events can be included in external corporate communication as well. Television ads, newspaper ads, radio jingles, promotional events, or even business proposals, affiliation or partnership proposals are included in external corporate communication.

1.4 OBJECTIVES OF PR

Like other aspects of marketing promotion, public relations is used to address several broad objectives including:

- **Building Product Awareness** – When introducing a new product or relaunching an existing product, marketers can use a PR element that generates consumer attention and awareness through media placements and special events.
- **Creating Interest** – Whether a PR placement is a short product article or is included with other products in “round up” article, stories in the media can help entice a targeted audience to try the product. For example, around the holiday season, a special holiday food may be promoted with PR through promotional releases sent to the food media or through special events that sample the product.
- **Providing Information** – PR can be used to provide customers with more in depth information about products and services. Through articles, collateral materials, newsletters and websites, PR delivers information to customers that can help them gain understanding of the product.
- **Stimulating Demand** – A positive article in a newspaper, on a TV news show or mentioned on the Internet, often results in a discernable increase in product sales.
- **Reinforcing the Brand** – In many companies the public relations function is also involved with brand reinforcement by maintaining positive relationships with key audiences, and thereby aiding in building a strong image. Today it is ever more important for companies and brands to build a good image. A strong image helps the company build its business and it can help the company in times of crises as well.

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1.5 FUNCTIONS OF PR

Public relations functions are categorized by the public’s relationships which are established and to whom appeals are made to understand and/or to accept certain policies, procedures, individuals, causes, products or services. Practitioners who perform specialized functions may play a management role, operate as a communications technician, or function in a dual role.

- **Community Relations:** A public relations function consisting of an organization’s planned, active and continuing participation with and within a community to maintain and enhance its environment to the benefit of both the organization and the community. This can involve partnerships, volunteer activities, philanthropic contributions and public participation.
- **Employee Relations:** Employee relations dealing and communicating with the employees of an organization. This can include team building and employee empowerment.
- **Government Relations:** Dealing and communicating with legislatures and government agencies on behalf of an organization.

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- **Financial Relations:** Dealing and communicating with firms and interest groups within the organization's industry.
- **Media Relations:** Dealing and communicating with the news media when seeking publicity or responding to reporters' questions. It also involves setting up and maintaining a professional and mutually beneficial working relationship with news gatherers and gatekeepers, in part by becoming known as a credible source and as a provider of factual, expert information whether or not that information results in media coverage.
- **Public Affairs:** Dealing and communicating with government and groups with regard to societal (public) policies, action and legislation. Unlike government relations, where the practitioner works strictly on behalf of an organization, public affairs also is concerned with the effect of public policies, actions and legislation on its publics.

In addition to serving as means for helping to achieve marketing objectives, public relations professionals may undertake additional activities, aimed at maintaining a positive image for an organization. These activities include:

Market Monitoring

Monitoring public comment about a company and its products is becoming increasingly important especially with the explosion of information channels on the Internet. Today monitoring includes watching what is written and reported in traditional print and broadcast media and also keeping an eye on discussions occurring through various Internet outlets such as forums, chatrooms, blogs and other public messaging areas. Marketers must be prepared to respond quickly to erroneous information and negative opinions about products as it can spin out of control very quickly through the new technology channels. Failure to correct misinformation can be devastating to a product or company's reputation. It should be noted that specialized monitoring services can be contracted to help companies keeping track of "buzz" about the company and its products.

Crisis Management

Marketers need to be prepared to respond quickly to negative information about the company. When a problem with a product arises — in fact or substantiated only by a rumor — a marketer's investment in a product and brand can be in serious jeopardy. Today, with the prevalence of the Internet and wireless communications, negative information can spread rapidly. Through monitoring marketers can track the issues and respond in a timely fashion. To manage response effectively, many companies have crises management plans in place that outline steps to take and company spokespeople to speak on behalf of the company should an event occur.

1.6 CONCEPT OF PUBLIC: INTERNAL AND EXTERNAL

The term 'Public' may be defined as a group of similar individuals; an assortment of persons having the same interests, problems, circumstances, goals; it is from such

persons that opinion emanates. Public is a varied creature; it comes in many forms and sizes. Public has a multitude of wants and desires; it has its likes and dislikes, sometimes, strong likes and strong dislikes.

Employers make for a public and employees another public; the government is a public and citizens constitute another public, and so on, each of these groups is a public of the sort, tries to attract a different audience with its own tools and techniques.

The concept of a public has also been defined in political science, psychology, marketing and advertising. In public relations and communication science, it is one of the more ambiguous concepts in the field. Although it has definitions in the theory of the field that have been formulated from the early 20th century onwards, it has suffered in more recent years from being blurred, as a result of conflation of the idea of a public with the notions of audience, market segment, community, constituency, and stakeholder.

The name "public" originates with the Latin "populus" or "poplicus", and in general denotes some mass population ("the people") in association with some matter of common interest. So in political science and history, a public is a population of individuals in association with civic affairs, or affairs of office or state. In social psychology, marketing and public relations, a public has a more situational definition. John Dewey defined (Dewey 1927) a public as a group of people who, in facing a similar problem, recognize it and organize themselves to address it. Dewey's definition of public is thus situational: people organized about a situation. Built upon this situational definition of a public is the situational theory of publics by James E. Grunig (Grunig 1983), which talks of nonpublics (who have no problem), latent publics (who have a problem), aware publics (who recognize that they have a problem), and active publics (who do something about their problem).

The term PR relations with the publics, would be more prominent into the point. Practitioners communicate with many different publics not just the general public each having its own special needs requiring different types of communication.

Internally managers deal directly with various levels of subordinates, as well as with cross-relationship that arises when subordinates interact with one another. Externally managers deal with the system that includes government regulatory agencies, labour unions, sub-contractors, consumer groups, and many other independent organizations.

Types of Public

Publics can be classified into several categories:

General and Specific Publics

General publics are heterogeneous and they are not directly in link with the organizations. They do not have similar groups or interest, while specific people are opposite to general. With specific or similar interest, views, opinions.

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Internal and External Publics

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Internal publics are inside the organizations: managers, supervisors, clerks, stockholders, board of directors, employees. External publics are those not directly connected with internal things: press, government, customers, educators, community.

In public relations and communication theory, a public is distinct from a stakeholder or a market. A public is a subset of the set of stakeholders for an organization that comprises those people concerned with a specific issue. Whilst a market has an exchange relationship with an organization, and is usually a passive entity that is created by the organization, a public does not necessarily have an exchange relationship, and is both self-creating and self-organizing. Publics are targeted by public relations efforts. In this, target publics are those publics whose involvement is necessary for achieving organization goals; intervening publics are opinion formers and mediators, who pass information to the target publics; and influentials are publics that the target publics turn to for consultation, whose value judgements are influential upon how a target public will judge any public relations material.

Public relations theory perspectives on publics are situational, per Dewey and Grunig; mass, where a public is simply viewed as a population of individuals; agenda-building, where a public is viewed as a condition of political involvement that is not transitory; and “homo narrans”, where a public is (in the words of Gabriel M. Vasquez, assistant Professor in the School of Communication at the University of Houston) a collection of “individuals that develop a group consciousness around a problematic situation and act to solve the problematic situation” (Vasquez 1993, pp. 209).

One non-situational concept of a public is that of Kirk Hallahan, professor at Colorado State University, who defines a public as “a group of people who relates to an organization, who demonstrates varying degrees of activity—passivity, and who might (or might not) interact with others concerning their relationship with the organization”.

Internal vs. External PR Roles

The overarching goal of a public relations team is to provide strategic support for a company and its products and to ensure the highest quality of communications to foster a positive public perception of the company. When organizing a PR team, there are many factors to consider.

There is no right or wrong organizational structure for a PR team. PR teams vary depending on the company’s size, business objectives and level of support needed. Some companies employ in-house PR teams, hire external PR agencies or use a combination of the two.

Many times, when a company decides to hire both an internal and an external PR team, one of the areas of confusion revolves around the roles and responsibilities of the teams. In order to strategically leverage public relations and foster a positive relationship between the two teams, the roles and responsibilities should be clearly

outlined. It is also ideal if the external team and internal PR specialists and managers have shared expectations about processes and procedures.

Based on our collective experience and observations on both the client and agency side, these are the roles and responsibilities that you should consider for your external team vis-a-vis any in-house PR staff:

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Roles and Responsibilities of an Internal PR Team

- Secure internal buy-in from the executive management team. Build support for PR as a strategic tool, determine how much the company is willing to spend on PR initiatives and clearly outline the activities the team plans to implement.
- Manage the PR budget to ensure it is being used efficiently. The internal PR manager should act as a liaison between the external agency and the company, and help both teams meet expectations.
- Drive the PR strategy and make sure the company develops long-term strategic plans that mesh with its overarching business goals. The internal PR manager may want to involve the PR firm in developing a strategic plan. Oftenly, this is a smart idea especially if the firm is going to be chartered with executing the plan.
- Coordinate with other internal teams to make sure the public relations program reflects consistent messaging and supports the company's business and communications goals.
- Define measurement criteria and evaluate results against those criteria. The internal team should establish, along with other internal stakeholders (e.g. product marketing, program managers, etc.), the criteria for determining whether the public relations programs are meeting internal expectations and requirements. Again, you may want to ask your agency to participate in this discussion so they can share their perspective and you can come to shared expectations about what is realistic.
- Prioritize PR requests in order to ensure that the agency is focused on the right value-added programs and supporting activities that are most strategic.

Roles of an External PR Team

- Work in tandem with the internal PR team to develop a strategic PR strategy and provide counsel on campaigns or projects.
- Proactively respond to editorial inquiries and requests as appropriate and manage the process accordingly. Field interview requests, coordinate and facilitate interviews, and develop briefing materials to prepare key spokespeople. Manage the angle of the story and work with the journalist to provide additional information. It is also important to monitor for the article and develop and deliver a recap to the clients in order to merchandise the results.

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- Assist the internal team in developing press materials including press releases, key message and Q&A documents. Conduct reactive outreach to key media targets to inform them of upcoming announcements, key customer wins, product releases, etc.
- Work with the internal team to flesh out messaging or to develop a messaging architecture.
- Champion program planning activities with strategic input from the internal team. The agency is responsible for identifying key audiences, major messages, objectives, strategies and tactics for carrying out these programs.
- Execute on plans as needed. Write press materials, such as press releases, corporate backgrounders and media alerts. Draft speeches or presentations. Develop briefing materials for executives so they are prepared for key interviews. Secure speaking opportunities.
- Provide weekly and monthly status reports to the internal PR manager so that he or she has a sense of what work is being completed and what results are in the works.
- As companies grow, change and reorganize, it is important to re-evaluate the roles and responsibilities of both the internal and external teams. Although selecting the right PR team can be time-consuming, a winning PR team can help cultivate a positive company image and successful business.

1.7 THE PR PROCESS

Public Relations Process is an act that outlines the various steps to be undertaken before implementing any program or event to ensure the success of a program, while public interests (internal and external) are not affected (Newsom and Turk, 2004). The definition of Public Relations as relations with the general public through publicity, those functions of a corporation, organization, branch of military service, etc., concerned with informing the public of its activities, policies, etc., attempting to create favourable public opinions. Public Relations is the planned effort to influence opinion through good character and responsible performance, based upon mutually satisfactory two-way communications.

The following are the key steps involved in PR process:

1. **Research-listening:** This involves probing the opinions, attitudes and reactions of those concerned with the acts and policies of an organization, then evaluating the inflow. This task also requires determining facts regarding the organization: “what’s our problem?”
2. **Planning-decision making:** This involves bringing these attitudes, opinions, ideas and reactions to bear on the policies and programmes of the organization. It will enable the organization to chart a course in the interests of all concerned: “Here’s what we can do.”

3. **Communication-action:** This involves explaining and dramatizing the chosen course to all those who may be affected and whose support is essential: “Here’s what we did and why.”
4. **Evaluation:** This involves evaluating the results of the programme and the effectiveness of techniques used: “How did we do?” The first phase of Public Relations process is identifying and listing out the information or message to the communicator.

1.7.1 Research

Research is the systematic collection and interpretation to increase understanding or Research also can be defined as the controlled, objective, and systematic gathering of information for the purpose of describing and understanding (Newsom and Turk, 2004). There are various types of research involved in PR, such as market research, industry research, news tracking, and competitive analysis. Each project requires different research methods, but one thing is constant: all PR projects involve research to some extent. Here are some of the ways that research can help improve PR practice:

- *Knowing your client* – When you present your PR plan to a client, you should be prepared to justify your ideas – why you chose a certain medium or publication, how you came up with the tagline, or how you think a certain step will contribute to the overall plan. If your plan is substantiated by research, you shouldn’t have trouble answering such questions.
- *Finding your market* – One of the first things you need to know when promoting a product or service is who your market is. Are you selling the product to teens or adults, males or females, students or professionals? Market research involves more than demographics – you have to analyze the behaviour, lifestyle, and preferences of your audience. Knowing your target market will help you determine what your message is and how to design it in a way that your audience can understand and appreciate.
- *Choosing your media* – When you’ve put your message together, the next step is to choose a medium for sending it. You need research to find out which media your client can afford, and which ones will bring in the most returns in the shortest time. If you’re looking into field sales or promotion, you also need research to stay updated on industry events that can be useful for your PR campaign. It also involves a bit of market research, because you have to know which medium is preferred by your target market. You wouldn’t run a news release if your research shows that your audience doesn’t read newspapers.

Research used to understand the situation and help formulate strategies is called formative research. For example, a natural gas company may be considering the route for a new pipeline. It must conduct research to understand what possible obstacles it might face.

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- Are there any environmentally protected or sensitive regions in the area?
- Are there strongly organized neighbourhood groups that might oppose the project?
- What is the overall public support for natural gas and transportation pipelines?
- Community relations professionals are very familiar with the NIMBY (Not In My Back Yard) sentiment.

Additionally, are there acceptable alternatives to the pipeline construction? Alternative routes? Alternative drilling procedures? Alternative construction times? All of these questions should be considered before the first shovel breaks ground.

According to Cutlip, Center and Broom, research “is the systematic gathering of information to describe and understand situations and check out assumptions about publics and public relations consequences.” Cutlip, Center and Broom (2006). Much of this information may already exist and may have been collected by other agencies. Research that has previously been conducted is called secondary research. For example, the Interstate Natural Gas Association of America has conducted surveys on public opinion and communication practices of pipeline companies. Research on NIMBY and other social behaviours is also available through a review of academic and professional literature. Secondary sources are the least expensive way to gain background knowledge.

However, you may need to conduct primary research or data you collect yourself for your purposes. You may need to conduct interviews or focus groups with neighbourhood associations or environmental groups. You might consider surveys with homeowners and business that might be located near the pipeline. There are many different methods to collect the data that is needed to fully understand the situation. Analysis of previous news stories about pipelines in this region would give you a good idea about the way this story might be framed by media. Another analysis of blogs and other social media about pipelines also would be a good idea. Again the purpose for gathering the information is to help in understanding the situation.

Using a SWOT Analysis

A very popular tool for analyzing situations is the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. This breaks down a situation by looking at the internal and external factors that might be contributing to the situation before developing strategies. The internal factors are the Strengths and Weaknesses of the organization. The external factors are the Opportunities and Threats existing in the organization’s environment

The first step is to look internally at the Strengths and the Weakness of the organization. For example, the energy company may find that it has very strong relationships with members of the media, has good employee morale, is financially sound, and has a culture that values innovation. It may also find that it has weak relationships with environmental groups and neighbourhood associations, has a culture that promotes

confidence in its decisions (perhaps even bordering on arrogance), and has dedicated few resources in the past toward community relations. This information helps to inform the possible strategies it needs to take regarding the construction of a new pipeline.

	Internal Factors	
External Factors	Strengths	Weaknesses
	Opportunities	Threats

Fig.1.1: SWOT Analysis

The external factors, opportunities and threats, are usually the reasons, the organization finds itself in the situation. In the case of the energy company, it sees an opportunity to drill into a new methane gas deposit and provide that energy to its clients. To the energy company, this appears to be a win-win situation because it can continue to provide energy to meet the demand of its consumers. However, it also needs to assess the possible threats, which include probable legal actions from opposition groups that could lead to court injunctions. Other threats might include negative coverage of the project by the media, leading to a damaged reputation and lower public support for the project.

After conducting the SWOT analysis, you can couple the internal factors with the external factors to suggest possible strategies.

- SO strategies focus on using organizational strengths to capitalize on the external opportunities.
- ST strategies also use organizational strengths to counter external threats.
- WO strategies address and improve organizational weaknesses to be better prepared to take advantage of external opportunities.
- WT strategies attempt to correct organizational weaknesses to defend against external threats.

Constructing a Situation Analysis

Once enough data and information has been collected so that you really do understand the core contributing factors and not just the surface conditions, then it is time to write a two-paragraph statement that summarizes the situation. The first paragraph should redefine the situation using the data collected by your research. Highlight the insights gained through formal and informal research. The second paragraph should identify the problems, difficulties, and potential barriers in resolving the issue. These also should have been identified in the research, and the research also should help you recommend solutions to these barriers. For example, the energy company would address the opportunity to provide a new energy source to its customers

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using innovation and technology for efficient and effective delivery of the natural gas, asking its employees to be ambassadors to the community, and working with the media to tell the positive story of the project. It would also need to identify that previous pipeline projects have been delayed, and in some cases halted, because of the effective opposition of environmental groups and neighbourhood associations, and that it needs to improve its efforts with community relations before starting the project.

From the description paragraphs, a succinct one-sentence problem/opportunity statement is written that cuts to the core of the situation and identifies the consequences of not dealing with the problem or opportunity. For example, for the hypothetical utility pipeline situation, because environmental and neighborhood groups have been influential in stopping pipeline projects in the past and this pipeline route is planned to go through sensitive regions, the company needs to build better relationships with the community through communication and action that will eliminate or reduce obstacles to build the pipeline.

The importance of Public Relations Research

- Vital to get an accurate message across at the right place to the right audience at the right time.
- Increased fragmentation of audiences into groups that have specific interest and concern.
- To improve top management relationship with the external public.
- Research helps PR practitioners come out with accurate information.
- In order to carry out PR projects, possession of facts is very important.
- Research helps in proper planning with a starting point.
- PR practitioners able to gather all the relevant data or information for organizational records.
- Research helps long-term planning to improve current situation as well as for the future.
- Research prevents us from wasting money, time and effort in implementing any program that is not properly planned.

Categories of Public Relations Research

- Environmental monitoring program
- PR audits
- Communication audits
- Social audits
- Evaluations research
- Gate keeping research

Overall, research is undertaken to find answers to these questions:

- (a) What are the specific complaints, problems and issues?

- (b) How many complaints, problems and issues are received or involved?
- (c) How serious are these complaints, problems and issues?

Research Methods

The following are the different types of research methods:

Experiments

People who take part in research involving experiments might be asked to complete various tests to measure their cognitive abilities (e.g. word recall, attention, concentration, reasoning ability etc.) usually verbally, on paper or by computer. The results of different groups are then compared. Participants should not be anxious about performing well but simply do their best. The aim of these tests is not to judge people or measure so-called intelligence, but to look for links between performance and other factors. If computers are used, this has to be done in such a way that no previous knowledge of computers is necessary. So people should not be put off by this either.

The study might include an intervention such as a training programme, some kind of social activity, the introduction of a change in the person's living environment (e.g. different lighting, background noise, different care routine) or different forms of interaction (e.g. linked to physical contact, conversation, eye contact, interaction time etc.). Often the interaction will be followed by some kind of test (as mentioned above), sometimes before and after the intervention. In other cases, the person may be asked to complete a questionnaire (e.g. about his/her feelings, level of satisfaction or general well-being).

Some studies are just based on one group (within-group design). The researchers might be interested in observing people's reactions or behaviour before and after a certain intervention (e.g. a training programme). However, in most cases, there are at least two groups (a between-subjects design). One of the groups serves as a control group and is not exposed to the intervention. This is quite similar to the procedure in clinical trials whereby one group does not receive the experimental drug. This enables researchers to compare the two groups and determine the impact of the intervention. Alternatively, the two groups might differ in some important way (e.g. gender, severity of dementia, living at home or in residential care, etc.) and it is that difference that is of interest to the researchers.

Surveys

Surveys involve collecting information, usually from fairly large groups of people, by means of questionnaires but other techniques such as interviews or telephoning may also be used. There are different types of survey. The most straightforward type (the "one shot survey") is administered to a sample of people at a set point in time. Another type is the "before and after survey" which people complete before a major event or experience and then again afterwards.

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Questionnaires

Questionnaires are a good way to obtain information from a large number of people and/or people who may not have the time to attend an interview or take part in experiments. They enable people to take their time, think about it and come back to the questionnaire later. Participants can state their views or feelings privately without worrying about the possible reaction of the researcher. Unfortunately, some people may still be inclined to try to give socially acceptable answers. People should be encouraged to answer the questions as honestly as possible so as to avoid the researchers drawing false conclusions from their study.

Questionnaires typically contain multiple choice questions, attitude scales, closed questions and open-ended questions. The drawback for researchers is that they usually have a fairly low response rate and people do not always answer all the questions and/or do not answer them correctly. Questionnaires can be administered in a number of different ways (e.g. sent by post or as email attachments, posted on Internet sites, handed out personally or administered to captive audience (such as people attending conferences)). Researchers may even decide to administer the questionnaire in person which has the advantage of including people who have difficulties reading and writing. In this case, the participant may feel that s/he is taking part in an interview rather than completing a questionnaire as the researcher will be noting down the responses on his/her behalf.

Interviews

Interviews are usually carried out in person i.e. face-to-face but can also be administered by telephone or using more advanced computer technology such as Skype. Sometimes they are held in the interviewee's home, sometimes at a more neutral place. It is important for interviewees to decide whether they are comfortable about inviting the researcher into their homes and whether they have a room or area where they can speak freely without disturbing other members of the household.

The interviewer (which is not necessarily the researcher) could adopt a formal or informal approach, either letting the interviewee speak freely about a particular issue or asking specific pre-determined questions. This will have been decided in advance and depend on the approach used by the researchers. A semi-structured approach would enable the interviewee to speak relatively freely, at the same time allowing the researcher to ensure that certain issues were covered.

When conducting the interview, the researcher might have a checklist or a form to record answers. This might even take the form of a questionnaire. Taking notes can interfere with the flow of the conversation, particularly in less structured interviews. Also, it is difficult to pay attention to the non-verbal aspects of communication and to remember everything that was said and the way in which it was said. Consequently, it can be helpful for the researchers to have some kind of additional record of the interview such as an audio or video recording. They should of course obtain permission before recording an interview.

Case studies

Case studies usually involve the detailed study of a particular case (a person or small group). Various methods of data collection and analysis are used but this typically includes observation and interviews and may involve consulting other people and personal or public records. The researchers may be interested in a particular phenomenon (e.g. coping with a diagnosis or a move into residential care) and select one or more individuals in the respective situation on whom to base their case study/studies. Case studies have a very narrow focus which results in detailed descriptive data which is unique to the case(s) studied. Nevertheless, it can be useful in clinical settings and may even challenge existing theories and practices in other domains.

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Participant and non-participant observation

Studies which involve observing people can be divided into two main categories—namely participant observation and non-participant observation.

In participant observation studies, the researcher becomes (or is already) part of the group to be observed. This involves fitting in, gaining the trust of members of the group and at the same time remaining sufficiently detached as to be able to carry out the observation. The observations made might be based on what people do, the explanations they give for what they do, the roles they have, relationships amongst them and features of the situation in which they find themselves. The researcher should be open about what s/he is doing, give the participants in the study the chance to see the results and comment on them, and take their comments seriously.

In non-participant observation studies, the researcher is not a part of the group being studied. The researcher decides in advance precisely what kind of behaviour is relevant to the study and can be realistically and ethically observed. The observation can be carried out in a few different ways. For example, it could be continuous over a set period of time (e.g. one hour) or regularly for shorter periods of time (for 60 seconds every so often) or on a random basis. Observation does not only include noting what happened or was said but also the fact that a specific behaviour did not occur at the time of observation.

Observational trials

Observational trials study health issues in large groups of people but in natural settings. Longitudinal approaches examine the behaviour of a group of people over a fairly lengthy period of time e.g. monitoring cognitive decline from mid to late life paying specific attention to diet and lifestyle factors. In some cases, the researchers might monitor people when they are middle-aged and then again after 15 years and so on. The aim of such studies is usually to determine whether there is a link between one factor and another (e.g. whether high alcohol consumption is correlated with dementia). The group of people involved in this kind of study is known as a cohort and they share a certain characteristic or experience within a defined period. Within the cohort, there may be subgroups (e.g. people who drink moderately, people who

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drink heavily, people who binge drink etc.) which allow for further comparisons to be made.

In some cases, rather than following a group of people from a specific point in time onwards, the researchers take a retrospective approach, working backwards as it were. They might ask participants to tell them about their past behaviour, diet or lifestyle (e.g. their alcohol consumption, how much exercise they did, whether they smoked etc.) They might also ask for permission to consult the participants' medical records (a chart review). This is not always a reliable method and may be problematic as some people may forget, exaggerate or idealise their behaviour. For this reason, a prospective study is generally preferred if feasible although a retrospective pilot study preceding a prospective study may be helpful in focusing the study question and clarifying the hypothesis and feasibility of the latter (Hess, 2004).

Studies using the Delphi method

The Delphi method was developed in the United States in the 1950s and 1960s in the military domain. It has been considered particularly useful in helping researchers determine the range of opinions which exist on a particular subject, in investigating issues of policy or clinical relevance and in trying to come to a consensus on controversial issues. The objectives can be roughly divided into those which aim to measure diversity and those which aim to reach consensus.

Different ways to employ this method have been devised but they tend to share common features, namely a series of "rounds" in which the participants (known as "panellists") generate ideas or identify salient issues, comment on a questionnaire (constructed on the basis of the results from the first round) and re-evaluate their original responses. After each round, a facilitator provides an anonymous summary of the forecasts/opinions made by the experts and of their reasons.

There is no limit to the number of panelists involved but between 10 and 50 might be considered manageable. The panelists are chosen on the basis of their expertise which could take many forms (e.g. academic, professional or practical knowledge, personal experience of having a condition, being a service user etc.).

Research Process

The following are the key steps involved in research process:

Scientific research involves a systematic process that focuses on being objective and gathering a multitude of information for analysis so that the researcher can reach a conclusion. This process is used in all research and evaluation projects, regardless of the research method (scientific method of inquiry, evaluation research or action research). The process focuses on testing hunches or ideas in a park and recreation setting through a systematic process. In this process, the study is documented in such a way that another individual can conduct the same study again. This is referred to as replicating the study. Any research done without documenting the study so that

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others can review the process and result is not an investigation using the scientific research process. The scientific research process is a multiple-step process where the steps are interlinked with the other steps in the process. If changes are made in one step of the process, the researcher must review all the other steps to ensure that the changes are reflected throughout the process. Parks and recreation professionals are often involved in conducting research or evaluation projects within the agency. These professionals need to understand the eight steps of the research process as they are applied in conducting a study.

Step 1: Identify the Problem

The first step in the process is to identify a problem or develop a research question. The research problem may be something which the agency identifies as a problem, some knowledge or information that is needed by the agency, or the desire to identify a recreation trend nationally. In the example in table 1.1, the problem that the agency has identified is childhood obesity, which is a local problem and concerned within the community. This serves as the focus of the study.

Table 1.1: Research Steps within the Scientific Method of Inquiry

Step	Example
1. Identify the problem or question.	Childhood obesity
2. Review the literature	Look for similar studies that have been conducted.
3. Clarify the problem—specifically identify the purpose of the study.	The purpose of the study is to determine if walking 10,000 steps a day for three days a week improves a person's health.
4. Clearly define terms and concepts.	This is done so that the reader can understand exactly what each term means.
5. Define the population.	Children who are 10 to 12 years old.
6. Develop the instrumentation plan	Data will be collected on the variables at the beginning of the program and at the conclusion of the study.
7. Collect data.	Collect the data on the specified variables at the first and last session of the program.
8. Analyze the data.	Compare data gathered from each participant. The first measurements are compared to the second measurements to see if there is any difference. Report the results and the differences if there are any.

Based on J.R. Fraenkel and N.E. Wallen, 2003. How to design and evaluate research in education, 5th ed. (New York: McGraw-Hill Companies), 19, 20.

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Step 2: Review the Literature

Now that the problem has been identified, the researcher must learn more about the topic under investigation. To do this, the researcher must review the literature related to the research problem. This step provides foundational knowledge about the problem area. The review of literature also educates the researcher about what studies have been conducted in the past, how these studies were conducted, and the conclusions in the problem area. In the obesity study, the review of literature enables the programmer to discover horrifying statistics related to the long-term effects of childhood obesity in terms of health issues, death rates and projected medical costs. In addition, the programmer finds several articles and information from the Centers for Disease Control and Prevention that describe the benefits of walking 10,000 steps a day. The information discovered during this step helps the programmer to fully understand the magnitude of the problem, recognize the future consequences of obesity, and identify a strategy to combat obesity (i.e., walking).

Step 3: Clarify the Problem

Many times the initial problem identified in the first step of the process is too large or broad in scope. In step 3 of the process, the researcher clarifies the problem and narrows the scope of the study. This can only be done after the literature has been reviewed. The knowledge gained through the review of literature guides the researcher in clarifying and narrowing the research project. In the example, the programmer has identified childhood obesity as the problem and the purpose of the study. This topic is very broad and could be studied based on genetics, family environment, diet, exercise, self-confidence, leisure activities, or health issues. All of these areas cannot be investigated in a single study; therefore, the problem and purpose of the study must be more clearly defined. The programmer has decided that the purpose of the study is to determine if walking 10,000 steps a day for three days a week will improve the individual's health. This purpose is more narrowly focused and researchable than the original problem.

Step 4: Clearly Define Terms and Concepts

Terms and concepts are words or phrases used in the purpose statement of the study or the description of the study. These items need to be specifically defined as they apply to the study. Terms or concepts often have different definitions depending on who is reading the study. To minimize confusion about what the terms and phrases mean, the researcher must specifically define them for the study. In the obesity study, the concept of "individual's health" can be defined in hundreds of ways, such as physical, mental, emotional or spiritual health. For this study, the individual's health is defined as physical health. The concept of physical health may also be defined and measured in many ways. In this case, the programmer decides to more narrowly define "individual health" to refer to the areas of weight, percentage of body fat, and cholesterol. By defining the terms or concepts more narrowly, the scope of the study

is more manageable for the programmer, making it easier to collect the necessary data for the study. This also makes the concepts more understandable to the reader.

Step 5: Define the Population

Research projects can focus on a specific group of people, facilities, park development, employee evaluations, programs, financial status, marketing efforts, or the integration of technology into the operations. For example, if a researcher wants to examine a specific group of people in the community, the study could examine a specific age group, males or females, people living in a specific geographic area, or a specific ethnic group. Literally thousands of options are available to the researcher to specifically identify the group to study. The research problem and the purpose of the study assist the researcher in identifying the group to involve in the study. In research terms, the group to involve in the study is always called the population. Defining the population assists the researcher in several ways. First, it narrows the scope of the study from a very large population to one that is manageable. Second, the population identifies the group that the researcher's efforts will be focused on within the study. This helps to ensure that the researcher stays on the right path during the study. Finally, by defining the population, the researcher identifies the group that the results will apply to the conclusion of the study. In the example in table 1.1, the programmer has identified the population of the study as children ages 10 to 12 years. This narrower population makes the study more manageable in terms of time and resources.

Step 6: Develop the Instrumentation Plan

The plan for the study is referred to as the instrumentation plan. The instrumentation plan serves as the road map for the entire study, specifying who will participate in the study; how, when and where data will be collected; and the content of the program. This plan is composed of numerous decisions and considerations that are addressed in chapter 8 of this text. In the obesity study, the researcher has decided to have the children participated in a walking program for six months. The group of participants is called the sample, which is a smaller group selected from the population specified for the study. The study cannot possibly include every 10- to 12-year-old child in the community, so a smaller group is used to represent the population. The researcher develops the plan for the walking program, indicating what data will be collected, when and how the data will be collected, who will collect the data and how the data will be analyzed. The instrumentation plan specifies all the steps that must be completed for the study. This ensures that the programmer has carefully thought through all these decisions and that she provides a step-by-step plan to be followed in the study.

Step 7: Collect Data

Once the instrumentation plan is completed, the actual study begins with the collection of data. The collection of data is a critical step in providing the information needed

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to answer the research question. Every study includes the collection of some type of data—whether it is from the literature or from subjects—to answer the research question. Data can be collected in the form of words on a survey, with a questionnaire, through observations, or from the literature. In the obesity study, the programmers will be collecting data on the defined variables: weight, percentage of body fat, cholesterol levels, and the number of days the person walked a total of 10,000 steps during the class.

The researcher collects these data at the first session and the last session of the program. These two sets of data are necessary to determine the effect of the walking program on weight, body fat, and cholesterol level. Once the data is collected on the variables, the researcher is ready to move to the final step of the process, which is the data analysis.

Step 8: Analyze the Data

All the time, effort and resources dedicated to steps 1 through 7 of the research process culminate in this final step. The researcher finally has data to analyze so that the research question can be answered. In the instrumentation plan, the researcher specifies how the data will be analyzed. The researcher now analyzes the data according to the plan. The results of this analysis are then reviewed and summarized in a manner directly related to the research questions. In the obesity study, the researcher compares the measurements of weight, percentage of body fat and cholesterol that were taken at the first meeting of the subjects to the measurements of the same variables at the final program session. These two sets of data will be analyzed to determine if there was a difference between the first measurement and the second measurement for each individual in the program. Then, the data will be analyzed to determine if the differences are statistically significant. If the differences are statistically significant, the study validates the theory that was the focus of the study. The results of the study also provide valuable information about one strategy to combat childhood obesity in the community.

As you have probably concluded, conducting studies using the eight steps of the scientific research process requires you to dedicate time and effort to the planning process. You cannot conduct a study using the scientific research process when time is limited or the study is done at the last minute. Researchers who do this conduct studies that result in either false conclusions or conclusions that are not of any value to the organization.

1.7.2 Planning-Decision Making

The strategic plan should be focused on resolving or capitalizing on the situation identified in the problem/opportunity statement. It begins by flipping the problem/opportunity statement into a goal. In the case of the energy company, the goal might be the following: “To use communication and actions that improve relationships with key members of the community in order to successfully complete a pipeline

that delivers newly found methane gas to customers.” Notice that there is room for change with the pipeline plans in this goal statement. The end goal is to build a pipeline, and in order to achieve this company may need to make adjustments to the routes or construction of the pipeline. Care should be taken not to write the goals that suggest that the public will do something you want them to do. Because publics cannot actually be controlled, it might set up the organization for failure. Instead, focus should be on what can be done to achieve the goal, such as communicate and act in such a way that earns the consent or endorsement of these publics.

The goal provides the direction for the strategic plan and objectives provide the direction of specific and measurable outcomes necessary to meet the goal. A good objective meets the following criteria:

It should be an end and not a mean to the end; it should be measurable;

It should have a time frame; and

It should identify the public for the intended outcome. Anderson and Hadley (1999).

- *End and not means to an end:* An objective should be an outcome that contributes to the goal. There are three possible outcomes for these objectives: cognitive (awareness, understanding, remembering), attitudinal (create attitudes, reinforce positive attitudes, change negative attitudes), and behaviour (create behaviours, reinforce positive behaviours, change negative behaviours). The opposite of these outcome objectives are what Lindenmann called “Output Objectives,” Lindenmann (2003). which are the means to an end. They include the communication efforts to reach the objectives such as placement of messages in influential media. These are actually strategies and not objectives (more on this later).
- *Measurable:* Objectives also help hold public relations professionals accountable for their efforts. Public relations should engage only in strategies and tactics that actually contribute to larger organizational goals. Measurable objectives often require a comparative number, such as 65% awareness of a product or program. An objective cannot be set to increase awareness by 20% if the current level of awareness is unknown. This is why formative research is needed to establish benchmarks. If no such benchmark exists, then it is customary to establish a desired level, such as “increase awareness to 85%.” The problem with this is that you do not know how close you are to that figure before the campaign. This might be an easy objective to achieve (if your level of awareness is already at or above 85%) or a very difficult one (if your awareness level is around 20%).
- *Time frame:* When will the objective be met? If there is no time frame specified, then it cannot be accountable.
- *Identify the public:* It is a good idea to identify overall objectives before tying them to a public. This helps to think about which publics are connected to the objective. However, to make an objective truly measurable it must identify

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a public, because different publics will be at different levels of awareness, attitudes, and behaviours. For example, the objective may be to increase attendance at employee benefits meetings. Research may find that the messages are getting clogged at middle management, which has many people who have a negative attitude about the meetings and are not encouraging employees. One objective might focus on increasing the level of awareness of employees while creating another objective focused on increasing positive attitudes of middle management. Of course, this also means that you should look into your meetings and find out how to improve them.

The objectives should advance overall business goals such as increase sales, increase share values, retain employees, improve social responsibility or reduce litigation. They should also be written within the parameters of possible public relations outcomes. For example, this might look like a good objective: Increase sales of product X by 20% over the next 6 months among younger consumers (ages 18–24).

However, there are many variables that contribute to increased sales of the product that are not under the control of public relations such as price, product quality and availability. Unless the public relations effort can be isolated to show that it was the variable that moved the needle on sales (such as positive publicity in one market that showed increases to sales while all other elements in the marketing mix remained the same), you may be setting yourself up for failure. And, if sales do increase, you will not be able to take credit for the increase because of the other important variables. You would have to share credit with marketing, quality control and sales representatives. Public relations can contribute to this larger goal through increased awareness, improved attitudes and possible consumer trials of the product. Provided that the product is of high quality, reasonably priced and available to consumers, these activities should contribute to increased sales. So the following might be the reworked objective: Increase awareness of product X among young consumers (18–24) by 20% within the next 6 months.

Generally there is a hierarchy to the different levels of objectives. Lindenmann identified three levels of objectives: outputs, outtakes and outcomes. Lindenmann (2003).

1. As mentioned previously, output objectives are focused on the effectiveness of meeting strategies such as the number of placed messages in the media, the size of the audience that received the message, the percentage of positive messages that were contained in the stories and so forth. It is helpful to measure output objectives because they provide a good indicator of how well the strategy has been implemented. However, they are not considered objectives as defined in this section because they are not ends but mean to an end. For example, an output objective might read, “Place 30 stories in prominent newspapers about the product in the next 3 months.” This is a mean to the end of increasing awareness and could be measured by the output of the message but not the impact of the message. Therefore, output objectives should be relegated to the strategies section.

2. Outtake objectives are focused on increasing awareness, understanding and retention of the key message points. It is far more important to know that the audience received the message than whether it was sent out. For example, you may send out a message in an employee newsletter that reaches 10,000 employees. You need to be more concerned on the impact that message had than the number of people it reached.
3. Outcome objectives are perhaps the most important, but also the most difficult to achieve. For example, let's say the public relations program is for the state highway patrol to increase awareness of the importance of seatbelt usage and the objective is to decrease the number of fatalities caused by not using a seatbelt. There is a diffusion process that occurs with adoption of this behaviour. First, drivers need to be aware and understand the safety advantages of seatbelts. Next, they need to have a positive attitude about wearing seatbelts. Finally, this positive attitude will hopefully translate to increased use of seatbelts. However, because people are not always the rational beings we would like them to be, there is a declining measure of success at each level. People who know what is good for them do not always like it. "But seatbelts are uncomfortable." "What if the seatbelt traps me in the car after an accident?" "Seatbelts wrinkle my clothes." Even if someone has a positive attitude toward an issue, they may still not behave congruently with the attitude. It could be out of habit, laziness, or dysfunction. So to increase behaviours by 30%, attitude needs to increase by a higher level (50%) and awareness by an even higher level (80%).

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Once the goal of the public relations program and measurable objectives have been established, it is time to turn attention to strategies. Strategies provide the means by which objectives are achieved. There are certain elements that should be included in this step. First, identify what is trying to be accomplished with each public (tie the strategy to an objective). Second, segment audiences based on common characteristics. Third, create communication strategies that are focused on the self-interests of the publics. And, fourth, identify how publics will be reached with messages or actions.

Tie Strategy to Objective

Too often public relations programs have been primarily tactical and have skipped the strategic step of creating objectives. Public relations professionals are doers and often want to get to the action first. However, too many tactics have been executed because of tradition ("We always send out press releases") than because of strategy. What makes public relations strategic is having the action tied to the real needs of the organization. If you come up with a really clever tactic but it does not help in meeting any objective it should be seriously reconsidered. Far too many resources often are wasted on creative tactics and fall short of addressing the needs of the issue. At the same time, brainstorming on strategies may lead to a legitimate idea that was not considered during the objectives phase, and it may require reevaluating

the objectives. But if a strategy cannot be tied to an essential outcome, then it should not be executed.

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Segment Audiences

All groups within publics should be differentiated based on common characteristics such as demographics, geographics or psychographics. Demographics include variables such as gender, income, level of education, and ethnicity. Females may be connected to the issue very differently than males. College graduates may have different attitudes than high school graduates. Geographics describe your public by their location. People living within a thousand feet of a pipeline may have different attitudes toward energy companies than those who live a mile or farther from those lines. Psychographics segment your audience based on their values and lifestyles. People who are single, adventurous, drive fast cars and spend a lot of their income on entertainment may have very different opinions about seatbelts than people who have small children, drive minivans and invest most of their money on securities. It is important to segment your key publics because it will help you identify their self-interests.

Create Communication Based on Self-Interests

People pay more attention to communications that are tied to their values, needs and goals. You should ask yourself what your publics value and care about (based on research). Knowing the demographic, geographic, and/or psychographic differences of key publics, you can create a message that connects them to your program. For example, for young adventurous drivers you may want to show how seatbelts allow them to have more fun by showing how someone on a curvy road stays snug in the seat, whereas someone without a seatbelt is sliding around and has less control. Meanwhile, a soccer mom would be more interested in seatbelt safety messages geared toward children. Once the self-interests have been identified, a primary message can be created that will give direction to the communication efforts. These can become slogans if they are clever and effective enough. The "Click it or Ticket" campaign uses the threat of police monitoring to encourage compliance. For the young adventurous drivers it might be more effective to have a message from sports adventurers such as race car drivers or stunt drivers explain how they rely on seatbelts.

Choose Communication Channels

The last element in the strategy is identifying the channel or medium through which you can reach target publics. The channels can be mass media, such as newspapers or television or radio programming. They can be transmitted by other mediated channels such as e-mail, blogs or Twitter. They can also be town hall meetings, mediated slide shows and face-to-face (interpersonal) communication. Sometimes the channel is a group of people, usually opinion leaders, such as teachers, scientists, doctors or other experts. For example, if we wanted to reach parents in our seatbelt campaign,

information kits could be sent to teachers to use in classrooms with students. These materials could be designed to take home and complete with parents. The messages found in these kits could be supported with billboards and radio public service announcements, reaching parents while they are driving. Usually the target audience is reached through multiple points of contact to reinforce the message.

So the following could be one strategy for the seatbelt campaign: "Appeal to young parents' concern for family safety through educational materials that require interaction between parents and their children enrolled in elementary schools." Often, there are several strategies for each public and for each objective.

The most creative element in the strategic planning stage is the tactic. Tactics are the specific communication tools and tasks that are used to execute the strategy. In the case of the seatbelt campaign, the tactics would be the elements found in the educational kit, such as crossword puzzles, colouring books, or interactive games. They would also be the billboards, public service announcements, Internet Web sites, social media applications and other materials. The challenge is to create tactics that cut through the clutter of all the messages competing for the audience's attention. A great deal of brainstorming takes place during this stage to develop the most creative and clever messages, designs, and activities. However, there is also the temptation to get carried away with the creativity and lose sight of the tactics' purposes. A cardinal rule is to always evaluate your tactics within established strategies and objectives.

1.7.3 Communication

Communication is most visible part of public relations function. The goals of communication are:

- to inform
- to persuade
- to motivate
- achieve mutual understanding

Communication is the science and practice of transmitting information to disseminate or exchange information, signals or messages in any way. The channels can be public (mass media) or private (face to face) by which messages travel through media (Newsom and Turk, 2004).

The best public relations programs include both communication *and* action. The old adage "actions speak louder than words" is as true for public relations as it is for other business disciplines. Sometimes an organization needs to act, or react, before it can communicate. For example, if employees are not attending training seminars it might not be enough to try more creative and persuasive messages. The seminars might need to be more relevant and interesting for the employees providing something to communicate that might change behaviours. Organizations should not only expect stakeholders to behave in ways that benefit the organization; sometimes the organization needs to change its actions and behaviours to improve these critical relationships.

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Importance of Communication in Public Relations

There can be no mutual understanding without communications and mutual understanding is the core of public relations. We generally think of communication in terms of public speaking, exchanging information, being sincere or persuasive or expressing our feelings honestly. Hence we think that effective communication depends on having a good vocabulary, or a special talent. True and effective communication does depend on any of these factors but rather than on our ability to communicate.

In an organization effective communication transforms group into a team. It reduces fatigue and struggle and the task is accomplished efficiently and more accurately as conflicts are resolved leading to co-operation.

True communication transforms the speaker as well as the listener.

Objectives of Communication

1. Information
2. Advice
3. Order
4. Suggestion
5. Persuasion
6. Education
7. Warning
8. Raising moral
9. Motivation

Information

To inform means to give knowledge to a person or a group of person. It can be done either through spoken or written language or by using any other system of signs and signals. External information on the following aspect is important for the existence and welfare of the organization

Information about

- Its product
- Availability of credit
- Availability of raw materials
- Government rules and regulations

Advice

Another important objective of communication is giving advice. Information is factual and objective, but advice is likely to be subjective, since it involves personal opinion. Information is in itself as person may use it or not when it is offered to

him. An advice is given to influence one's opinion on behaviour. It may prove to be helpful, but at time may also head to disaster.

Order

Order is a directive to do something in a particular it is an authoritative communication. The downward flow of information is dominated by orders. Orders mean directions as in "The instructions". Orders are formal. It is the assignment of a task. It may be written as well as oral. Superiors must be clear and exact is giving order. Junior staff may not have sufficient understanding of matter to be able to faction. In this case superior gives a clear and full instruction on their tasks.

Following are the types of order.

- Written and Oral orders.
- General and specific orders.
- Procedural and operational orders.

Suggestion

Suggestion is the important part of the communication. Enlightened executives should set aside the notion of self – importance and welcome positive and constructive suggestions. Today progressive business houses make a provision for suggestion boxes. These boxes are places at convenient place in the factory or the office. Workers are encouraged to write up their suggestion and drop them into these boxes. These boxes are opened at regular intervals and the suggestions are scrutinized. Sometimes the employees after the best suggestion is awarded a prize.

Persuasion

Persuasion may be defined as an effort to influence the attitudes feelings or beliefs of others. Or to influence action based on those attitudes, feeling or belief. A great deal of communication in an organization is persuasive. Persuasion means using the best arguments to win over and convince other. It requires the skill and ability to use the symbols of communication in an effective manner.

Education

Education is a conscious process of communication. It involves both teaching & learning. The main objectives of education are to widen the knowledge as well the skills. It is carried out at three levels.

- Education for management.
- Education for employees.
- Education for outside public

Mass media of communication likes newspapers radio and television play an important role in educating the public.

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Warning

Warning means urging or advising someone to be careful, a warning is also an authoritative or formal notice of something unfavourable. Warning is given in special circumstances. An employee who does not work properly is given a warning. It may be given oral or in writing; written warning is often called a memo. At first, an attempt is made by advice, request, instruction or order, any if all these fail, a warning is given.

Raising Morale

Morale is related with mind, Morale is an individual and collective spirit and morale condition of employees with regard to discipline and confidence. People who feel confident that their organization will keep them informed about plans, progress changes and problems which affect have a high morale.

Motivation

Motivation means providing people with a motive, an incentive an inner urge to make effort to do their best manager constancy true to improve performance in the work place by motivating the staff. Communication is the critical element in motivation of employees.

The Seven C's of Communication

1. Credibility
2. Clarity
3. Content
4. Channels
5. Context
6. Capability
7. Continuity and consistency

Explanation

1) Credibility

Belief plays an important role in credibility of communication. The climate of belief is built by performance on the part of practitioner. The performance shows a desire to serve the receiver. The receiver should have faith, trust and confidence in the sender.

2) Clarity

The message must be clear and put in simple terms. The meaning of the words and message should be the same for both the sender and the receiver. Complex issues

must be placed in the form of slogans or themes. An institution must not use multiple voices but speak with single voice.

3) *Content*

One message must be compatible with the value system. It must have the same meaning to the sender and the receiver. It must also be relevant to him. In general, people choose those items of information which are very useful to them. In short the contents of the information determine the audience.

4) *Channels*

For effective communication established channels of communication that the receiver uses and respect should be used. Creating a new channel is a difficult task. Different channels have different effects. They serve effectively in the different stage of diffusion process.

5) *Context*

The context must conform and not contradict the message. It must also provide for participation and playback. A communication programmer must be aware with the realities of its environment.

6) *Capability*

The capability of the audience should be take in to account while communicating. Communication is very effective when it requires the least effort on the part of the recipient.

7) *Continuity and consistency*

Communication process is never ending in order to achieve penetration it requires repetition. There should also be consistency in communication.

Methods of Communication

The following are the different methods of communication.

1. Verbal- Oral and Written.
2. Non-Verbal communication
3. Face-to-Face communication.
4. Media and Modes

Explanation

1) *Verbal- Oral and Written*

In the word of Bartol and Martin, "Verbal communication is written or oral use of words to communicate." Oral as well as written communication is used extensively by all organizations.

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(a) Oral communication

When communication takes with the place of spoken words, it is called oral communication. The different forms of oral communication are conversation, meetings, conferences, interviews, training sessions, speeches etc.

Advantages of oral communications

- save time
- more effective with group
- can be informal
- saves money
- immediate clarification

Limitation of oral communication

- no legal validity
- greater chances to misunderstanding
- unsuitable for lengthy message
- message cannot be retained for long time

(b) Written communication

Written communication is in the form of circulars memos, telegrams, reports, minutes of meeting, manuals etc. Writing is the expression of human language by means of visible signs. Before the modern electronic communication gadgets were invented, letter writing was considered as the only reliable means of communication. Written communication has some definite and distinct advantages over oral and other types of communication.

Merits of written communication:

- precise
- accurate
- legal document
- Permanent record.

Limitation of written communication

- costly
- time consuming
- quick clarification not possible

2) *Non-verbal Communication*

Bartol and martin define non-verbal communication as “communication by means of elements and behaviours that is not coded into words.” Non verbal communication is very important because it is believed that the manner in which you say something is more important that what you say.

Forms of non-verbal communication

a). Facial expression and gestures:

Oral communication involves verbal as well as non-verbal elements. The non-verbal elements include facial expression and gestures as well as the pitch and tone of the voice. These are described by George Terry as "body language". Some of the expressions and action that constitute body language are mentioned below:

- Winking and twinkling of the eyes.
- Frowning.
- Twisting the lips.
- Biting the nails.
- Wobbling the head.

A gesture is a movement of the hand, head or body to indicate an idea or a feeling. Gestures are used to show emotions and convey definite message or information.

We use gestures at all the times. Sometimes to point out something, sometimes to illustrate or emphasis what we are saying, sometime we use gestures by themselves. The use of gestures is known as gesticulation. A few gestures that are commonly used are:

- Tracing a circle near the forehead with index finger – madness.
- Shrugging shoulders – expressing indifference
- Moving the hand sideways – refusal
- Wave of hand – greeting or good by
- Upraised hand – request for patience.

There are countless mining gestures in which we move our hands and bodies to show sleeping, writing, eating, slapping etc. Gestures should be seen or perceived in the proper manner as it is a non-verbal form of communication.

b). Sign and Signals

The word 'sign' and signals are both derived from the latin word 'signum' which means a mark. When the communicants do not have a common language, signs and signals become very important. Even though when the communicants know the same language the use of signs, signals and symbols has found to be a speedy way of communication.

There are various types of signs or symbols used by different people. Mathematicians have their symbols.

Signals are dynamic and require some movement and they are different from signs and symbols. A traffic signal flashes green light telling the motorist and pedestrians to move on the blowing of whistle by a policeman or referee are examples of signals pilots and military men have their own sets of signals e.g. the V sign, thumps up, thumps down etc.

c) Graphs, maps and charts

A graph is a diagram consisting of curved lines to show the variation of two quantities. They are used to show profits in different years of companies, a price index, production rise and fall and variation in temperature.

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A map is a drawing on the paper that displays position and size of countries, rivers, mountains etc. they are useful for giving at a glance information about crops, rainfall production, position of troops during war etc.

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d) Dress and grooming

People wish to make a good impression and be remembered at they are best. They judge you by the way you dress, the colour of your clothes etc. a salesman who is dressed in crumpled cloths appearing for a job interview will never get the post however cleverly he talks.

e) Colours

Business houses are said to be "in the red" when they incur losses and "in the black" when they do well. Colours are used to convey direct messages. At the signal post the traffic lights turn red and green. In the operation theater a red bulb is used to show that some activity is taking place. A red flag is used to show that the workers are on strike.

In India religion is still an all powerful force. Colour has an added significance. For example, green is associated with Islam and saffron colour is associated with Hinduism.

f) Posters

Pictures speak louder than words. Poster is the type of visual communication. Businessmen have started using film strips, slides, photographic display, cartoon, graphs, etc. and colour posters for internal and external communication. Most of the companies which do not have literate or educated staff make use of posters to convey messages.

Posters are generally used for advertising films and products and also for political propaganda. They can be used in business houses for internal communication.

Posters are advantageous because:

- They are cheap.
- Message can reach illiterate and semi-literate workers if presented properly.
- They attract immediate attention if bright colours and pictures are used.
- They can be frequently changed at a minimum cost.

3) Face-to-Face Communication

Face-to-face communication means person to person communication at one place. It is necessary to separate face-to-face communication from oral communication because there are occasion and situation when oral communication is not face-to-face. For example conversation over a phone, radio communication, tape recording etc. There are also occasions when persons can be face-to-face and yet they cannot communicate due to language barrier.

Advantages

- Facial expressions and gestures help to communicate better.
- It is particularly suitable for discussion.
- Feedback can be obtained not only by ears but also by eyes

Disadvantages

- It is difficult to practice in large size organization.
- Ineffective if the listener is not attentive
- Not effective in large gathering

4) Media and Modes**Conversation modes**

- Mail
- Telex
- Telegraph

Mail

Mail is also known as postal services. In the modern time most countries in the world have a highly advanced postal system which covers the urban as well as rural areas. A postal system consists of three parts:

- Collecting letter
- Sorting them according to their destinations.
- Delivery of letters or parcels.

The postal system has become efficient with advancement in transportation and communication. Telecommunication network have still resulted in faster and more efficient mail services. We can send message across oceans and continents in a matter of movements with the help of computer and satellites.

Telex

Telex is the name given to the teleprinter device managed by postal department. The subscriber is provided with teleprinter and a direct line to one of the many automatic telex exchange in the country for an annual fee.

Following are advantages of telex services:

- Through direct dialing written communication can be sent by one subscriber to another.
- It is a quicker means of communication than telegram and cheaper than trunk call service
- The teleprinter can be used both for letter writing and telephoning.
- It can be used for booking inland and overseas telegrams by contacting the central telegraphy office.

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Disadvantages:

- Connections are not easily available when required.
- The message may get distorted.
- Lines are frequently out of order.

Telegraph

Telegraph is a system of electric signaling. Signals are sent by making and breaking the current in an electrical circuit so that the signals are heard in short and long click which can be easily heard. In 1874 Thomas Edison invented a method of sending four messages over the same wire at the same time.

Message sent over the telegraph are known as telegrams. The main advantage of communicating by telegrams is that a message can be sent quickly to any part of the country and even overseas. Telegram should be carefully worded as they are very expensive.

The main disadvantage of telegram is that sometime message may get changed or distorted in transmission.

Electronic Communication

The following are the key modes of electronic communication:

- a) Telephone
- b) Computer
- c) Fax
- d) Telex
- e) Voice system
- f) Teleconferencing
- g) Storage by optical technology
- h) Desk top publishing
- i) Electronic data processing

a) Telephone

Telephone is a mean of oral communication. It is now used to send message in writing, picture and copies of document. We can send telephone message over long distance and even across ocean the help of submarine cable. Originally radio geography, but now is use for telephone transmissions. The telephone apparatus has become very sophisticated. A Variety of functions can be performed through modern gadget which has a combination of push- button, turn button or level type keys installed.

b) Computer

Today computer technology is dramatically changed to landscape of the business communication. It is now possible to communicate with the people inhabiting

the remotest possible places. It is the quiet mean of the communication. Space no longer is a barrier to communication. It is also a better of keeping permanent record of valuable and bulked data. Information can now be stored digitally or CD-ROM, optical disc, taps and other storage media. The World Wide Web is widely used for publishing a variety of information on all subjects.

c) Fax

The fax or facsimile transmission machine enable to send to pictures, reproduction of document and handwriting or any other printed matter write on radio, with rapid speed. Today fax is widely used by government, banks, newspaper offices and big business houses to send copies or reproduction of picture, letter or document to near as distance places. The main advantages of fax transmissions is that exact reproduction of printed material and picture is the possible and that message is transmitted within moment. It also does not require a skilled operator and can be used by anyone just like telephone

d) Telex

It is similar to e-mail but slower and it is prone to transmission of errors. It is connected from one subscriber to any other on telex terminals. It uses the television system to receiving and sending information. For example information on air time tables, stock price and railway times are conveyed with the help of telex.

e) Voice systems

Answering the machine is the simplest form of a voice message system. It receives as well as retains message which can be played back at a letter of time. Voice message and mail system is an advance from by which the caller can record a message, confirm it by listening and then send it to one or more persons. The receiver can open his mailbox, find out who the sender is, listen to the message and replay or fast forward it or save it for future record and reference.

f) Teleconferencing

It is used television technology in which the participants are able to see each other on the screen and they talk. It can be held within a complex by using closed circuit T.V. Audio conferencing is one more voice conferencing among three or more individuals of group discussing matters over a phone but without visuals.

g) Storage by optical technology

Compact disk-read only memory (CD-ROM) and write once read many (WORM) are the two types optical storage instruments. The CD is the laser- read data storage device. We can store audio or textual material on it. The user can read as well as hear on PC or a microcomputer system with a CD-ROM disk drive.

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h) Desktop publishing

A desktop system consists of one or more computer, a laser printer and the required word processing software. With the help of desktop a variety of office material like printing letterhead graphics, publicity material, brochures handbills etc.

i) Electronic data processing

Besides storing data computer can be use for multiple other purpose like manipulating and capturing data, complex calculation, sorting, and summarizing, retrieving reproduction etc.

Basic Principles Of Effective Communication

The following are the basic principles of effective communication:

1. Communicate for a purpose.
2. Compose your message with care.
3. Compose your message in order to attract attention.
4. Remove all barriers to effective communication.
5. Study the receiver of your message.
6. Select your medium with your message.
7. Provide for feedback and
8. Act promptly on receiving response.

1.7.4 Evaluation

Evaluation is the process which involves assessing the preparation, implementation and results of a public relations program. Adjustment can also be made during implementation and based on evaluation feedback whether to continue or stop the program (*Newsom and Turk, 2004*).

According to Paine, four concerns should be addressed when evaluating the effectiveness of a public relations campaign: *Paine (2007)*.

1. Define your benchmark.
2. Select a measurement tool.
3. Analyze data, draw actionable conclusions and make recommendations.
4. Make changes and measure again.

If you have followed the steps in the public relations process then you have already identified your audiences and have established objectives for each. If your objectives are measurable then you already have the criteria by which to evaluate the success of your program. If you set the objective of increasing awareness by 40% then a benchmark has been set against which to measure. The benchmark compares your current situation to your past. Paine also recommends comparing the data gathered to other organizations, such as key competitors. Comparative analysis makes the

data much more relevant. Instead of knowing how much press coverage has been achieved; it can be compared to how much the competition is getting to determine what is called share of voice.

Based on this evaluation, the tools that will best help to measure against stated criteria are selected. Generally, the same tools that helped establish the benchmark data are used. If primary research was used to establish benchmarks then the same methods are repeated to evaluate success. If you surveyed employees to establish awareness and attitude benchmarks, then a follow-up survey is the obvious measurement tool. If you used attendance at employee meetings to establish behaviour benchmarks, then counting attendance after the public relations program is the appropriate measurement tool. As noted previously, primary research is the most expensive and requires the most expertise, but it is the best measure of the real impact of a public relations effort on stated outcome objectives, such as changes in awareness, attitudes and behaviour.

Probably the most popular evaluation tools used in public relations measure the output objectives. There are several ways to measure the effectiveness of communication output, but some are better than others. One of the earliest methods was clip counting. A clip is an article, broadcast story or online message that mentions the company or product. You can either hire a clipping service or collect your own clips. At the end of a predetermined period, the number of clips obtained is examined. This measure is the most simple and convenient way to measure output and is one way to monitor media coverage. It is also the least informative because you do not know what the clips mean (they are only counted, not evaluated) except that, perhaps, it has stroked the egos of some senior management by getting their names in the media.

Many public relations measurement services will analyze media coverage to evaluate the percentage of articles that contain program key messages, the prominence of the message, the tone of the message (positive, neutral, negative) and how the media efforts compare with key competitors (share of voice). These organizations provide metrics that help establish benchmarks pertaining to program output objectives and strategies. However, to know if these communications actually affected people's awareness, understanding, attitudes, or behaviours, primary research such as surveys needs to be conducted.

Evaluation and measurement should not take place only at the end of your efforts. You should be monitoring the media constantly to determine whether your message is available for people to see (what advertisers call "reach," public relations professionals call "opportunities-to-see," or OTS). If the media strategy is not working, course corrections in the middle of the program are required, not after the program has been completed.

Although sophisticated measures of communication output have been developed over the years, it is still more critical to consider the outtake and outcomes of those messages. Getting the communication into various channels be they traditional or new media, is only the means to the end of affecting attitudes, opinions, and behaviours.

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The outcomes need to be measured in order to tie back to organizational goals and purposes.

Cost comparisons between public relations and advertising messages are not generally used or encouraged as an evaluation tool because of the difficulty in measuring the actual impact of these messages. However, we do know that although public relations and advertising generate the same amount of product awareness, brand recall and purchase intention, public relations content produces higher levels of product knowledge and positive product evaluation than advertising. Stacks and Michaelson (2009), pp. 1–22.

To measure attitudes and opinions, the most popular tool remains the survey. Public opinion polls and attitude surveys can be conducted and compared to benchmarks to determine whether the messages and behaviours of an organization have had the intended effect. Intentions to behave and preferences for purchasing can also be measured through surveys, providing some figures on people's inclinations.

Behaviours can also be measured against benchmarks. Increases in employee retention, increased donations and improved sales and investments could all be used to measure behaviours. Often the connection between communication strategy and behavioural changes could be due to other variables, so it is important to isolate and track the impact of the public relations efforts in order to evaluate whether they are the driving force in the change.

1.8 TOOLS OF PR

By using proven public relations (PR) tools and activities, you can promote positive attitudes and behaviours towards your business that will help converting interested consumers into customers.

PR tools are very cost-effective and often give you a greater degree of control than more broadly targeted advertising campaigns. Consider using these PR tools to build your business's reputation.

The key tools available for PR include:

1. Media Relations
2. Media Tours
3. Newsletters
4. Special Events
5. Speaking Engagements
6. Sponsorships
7. Employee Relations
8. Community Relations and Philanthropy

Before choosing among the various tools marketers should begin by identifying their targeted audiences (e.g., target markets) and key messages they wish to send. These should align with the messages and audiences identified for the product being promoted or corporate goals for non-specific product promotions, such as corporate image promotions.

The key messages are used in the development of public relations materials and supporting programs described below. The purpose of key messages is to provide a consistent point of view over time and across numerous PR methods that reinforce product positioning (i.e., customer's perceptions) and reach the desired target audience.

Media Relation

Historically the core of public relations, media relations, includes all efforts to publicize products or the company to members of the press — TV and Radio, newspaper, magazine, newsletter and Internet. In garnering media coverage, PR professionals work with the media to place stories about products, companies and company spokespeople. This is done by developing interesting and relevant story angles that are pitched to the media. It is important to remember that media placements come with good stories and no payment is made to the media for placements. In fact, in order to maintain the highest level of credibility, many news organizations bar reporters from accepting even the smallest gifts (e.g., free pencils with product logo) from companies.

Key tools used in media relations include:

- *Press Kits* - Include written information such as a news release, organization background, key spokesperson biographies and other supporting materials that provide information useful to reporters.
- *Audio or Video News Releases* - These are prerecorded features distributed to news media that may be included within media programming. For instance, a local news report about amusement parks may include portions of a video news release from a national amusement park company.
- *Matte Release* - Some media, especially small local newspapers, may accept articles written by companies often as filler material when their publication lacks sufficient content. PR professionals submit matte releases through syndicated services (i.e., services that supply content to many media outlets) or directly to targeted media via email, fax or snail mail.
- *Website Press Room* - While hard copies of materials are used and preferred by some media, marketers are well served by an online press room that caters to media needs and provides company contact information.

As PR people know, many story ideas for newspapers, magazines and television news often start with a suggestion from a PR person. If things work out, a reporter or editor will, at best, write a positive story with the company as a key feature or, at minimum, include the company's name somewhere within an industry-focused article.

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Media Tour

Some new products can be successfully publicized when launched with a media tour. On a media tour a company spokesperson travels to key cities to introduce a new product by being booked on TV and radio talk shows and conducting interviews with print and Internet reporters or influencers (e.g., bloggers). The spokesperson can be a company employee or someone hired by the company, perhaps a celebrity or “expert” who has credibility with the target audience. One common use of the media tour is the book tour, where an author travels the country to promote a newly released book. A media tour may include other kinds of personal appearances in conjunction with special events, such as public appearances, speaking engagements or autograph signing opportunities.

Newsletters

Marketers who have captured names and addresses of customers and potential customers can use a newsletter for regular contact with their targeted audience. Newsletters can be directed at trade customers, final consumers or business buyers and can be distributed either by regular mail or electronic means (i.e., e-newsletters delivered via email or rss feed). Marketers using newsletters strive to provide content of interest to customers as well as information on products and promotions. A bookstore may include reviews of new books, information on online book chats and information on in-store or online promotions. A food manufacturer may include seasonal recipes, information on new products and coupons. Online newsletters offer the opportunity to link to stores carrying the marketer’s products. Effective newsletters are sought out by and well received by interested audiences.

Special Events

These run the gamut from receptions to elegant dinners to stunts. Special events can be designed to reach a specific narrow target audience, such as individuals interested in college savings plans to major events like a strawberry festival designed to promote tourism and regional agriculture. Stunts, such as building the world’s largest ice cream sundae during National Ice Cream month captures the attention of an audience in the immediate area, but also attracts the attention of mass media such as TV news and major newspapers, which provide broad reach. The Oscar Mayer Weiner mobile is a classic example, providing a recognizable icon that travels the country garnering attention wherever it visits. As with all PR programs, special event planners must work hard to ensure the program planned conveys the correct message and image to the target audience.

Speaking Engagement

Speaking before industry conventions, trade association meetings and other groups provide an opportunity for company experts to demonstrate their expertise to potential clients/customers. Generally these opportunities are not explicitly for company or

product promotion; rather they are a chance to talk on a topic of interest to potential customers and serve to highlight the speaker's expertise in a field. Often the only mention of the company or its products is in the speaker biography. Nevertheless, the right speaking engagement puts the company in front of a good target audience and offers networking opportunities for generating customer leads.

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Sponsorship

Companies and brands use sponsorships to help build goodwill and brand recognition by associating with an event or group. Marketers can examine sponsorship opportunities to find those that reach target groups, fit within a specified budget and provide sponsorship benefits that suit the marketer's objectives. There are numerous local, regional, national and international sponsorship opportunities ranging from a local art center or a theatre to the Olympics. Most organizations seeking company sponsors provide information on the variety of sponsorship levels which include data on event audience, exposure opportunities, which can include signage, T-shirts, public announcements and numerous other opportunities, receptions and much more. Marketers can use this information to help matching the sponsorship opportunities with the company's objectives.

Employee Communication

For many companies communicating regularly with employees is important in keeping employees informed of corporate programs, sales incentives, personnel issues, as well as keeping them updated on new products and programs. Companies use a variety of means to communicate with employees, including Intranet, email, online and print newsletters. In larger firms an in-house PR department often works in conjunction with the Human Resources Department to develop employee communications.

Community Relations and Philanthropy

For many companies fostering good relations with key audiences includes building strong relationships with their regional communities. Companies implement programs supportive of the community ranging from supporting local organizations and institutions (e.g., arts organizations, community activities, parks) to conduct educational workshops (e.g., for teachers, parents) to donate product for community events and charitable fundraisers. The goal is generally to develop a positive relationship with members of the community (i.e., be known as a good neighbour). Effective community relations can help a company weather bad publicity or a crisis situation that can unexpectedly arise due to a problem with a product, unethical behaviour by management or even by false rumors. Some companies also make an effort to contribute to charitable organizations, which have some relationship to the company's mission or to a key principal of the company.

1.9 CHOOSING AND APPLYING THE RIGHT PR TOOLS

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Setting clear goals for building your reputation and understanding your target market will help you to choose the right public relations (PR) tools for the job. These steps will help guide your PR decisions.

Decide on your goals and objectives

Think about the type of reputation you want to build for your business. What do you want to be known for? What characteristics will draw new customers to you?

Identify a clear set of characteristics that you want to define your business. For example, do you want to be known as friendly, prestigious, innovative, dynamic, sustainable, community minded, socially responsible?

Expand on these characteristics to define a short set of messages that positively and accurately position your products, services and business activities. Establish a budget that will help you plan and support your annual investment in PR.

Identify your target audiences

Consider your market research or refer to your marketing plan, and list your target market segments.

Review the information about who your customers are, how they live and where they get their information from. This information will help you identify your best PR tools and tactics.

Work out which PR techniques work best

Always be on the hunt for interesting stories, angles and anecdotes about your business. Identify the 'material' that will help building your chosen profile. Make this a habit that is part of the way what you and your team think.

Choose material that is topical, interesting, stands out from the crowd and best fits your target audiences. Matching your PR material to your target audiences will help you to choose your most effective PR tools.

For example, you might produce a story about the anniversary of your third-generation family business for seniors in your community through a local newspaper, newsletters for community groups such as Lions or Rotary, and a senior citizens magazine.

Tailor PR to your target audience

PR and media tools exist for each of your customer segments. Your task is to match your media to your market. Consider the list of PR tools and activities and choose the tactics that will reach your customers.

Research community groups, websites, publications and local and regional media sources - and start to build records of distribution sources matched to your target markets.

Review social media sources and seek advice from PR professionals if you need direction on how to access your customers through the fast-changing world of social media.

Developing a list of media sources that reach your customer base will help you to choose your mix of tools.

For example, you want to promote your outdoor adventure store by generating publicity about a member of your staff who recently won an international rock-climbing competition. You want to target outdoor sports adventurers and youth consumers in your community. You use:

- social media sites to connect with journalists who will release your story.
- Facebook and your website to tell your customers about the achievement.
- sponsorship of a local community 'active youth' project aimed at promoting youth health and fitness - using your staff member as an ambassador.
- a community event to raise funds for an outreach project.
- a media release to local newspapers publicising the win, the active youth project and your sponsorship.

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1.10 MEASURING AND IMPROVING PR

Measuring the success of your public relations (PR) activities will help you identify tools and tactics that work and avoid activities that do not produce results.

It's important to be clear about what you're looking for when you measure your PR. Before you start, review your PR objectives and consider:

- the target customer segments you have identified.
- the business characteristics you have identified in your PR goals and objectives.
- the set of key messages you chose to profile your business.

What to measure and how

Stay focused on your target audiences. This not only helps you direct your PR efforts, it also helps you to measure changes in their awareness, attitudes and behaviours as a result of your PR activities.

Types of measurements include:

- the amount and quality of media coverage relevant to your audiences
- the number of times your key messages reach customers
- the number of customers contacting you after picking up brochures or catalogues at trade shows
- people clicking through to your website as the result of web directory listings or your email newsletter
- word-of-mouth referrals

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- walk-ups due to increased awareness
- people phoning your business as the result of PR activities.

You may find it helpful to use a table or simple database to list your PR goals and objectives and the tools and activities you have used to meet them.

Using surveys to measure PR

Many businesses create surveys to answer questions about:

- where customers have heard about the business
- how their awareness, attitudes and behaviour have changed as the result of key messages.

Using social media and website traffic to measure PR

Businesses are increasingly using social media to measure their online PR. Taking your PR online makes it easier than ever to track communication about your business. Following online media, blog posts, tweets and e-newsletters - for example - allows you to track what consumers and journalists are saying about your business.

Many businesses communicating with state or national audiences use media monitoring services. This may be unnecessary if you are mainly engaged in local public relations activities and can simply record electronic coverage or obtain copies of newspapers or industry newsletters.

To measure website traffic generated by their public relations activities, many businesses use internet statistics or analysis tools. Your website hosting company may offer a simple tool. Businesses often use third-party solutions. Learn more about measuring online performance on the Australian Government's Digital Business website.

Criteria to measure your PR

Keep in mind that you are not just looking for outputs (the quantity of media you produce) but for outcomes (the quality of relevant messages you produce that meet your PR objectives).

Develop a series of questions that help you measure whether you have met your PR objectives. For example:

- Did we reach our target audiences?
- Which of our key messages are reaching our audiences?
- How often are they reaching our audiences?
- Which tools and activities are we reaching them through?
- How many times are those tools and activities successful?
- Which material was taken up by our media channels?
- What tangible responses to the PR did we receive from our customers?

- Your answers to the above questions will help you identify which of your PR activities produced the results you wanted. Keep records about what worked.

Making decisions about your PR

Be careful to evaluate whether the tools, activities and material you used met your goals for building your business's reputation. If your activities generated positive media but did not reach your customer base, you still have work to do.

Review your market research. The information you have gathered about your customer segments will help you look for ways to better target your audiences. Objectives you've identified in your marketing plan may also suit PR tools and approaches. Consider whether it is a PR objective about promoting awareness, attitudes or behaviour change.

Good PR is an ongoing creative process. Be persistent, stay positive and continue looking for opportunities to position your business and encourage consumers to trust, like and use your business.

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1.11 SUMMARY

- Public relation (PR) is the practice of managing the spread of information between an individual or an organization and the public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment.
- Public relations as a professional vocation, emerged in the first two decades of the 20th century, and developed independently along different paths in the US and the UK.
- Public relations professionals present the face of an organization or individual, usually to articulate its objectives and official views on issues of relevance, primarily to the media.
- Webster's New Collegiate Dictionary defines PR as "the business of inducing the public to have goodwill toward a person, firm or institution".
- Public Relations (PR) is the practice of managing the communication between an organization and its 'publics'. Public relations gain an organization individual exposure to their audience(s) using topics of public interest and news items that provide third-party endorsement and do not involve direct payment.
- Corporate communication is a management function or department, like marketing, finance or operations, dedicated to the dissemination of information to key constituencies, the execution of corporate strategy and the development of messages for a variety of purposes for inside and outside the organization.
- Public relations functions are categorized by the public's with which relationships are established and to whom appeals are made to understand and/or accept certain policies, procedures, individuals, causes, products or services.

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- The term 'Public' may be defined as a group of similar individuals; an assortment of persons having the same interests, problems, circumstances, goals; it is from such persons that opinion emanates.
- Internal publics are inside the organizations: managers, supervisors, clerks, stockholders, board of directors, employees. External publics are those not directly connected with internal things: press, government, customers, educators, community.
- Public Relations Process is the act that outlines the various steps to be undertaken before implementing any program or events to ensure the success of a program, while public interests (internal and external) are not affected (Newsom and Turk, 2004).
- Research is the systematic collection and interpretation to increase understanding or Research also can be defined as the controlled, objective, and systematic gathering of information for the purpose of describing and understanding (Newsom and Turk, 2004).
- The strategic plan should be focused on resolving or capitalizing on the situation identified in the problem/opportunity statement. It begins by flipping the problem/opportunity statement into a goal.
- Communication is the science and practice of transmitting information to disseminate or exchange information, signals or messages in any way. The channels can be public (mass media) or private (face-to-face) by which messages travel through media (Newsom and Turk, 2004).
- Evaluation is the process which involves assessing the preparation, implementation and results of a public relations program.
- PR tools are very cost-effective, and often give you a greater degree of control than more broadly targeted advertising campaigns. Consider using these PR tools to build your business's reputation.

1.12 REVIEW QUESTIONS

1. Define public relation.
2. What are the distinguishing features of PR communication?
3. What are the key objectives and functions of PR?
4. Discuss the concept of public: internal and external.
5. What are the key steps of PR process?
6. What are the different methods of communication?
7. What are the key tools of PR?
8. Discuss the process of choosing and applying the right PR tool.
9. Discuss the process of measuring and improving PR.

UNIT 2

NOTES

PUBLIC OPINION AND PR

Structure

- 2.0 Learning Objectives
- 2.1 Introduction
- 2.2 Two Step of Theory of Opinion
- 2.3 Features of PR Publicity and PR Advertising
- 2.4 Silent Features of PR in Industry
- 2.5 PR in Government and Educational Institutions
- 2.6 PR in Society
- 2.7 PR in NGOs Corporate Communication
- 2.8 Summary
- 2.9 Review Questions

2.0 LEARNING OBJECTIVES

After completion of this unit you should be able to:

- Describe the two step of theory of opinion
- Explain the features of PR publicity and PR advertising
- Describe the silent features of PR in industry, government, educational institutions, society and NGOs corporate communication

2.1 INTRODUCTION

Public opinion is an aggregate of individual attitudes or beliefs. Public opinion can also be defined as the complex collection of opinions of many different people and the sum of all their views or as a single opinion held by an individual about a social or political topic. The meaning of public opinion has changed dramatically over time. Political scientist Susan Herbst writes that "Formalized tabulation of political opinions began in the city-states of ancient Greece, where elections were viewed as central components of the democratic process. Yet it was not until the eighteenth

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and nineteenth centuries that quantification became a significant element of political discourse in the West.”

In today’s media-saturated culture, effective PR is a crucial part of any public undertaking. Image and public opinion mean everything, especially in the increasingly influential realm of social media. The individual or group who wins the media race will win the ultimate goal: the trust of the people.

Public relations, better known as PR, is the art and science of making people, governments and organizations look good. PR professionals work behind the scenes — sending press releases, courting journalists, researching public opinion -- to position their clients as positive role models, ethical businessmen, concerned public officials, or at the very least, not criminals.

It can be difficult to tell public relations apart from advertising. Advertisers strive to sell a product or service, and public relations focuses on shaping an image. PR and marketing are even more related. Marketing uses research and targeted communications to achieve a desired action while public relations professionals strive to gain unpaid publicity from newspaper articles or TV news segments.

In this article, we’ll start by defining exactly what public relations is, followed by what PR professionals do and the different areas in which they work.

Evolution of Term ‘Public Opinion’

The English term “public opinion” dates back to the seventeenth century and has been derived from the French l’opinion, which was first used in 1588 by Montaigne. This concept emerged through the process of urbanization and other political and social forces. For the first time, it became important what people thought, as forms of political contention changed.

The emergence of public opinion as a significant force in the political realm can be dated to the late 17th century. However, opinion had been regarded as having singular importance since far earlier - William Shakespeare had called public opinion the ‘mistress of success’ and Blaise Pascal thought it was ‘the queen of the world.’ John Locke in his influential treatise *An Essay Concerning Human Understanding* considered that man was subject to three laws: the divine law, the civil law, and most importantly in Locke’s judgement, the law of opinion or reputation. He regarded the latter as of the highest importance because dislike and ill-opinion force people to conform in their behaviour to social norms, however he didn’t consider public opinion as a suitable influence for governments.

William Temple in his essay of 1672, *On the Original and Nature of Government* gave an early formulation of the importance of public opinion. He observed that “when vast numbers of men submit their lives and fortunes absolutely to the will of one, it must be force of custom, or opinion which subjects power to authority.”

Temple disagreed with the prevalent opinion that the basis of government lay in a social contract and thought that government was merely allowed to exist due to the favour of public opinion.

The prerequisites for the emergence of a public sphere were increasing levels of literacy which was spurred on by the Reformation, which encouraged individuals to read the Bible in the vernacular, and the rapidly expanding printing presses. During the 18th century religious literature was replaced with secular literature, novels and pamphlets. In parallel to this was the growth in reading societies and clubs. At the turn of the century the first circulating library opened in London and the public library became widespread and available to the public.

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The coffee-house and gentleman clubs

Another institution of central importance was the coffee-house, which became widespread throughout Europe in the mid-17th century. Although Charles II later tried to suppress the London coffeehouses as “places where the disaffected met, and spread scandalous reports concerning the conduct of His Majesty and his Ministers”, the public flocked to them. For several decades following the Restoration, the Wits gathered round John Dryden at Will’s Coffee-House, in Russell Street, Covent Garden. The coffee-houses were great social levellers, open to all men and indifferent to social status, and as a result associated with equality and republicanism.

More generally, coffee-houses became meeting places where business could be carried on, news exchanged and the London Gazette (government announcements) read. Lloyd’s of London had its origins in a coffeehouse run by Edward Lloyd, where underwriters of ship insurance met to do business. By 1739, there were 551 coffeehouses in London; each attracted a particular clientele divided by occupation or attitude, such as Tories and Whigs, wits and stockjobbers, merchants and lawyers, booksellers and authors, men of fashion or the “cits” of the old city center. Joseph Addison wanted to have it said of him that he had “brought philosophy out of closets and libraries to dwell in clubs and assemblies, at tea tables and in coffee-houses.” According to one French visitor, Antoine François Prévost, coffeehouses, “Where you have the right to read all the papers for and against the government,” were the “seats of English liberty.”

Gentlemen’s clubs proliferated in the 18th century, especially in the West End of London. Clubs took over the role occupied by coffee-houses in 18th century London to some degree, and reached the height of their influence in the late 19th century - some notable names were White’s, Brooks’s, Arthur’s, and Boodle’s which still exist today.

These social changes, in which a closed and largely illiterate public became an open and politicized one, was to become of tremendous political importance in the 19th century as the mass media was circulated ever more widely and literacy was steadily improved. Governments increasingly recognized the importance of managing and directing public opinion. This trend is exemplified in the career of George Canning who restyled his political career from its aristocratic origins to one of popular consent when he contested and won the parliamentary seat in Liverpool; a city with a growing and affluent middle class, which he attributed to the growing influence of “public opinion.”

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Jeremy Bentham was an impassioned advocate of the importance of public opinion in the shaping of constitutional governance. He thought it important that all government acts and decisions should be subject to the inspection of public opinion, because “to the pernicious exercise of the power of government it is the only check.” He opined that public opinion had the power to ensure that rulers would rule for the greatest happiness of the greater number. He brought in Utilitarian philosophy in order to define theories of public opinion.

Mass media effects on public opinion

The formation of public opinion starts with agenda setting by major media outlets throughout the world. This agenda setting dictates what is newsworthy and how and when it will be reported. The media agenda is set by a variety of different environmental and news work factors that determines which stories will be newsworthy.

Another key component in the formation of public opinion is framing. Framing is when a story or piece of news is portrayed in a particular way and is meant to sway the consumer’s attitude one way or the other. Most political issues are heavily framed in order to persuade voters to vote for a particular candidate. For example, if Candidate X once voted on a bill that raised income taxes on the middle class, a framing headline would read “Candidate X Doesn’t Care About the Middle Class”. This puts Candidate X in a negative frame to the news reader.

Social desirability is another key component to the formation of public opinion. Social desirability is the idea that people in general will form their opinions based on what they believe is the prevalent opinion of the social group they identify with. Based on media agenda setting and media framing, most often a particular opinion gets repeated throughout various news mediums and social networking sites, until it creates a false vision where the perceived truth can actually be very far away from the actual truth.

Public opinion can be influenced by public relations and the political media. Additionally, mass media utilizes a wide variety of advertising techniques to get their message out and change the minds of people. Since the 1950s, television has been the main medium for moulding public opinion.

Relationship between opinion and public policy

The most pervasive issue dividing theories of the opinion-policy relation bears a striking resemblance to the problem of monism-pluralism in the history of philosophy. The controversy deals with the question of whether the structure of socio-political action should be viewed as a more or less centralized process of acts and decisions by a class of key leaders, representing integrated hierarchies of influence in society or whether it is more accurately envisaged as several sets of relatively autonomous opinion and influence groups, interacting with representative decision makers in an official structure of differentiated governmental authority. The former assumption

interprets individual, group and official action as part of a single system and reduces politics and governmental policies to a derivative of three basic analytical terms: society, culture and personality. Public opinion enables the organization to expand internally and externally through public introspection.

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2.2 TWO STEP OF THEORY OF OPINION

This theory deals with opinion leaders and opinion followers. First, the opinion leaders are those who make the effort to consume material that come directly from the main source, such as the media. Opinion leaders can be either friends or bloggers that take the information that appeal to them and influence their gathered information on the opinion followers. The opinion followers, in turn, receive second-handed information from the opinion leaders, about any media topic. These opinion followers receive not only facts but also the input of an opinion leader on that particular subject. As a result, the opinion followers are inclined to have a biased opinion about certain topics. Why? Because of the exclusion of certain details they may need and the opinions they absorb from their second-hand sources. (*Salgado*)

The theory says that most people form their opinions under the influence of opinion leaders, who in turn are influenced by the mass media. So according to this model, ideas flow from mass media to opinion leaders, and from them to a wider population.

Also known as the Multistep Flow Model is a theory based on a 1940s study on social influence that states that media effects are indirectly established through the personal influence of opinion leaders. The majority of people receive much of their information and are influenced by the media secondhand, through the personal influence of opinion leaders.

The Multistep Flow Model says that most people form their opinions based on opinion leaders that influence the media. Opinion leaders are initially exposed to a specific media content, and who interpret it based on their own opinion. They then begin to infiltrate these opinions through the general public who become “opinion followers”. These “opinion leaders” gain their influence through more elite media as opposed to mainstream mass media. In this process, social influence is created and adjusted by the ideals and opinions of each specific “elite media” group, and by these media group’s opposing ideals and opinions and in combination with popular mass media sources. Therefore, the leading influence in these opinions is primarily a social persuasion.

About

The two-step flow of communication model hypothesizes that ideas flow from mass media to opinion leaders, and from them to a wider population. It was first introduced by sociologist Paul Lazarsfeld et al. in 1944 and elaborated by Elihu Katz and Lazarsfeld in 1955 and subsequent publications. Lowery and DeFleur argue the

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book was much more than a simple research report: it was an effort to interpret the authors' research within a framework of conceptual schemes, theoretical issues, and research findings drawn broadly from the scientific study of small groups. Unlike the hypodermic needle model, which considers mass media effects to be direct, the two-step flow model stresses human agency.

According to Lazarsfeld and Katz, mass media information is channeled to the "masses" through opinion leadership. The people with most access to media, and having a more literate understanding of media content, explain and diffuse the content to others.

Based on the two-step flow hypothesis, the term "personal influence" came to illustrate the process intervening between the media's direct message and the audience's reaction to that message. Opinion leaders tend to be similar to those they influence—based on personality, interests, demographics, or socio-economic factors. These leaders tend to influence others to change their attitudes and behaviours. The two-step theory refined the ability to predict how media messages influence audience behaviour and explains why certain media campaigns do not alter audiences' attitudes. This hypothesis provided a basis for the multi-step flow theory of mass communication.

Lazarsfeld and Katz

Paul Lazarsfeld and Elihu Katz are considered to be the founders of functional theory and their book *Personal Influence* (1955) is considered to be the handbook to the theory.

Paul Felix Lazarsfeld

One of the first to embark on Communications research, was the first to introduce the difference between 'administrative research' and 'critical research' in regards to the media. Critical research he believed, criticizes the media institutions themselves for the perspective ways they serve dominant social groups. Critical research favours intersperspective and inductive methods of inquiry. Lazarsfeld's study of the 1940 presidential election was published as *The People's Choice* (1944). During the research revealed information about the psychological and social processes that influence voting decisions. The study also uncovered an influence process that Lazarsfeld called "opinion leadership." He concluded that there is a multistep flow of information from the mass media to persons who serve as opinion leaders which then is passed on to the general public. He called this communication process the "two-step flow of communication."

Elihu Katz

A professor in the School for Communication at the University of Pennsylvania collaborated in 1955 with Lazarsfeld, in research to observe the flow of influence at the intersections of mass and interpersonal communication and wrote their book

Personal Influence Katz pursued Lazarsfeld's research in a study of the flow of information. This is the basis of Personal Influence. Katz and Lazarsfeld concluded that: ... the traditional image of the mass persuasion process must make room for 'people' as intervening factors between the stimuli of the media and resultant opinions, decisions and actions."

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Published Works on the Theory

The People's Choice

The presidential election 1940 questioned as to whether President Franklin Roosevelt would seek his third term in office. Funded by grants from the Rockefeller Foundation, *Life* magazine, and the pollster Elmo Roper, Columbia's Office of Radio Research conducted a kind of study of voting. It was based on a panel study of 2,400 voters in Erie County, Ohio. Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet supervised 15 interviewers, who from May–October interviewed the strategically selected 2,400 members of the community several different times in order to document their decision making process during the campaign. They focused on what factors would influence their decisions as the campaign progressed. *The People's Choice*, a book based on this study presented the theory of "the two-step flow of communications," which later came to be associated with the so-called "limited effects model" of mass media: the idea that often flows from radio and print to local "opinion leaders" who in turn pass them on to those with more limited political knowledge "opinion followers." The conclusion of the research explained that sometimes person to person communication can be more effective than traditional media such as newspaper, TV, radio etc. This idea developed further in the book *Personal Influence*.

Personal Influence

In 1944, Paul Lazarsfeld contacted MacFadden Publications in regards to his first book, *The People's Choice*. The two collaborated forming a mutually beneficial partnership in which Macfadden saw a way to financially profit from advertising to the female population and Lazarsfeld saw a way to gain more information on social influence. Out of this came the study conducted by the Bureau of Applied Social Research in which 800 female residents of Decatur, Illinois, were interviewed through panel interviews to discover what and who primarily influenced their decision making. Lazarsfeld worked with Robert Merton and thus hired C. Wright Mills to head the study. Another part of the research team, Thelma Ehrlich Anderson, trained local Decatur women to administer surveys to targeted women in town. By 1955, the Decatur study was published as part of Elihu Katz and Lazarsfeld's book *Personal Influence*. The book concluded that ultimately, face-to-face interaction is more influential than traditional media influence and thus confirmed the two-step flow model of communication.

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Criticisms

The original two-step flow hypothesis—that ideas flow from the media to opinion leaders and then to less active sections of the population—has been criticized and negated by myriad consequent studies. Findings from Deutschmann and Danielson assert, “We would urge that the Katz-Lazarsfeld two-stage flow hypothesis, as a description of the initial information process, be applied to mass communication with caution”. They find substantial evidence that initial mass media information flows directly to people on the whole and is not relayed by opinion leaders.

Furthermore, the two-step hypothesis does not adequately describe the flow of learning. Everett Rogers’ “Diffusion of Innovations” cites one study in which two-thirds of respondents accredited their awareness to the mass media rather than face-to-face communication. Similarly, critics argue that most of Lazarsfeld’s findings pertain to learning factors involved with general media habits rather than the learning of particular information. Both findings suggest a greater prevalence of a one-step flow of communication.

However, Lazarsfeld’s two-step hypothesis is an adequate description to understand the media’s influence on belief and behaviour. Troidahl finds that media exposure is a first step to introduce discussion, at which point opinion leaders initiate the second-step flow. These findings also realize opinion leaders decisive role in the balance theory, which suggests that people are motivated to keep consistency among their current beliefs and opinions. If a person is exposed to new observations that are inconsistent with present beliefs, he or she is thrown into imbalance. This person will then seek advice from their opinion leader, to provide them with additional cognitions to bring them back into balance.

2.3 FEATURE OF PR PUBLICITY AND PR ADVERTISING

Public relations is the management of relationships and communication to establish goodwill and mutual understanding between an organization and its public. Public relations is more wide ranging than marketing which primarily focuses on markets, distribution channels and customers.

Marketers primarily focus on customers and distributors but needs and interests of other groups such as those of employees, shareholders, local community, media, government and pressure groups are also important.

By communicating to other groups, public relations creates an environment in which it is easier to conduct marketing. Public relation activities include publicity, corporate advertising, seminars, publications/ lobbying and charitable donations.

A company has to understand the importance of stakeholders other than its customers, suppliers and channel partners. A company’s very existence as a business entity will be in jeopardy if these stakeholders do not have positive perceptions of the company. For instance, it will not be allowed to set up its factories and offices if it

has antagonized the community in which the business is to be set up. Public and banks would not finance its operation if it lacks credibility.

Aggrieved media and pressure groups can berate the company to the extent that its suppliers and other partners would not want to do business with it. And all these stakeholders shape customer's opinion to some extent. In sum, a company would find it impossible to do business if its major stakeholders are aggrieved with it, even if the company has a very good product and marketing program in place.

A company has to be deliberate in managing its relationship with its important stakeholders. It cannot assume that its good practices will ensure good public relations. It has to research the interests and expectations of various stakeholders and serve them. It will be fatal to equate public relations with good corporate communication.

For maintaining a good relationship with important stakeholders, the company has to first serve their interests and then communicate to them that their interests are being served in particular ways. Focusing exclusively on communications would make the whole exercise a gimmick and the stakeholders will see through the facade. Public relations is as real as any other marketing activity, i.e. it is based on achieving something substantial for the stakeholders.

Public relations is a growth area as marketing has recognized its power and value. Increased advertising cost has led to exploration of more cost effective communication channels.

PR Publicity

Publicity is a part of marketing and customer relations.. Publicity comes from news reporters, columnists and journalists. It comes to the receiver as the truth rather than as a commercial. Public relations and publicity taken together are one of the four major ingredients of promotion-mix. These activities are, however, not controllable by the firm. Every firm tries to create a good public relations so as to get good publicity through press and electronic media. Publicity has a peculiar feature that it is not a paid form of communication. Publicity refers to the mention of company/product in any published or non-published media. For example, a new product is launched, and due to its unique feature, the product may become a point of discussion among various groups. This mention adds to the promotion and hence, the product gets publicized. This publicity is mainly due to good response of customers, or due to quality or can be even due to some controversies. Anyway, such public exposure of a product forms a crucial part of promotion mix. If a product is able to draw a lot of attention by the media, the firm will have to spend less on advertisement and sales promotion activities.

A major element of public relations is publicity. It implies communication about a product or organization by placing of news about it in the media without paying for time and space directly.

Though a company can manage to get talked about in the media without doing anything which is newsworthy, it will not help its cause if the readers or the viewers

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do not find the story about the company stimulating enough to take a note of it and register it in their minds. A big portion of the publicity budget is spending on maintaining relations with media with the hope that the media will feature the company more frequently and prominently.

This is wasteful. Instead the company should expand its resources in staging events, building associations, and doing other things depending upon the type of business the company is in, that the public would be genuinely interested in knowing about. Savvy companies know the triggering points of public and the media attention and conduct themselves in a manner that invites the attention of the public and media. Their publicity endeavour does not end with courting the media. Media, anyway, will carry the stories that its readers and viewers will won't to read and view.

Characteristics of Publicity

One important task is to supply information to important stakeholders. Information dissemination may be through news releases, news conferences, interviews, feature articles, seminars and conferences. Publicity has five important characteristics:

- *Credible message:* The message has a higher credibility than advertising as it appears to the reader to have been written independently by a media person than by an advertiser. Because of the high credibility it is more persuasive than a similar message in an advertisement.
- *No media cost:* Since space or time in a media is not bought, there is no direct media cost; but someone has to write the news release, take part in interviews or organize the news conference. This may be organized internally by a press officer or publicity department or externally by a public relations agency.
- *Loss of control of publication:* Unlike advertising, there is no guarantee that the news item will be published. The decision is in the hands of the editor and not with the organization. A key factor is whether the item to be judged is newsworthy. The item must be distinctive in the sense of having news value. The topic of the news item must be of interest to the publication's readers.
- *Loss of control of content:* There is no way of ensuring that the viewpoint of the company is reflected in the published article.
- *Loss of control of timing:* An ad campaign can be coordinated to achieve maximum impact. The timing of publication of the news item cannot be controlled.

Publicity and public relations mustn't be confused. It is hard to distinguish them because they have very close relations. Publicity is a one-way function and public relations is based on first recognition than publicity. The fact that publicity forms the second part of public relations process can be seen by this aspect. If publicity is performed before doing the job it will not be effective. But, as a public relations technique, hardness of doing job without publicity must not be overlooked.

Performing of an efficient publicity campaign is needed to imbibe and have support of public opinion. Publicity targets to transfer pre-determined messages to some group to change their attitudes. Publicity must address to target group, must be amicable with residence and for the efficiency of publicity rational and emotional attraction must be used together. Publicity is the basic form of public relations and public relation is more sophisticated than publicity. By publicity, most of the modern applications are realized. Publicity bulletins and special cases are also among basic strategies that some companies use to realize public relation targets.

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PR Advertising

Today, advertising and public relations are integral parts of an integrated process with a consistent and targeted message across media, campaigns and events. The focus of the profession has been expanded from a concentration on increasing sales and media coverage to a more strategic process that includes building the image, reputation, and brand of an organization; developing an integrated communication strategy; supporting cause-related marketing; influencing policy and decision making; and establishing engaging relationships with multiple stakeholders.

The advertising and public relations major establishes an ethical foundation for advertising and public relations practices based on personal, professional, and social responsibility. Students learn the value of open dialogue, mutual respect, accountability and cooperation in advertising and public relations practices.

Consumers have the right to select and purchase the best product for their needs among alternatives produced by opponent companies. A competitive situation to meet the needs of consumers is concerned among companies in various ways in order to draw attention among similar goods and to influence the selection of consumers. In this context, advertising is a significant factor that influences the consumers' selection among goods needed by consumers.

Advertising, is not just a message used for announcing a circumstance to the public via mass media. (*Duran, 1995: 7*) Advertising is a favourable presentation and adoption of a product, service, institution or an idea via mass media to the public by paying the price. It is essential to determine clearly defined objectives of each advertisement and advertisement campaign in order to obtain the result of advertising expenditures. These targets are determined according to marketing strategies to be followed. Marketing manager is to decide what the ad is aimed at, advertising manager is to specify details that will guide efforts for this purpose.

Advertising is a part of the marketing program so that advertiser may have knowledge of the marketing experience and to be able to resolve the problems encountered. An advertiser who could not comprehend the concept of modern marketing will not be able to solve the marketing problem he encountered and will give legitimacy to people who are against advertising.

In marketing, public relations is directly related to selling products and supporting the brand. As a part of marketing communications, product or brand managers are mostly responsible in this regard.

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Public relations utilizes mass media, corporate advertising, personal selling practices and announcements of corporate managers. In public relations, it is aimed to create a public opinion in the framework of organization, person or idea; in advertising, promotion and sale of a particular product or service are targeted. Creating promotion and public opinion are objectives in both applications. Nations also use public relations activities to attract more tourists and foreign investments. According to Balfanz, in advertising (excluding corporate advertising) product or service produced is the phenomenon that will affect third party, while in public relations organization is seen as a whole.

Public relations is related to subjects concerning the provision of high-level needs like ensuring the reputation of the institution, influencing public environment; while advertising presents the product to the customer, establishes a dialogue with the customer, and gives distinctive information about the product. Public relations work to be permanent, while advertising moves to teach consumption. Common features of public relations and advertising are: they take advantage of the same mass media, research is an extremely important factor in both techniques, planning / programming is also eligible in both. It is also proposed by some people that public relations is the art of influencing those who are not satisfied with advertisements.

Public relations companies use various public relations communications tools to provide information about their clients. However, advertising agencies purchase media coverage for advertisements created for the benefit of their customers. Ads, without any changes, are shown as they were created. This is not needed for public relations communication tools. For example, an employee of a broadcast media organ can fix a publication or public relations communication tool before its release. A publication or other public relations communication tools may be exposed to editing process; if this publication, or public relations communications tool is published or used, because it is published as an article written by a journalist, it will be perceived more reliable by public. However, advertising agencies have the opportunity of a higher control over the advertisements produced by their own advertising agencies. Messages desired to be given cannot be changed by media personnel. Of course, advertisers pay a fee which is not valid for public relations communication tool to the media.

Public relations has a powerful-effect in creating public awareness at a lower cost from advertising. Companies do not have to pay to take part in the media. If a company creates an interesting and remarkable story, that story will be published by several different media organizations and this will make the same effect with the million-dollar paid advertisements, and also will create a more trustable impact from advertising. People believe and are impressed with public relations news more than advertising. Because it is considered that bias in public relations efforts and

financial sanctions are not in question, but that advertising is biased and done by company with money.

If the difference between advertising and public relations is examined, using the mass media for advertisement is for a fee, while public relations works are trying to do so for free. Given this situation, announcing a new product at a press conference is covered with public relations; advertising of this product in exchange for fee is covered with advertisement.

Such as advertising, negative advertising is a tool that should be emphasized in terms of public relations. For years, various people and institutions have used negative advertisements to manipulate individual behaviour. Negative information publishes an effort related to a target activity in traditional sense (e.g, smoking) with the negative results (e.g, lung cancer). Quitting smoking, reduction of sexually transmitted diseases and abatement of alcohol consumption the negative are examples of advertising campaigns of the past. Likewise, negative advertisement is used in political arena. Whether a simple leaked information piece or a very well planned campaign; politicians appropriate negative advertisement tactics. Not only various groups use negative advertisement to affect public opinion, but also the negative advertisement strategy is commenced to be used increasingly. Negative advertisement is also a good tool for persuasion. A professional research about this topic provides a new point of view about the reason of persuasion. One of the findings of reliable researches indicates that people give more attention to the negative advertisement than positive advertisement. This phenomenon is known as negative adherent. To shortly express, negative information attracts people attention more than positive information does. There are two tricks of negative advertisement as a tool of advertisement. Firstly, people are more interested in negative information than positive information. Secondly, *negative information is more permanent at human memory than positive information*. Public relations use institutional advertisement to provide positive public opinion about the institutions. The message contents are the differences between institutional advertisement and advertisement.

Advertisement message is about property of service while institutional advertisement's message is about the service producing institutional. Most of small enterprises perform marketing and public relations together. Marketing is not an activity of human resource. While product or service marketing should be carried out against commercial process, public relations include permanent communication between business enterprises and various shareholders. Communication occurs before, during or after a commercial process. The probability of taking product and service from the same enterprises relates to a consumer who is happy with the relations of his/her business enterprise and during this process that behaviour helps the small enterprises to perform its activities. Small enterprises cannot perform successfully about the focus of their own target population. Small enterprises with the help of public relations can affect the shareholders who are not the consumer of the same small enterprises like big enterprises.

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Achieving goal

Public relations is an important marketing functions in the present-day business environment. The total process of building goodwill and securing a bright public image of the company is called public relations. It creates a favourable atmosphere for conducting business. There are four groups of public : (1) customer, (2) shareholders (3) employees (4) the community. The marketers should have the best possible relations with these groups. Public relation, complement advertising by creating product and service credibility. Effective marketing communication is not without establishing and maintaining mutual understanding between the company and its customers. The lubricant making the wheel of marketing to run smoothly is public relations. Bright image is created and maintained only by public relations. That is why, modern business houses attach great significance to the public relations activities.

Difference between Advertising and Publicity

Organizations need to pay for every single advertisement aired on television/radio. Organizations need to buy space/slots in various newspapers, TV Channels, radio channels to advertise their organization/product/service. Public relations experts strive hard to gain publicity for their organization without spending much. Public relations experts organize various events, functions, shows, give interviews to media people in order to create awareness about their organization and its products and services among stakeholders, investors, partners, and target audience. Organizations even hire celebrities or famous personalities who are popular among the crowd to enhance their reputation.

Organizations have to pay for every advertisement and thus have a control over its content. The Creative team of every organization has a full control of what goes into the advertisement. This however does not happen in case of public relations. As a public relations expert, you might give an impressive interview highlighting the USPs of your organization's products and services, but it entirely depends on media people whether they telecast the complete interview or not. They have no obligation towards you and your organization.

Advertisements generally have a longer shelf life as compared to press release. A magazine can't publish your interview or article daily or three or four times in a row whereas consumers can view advertisements several times in a day. They can recall a product immediately when they see the advertisement. People can relate more with the advertisements as compared to newsletters, press releases, video releases and so on. Advertisements make a product as well as organization popular among the end-users.

Public relations experts need to be extremely creative and always on their toes. They must master the art of putting thoughts into meaningful words which create desired impact in the minds of potential customers. Public relations experts are the face of an organization and it is really essential for them to be prepared to face several

questions from the media, stakeholders and end-users with a smile. Remember as a Public relations expert you need to meet several people in a single day and you just can't complain. The exposure is more in case of public relations than in advertising. Public relations is more cost effective as compared to advertisements. Organizations need to shell out handsome money for a simple advertisement on billboard or for an advertisement aired during prime slots. You have to pay irrespective of whether your advertisement gets noticed or not. Public relations methods are more cost effective as compared to advertising. Public relations activities, if planned carefully, go a long way in creating a buzz among potential customers. Plan out an event where you have the chance of addressing a large gathering. This way a public relations expert gets a better opportunity to *directly interact with the potential customers and promote his products/services*. You can reach to a wider audience in much lesser costs in public relations as compared to a television or radio advertisement. Smaller organizations thus largely depend on public relations activities for maintaining and enhancing the reputation.

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Advertising differs from publicity in regard to the following points:

- *Paid/non-paid form:* Advertisement is a paid form of communication. Its cost is borne by the advertiser. But publicity is any non-paid mention of an organization or its ideas or products in the news media. Publicity cannot be purchased in the usual sense of the term. Any institution can come to the attention of the public by being newsworthy. It has not to pay anything for the publicity, but has to supply the necessary information to the news media.
- *Identification of sponsorer:* Advertisement is issued by an identified sponsor. Publicity does not need an identified sponsor
- *Control over message:* In advertising, the advertiser exercises control over the type, size, duration and frequency of the message. But in case of publicity, the control lies with the publicity media.

2.4 SILENT FEATURES OF PR IN INDUSTRY

Public relations is not just for large corporations—even a small business benefits from good public relations. To have good public relations does not mean you need to hire an expensive PR firm. To develop a plan, think about your audience. This includes more than just customers. Additional members of your audience may be local media or employees. Use these additional resources to communicate your message. Don't shy away from media, but instead use it as another tool to communicate and reach a larger audience. By hearing positive information from a third party, consumers are more likely to engage in communications with your business. If an employee enjoys working for a company, that person may tell others about the good work of your business. Your internal communications are just as important as your external communications.

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Also, think about how your audience wants to communicate with your company and receive information. Your message must be timely and well thought-out to impact your audience. Be sure to include a crisis communications strategy in your plan. In a crisis, PR can go a long way to show the public that you are open and honest. How you handle a crisis will determine how your business or brand is viewed in the aftermath.

The public relation campaigns help you to disseminate exact picture of your company as well as your product and services and not to create hype around it. The hype created by the advertisement may make people not believe you and this will jeopardize your relation with your clients. They may not come to you knowing that you are one of the company that just make tall promises so using PR becomes very important for your company.

There are many factors like reputation of your company in the market, your relationship with customers and the quality of your products and services that determines your sale volume. If any of these factors turn negative you would witness sharp decline in your sales volume. Although you can manage the quality of the products by implying better techniques and methodologies the remaining two could not be achieved without a good public relations campaign. For example, if you deal in beauty products you have to use beauty PR to enhance your image among your clients. The reviews published about your product in a leading beauty magazine will not only make your regular customers to believe more on your product but also the potential one who would admire your product and would turn into your regular customers. This will increase your sales volume, which is so important for the positive growth of a business.

Public relations can help you to have good reputation not only with your clients, but also with the stakeholders. This will help you to get more investment from them, as they would be under the magical spell of your good market reputation. This will even help you in expanding your business or opening new ventures. Remember one fact that the business world is a social community and everything in it is completely depended on your market reputation- the good reputation could make you the market leader while a bad reputation can cast a doom on your business fate. So, using public relations is a must for the companies and they can easily do it, as it is one of the least expensive modes of promoting your business.

The business world is strife with competition. There are few ideas left that aren't already being marketed by one company or individual. If a new idea does hit the market, it isn't long before knock-off ideas or products start flooding the market. For this reason, a good public relations campaign is imperative to a company's success. While sales will determine the overall profits of a company, it's how the consumer relates to it that will help bring in the sales. If a company is struggling to turn a profit or isn't growing their client base, it should look at its current marketing strategies and public relations campaigns to see why the public isn't flocking to their product or service.

Good PR Tells a Good Story

Public relations isn't just about earning fans or clients, it's about embracing your community and giving them a reason to like your company. There's nothing better to attract the public than a feel-good story. You achieve this by planning a public relations campaign that you are giving back to your community. Whether you donate money for a charitable cause, use a manufacturing process that helps the environment, or send your employees to conduct charitable works, you must inform the public in a way that endears you to them.

The best way to conduct public relations is to make your feel-good story known to your target audience. If your company sells products for mobile devices, then your target audience is the younger business demographic. If you have a press release about your product and how the manufacturing of it helps the environment but you don't publish it in places where the young business demographic can see it, you won't have a successful campaign. Once the public sees that your company takes to heart topics that are important to them, they'll start utilizing your business for their needs.

Personal PR Affects Your Business

The other type of public relations that is important is how your employees deal with clients. You can have the best marketing campaign in the world, but if a client deals with a rude employee or is made to feel unimportant, it can ruin your company. In the past, the only one in charge of public relations was the company itself. If a customer had a bad experience they told a few of their friends and family, but that was it. With online sites now dedicated to company reviews and ratings, if a customer has a bad experience with your company thousands may hear about it. In a way, the Internet has given clients the ability to control some of the PR, so it's imperative that your employees keep the customers happy.

A good public relations campaign helps to endear your company to the public. Good customer service helps guarantee that you won't have to worry about negative PR from customers. If you combine a great campaign with good customer feedback, your PR can help increase your success.

2.5 PR IN GOVERNMENT AND EDUCATIONAL INSTITUTIONS

Public Relations is a management function which deals with creation of mutual understanding between an organization and its publics. It is important for the organization to know the capability of its audiences or publics. The publics as the people who consume the products also have expectation about the organization of which some may not be favourable to the life of an organization concerned. The organization should pre-empt such a situation in whatever possible way. For example, whatever policies the organization come up with, they have to be interpreted and

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explained to the public in a more form that would allow easy consumption and acceptance.

The role of a public relations department can be seen as a reputation protector. However, PR in government should be understood more within the context of government communications, thus ensuring that government at all times communicates appropriate information to the public in a timely, authoritative, coherent, coordinated and proactive manner, while also promptly responding to the public concerns, queries and criticism.

In a developing country like India, communication of Government programmes, achievements and expectations are, no doubt, important. Role of PR in government seeking to inform, motivate, change the mind set and finally seek public support for achieving the objectives of these organizations.

Ministers get a lot of media attention, with many new issues arising every day. The media is used effectively by an incredible range of consumer, community and industry groups and politicians need to respond quickly. Dealing with the media creates a lot of work, and often a lot of stress on everyone involved. Anticipating and helping to manage these issues is a key role of senior government PR practitioners and one that is highly valued by Ministerial staff.

Ministers want to appear successful and on top of their portfolio through the media because they want to remain a Minister in a government that is seen to be a 'good' government and one that remains in power. It's no wonder then that the media is the dominant communication vehicle for government (and Oppositions for that matter). Media releases and media events dominate the PR program, in my view, often at the expense of more effective communication channels, but that's another story.

Because of the importance of the media, media relations is almost always tightly controlled except in a purely operational environment such as providing bush fire information or in organizations with a high level of independence such as police.

And because of the tightly controlled process, it can be difficult to develop effective relations with key members of the media. Someone who comes into a comms role thinking they can talk freely with the media at any time have no idea what they are getting into and are going to be incredibly frustrated.

However, depending on the Ministerial staff involved, it can be possible to achieve a freer hand in dealing with the media if the staff has developed a high degree of trust in you. That comes with consistently reliable and high performance over time. A highly trusted position should be your main goal in working with Ministerial staff.

Given the accountability Ministers have for their portfolio, to their party and to the public via the Parliament, it's no surprise that they front the good news. After all, they make the final decisions or are accountable for them so why wouldn't they?

This means that the head of public sector organizations often have little opportunity to build a reputation through the media. Consequently most of them are not well known. However, most government heads are only too happy to be away from the

media spotlight given its risks, and spend a large amount of time building relationships with senior stakeholders, which is what they should be doing anyway.

As well as delivering the government's PR program, senior government practitioners should help shape and support their executives' stakeholder engagement activities. And they should participate in these programs as it will give them an unparalleled insight into the environment in which their organization operates.

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Another aspect of PR in government is the matter of public sector waste and extravagance. Because the money is taxpayer's money, there is a need to spend it wisely and appropriately. No matter how well deserved, lavish reward and recognition schemes for staff spell trouble because they can be used to embarrass ministers through the media and in Parliament. Equally, extravagant launches and over-the-top self promotion are frowned upon.

Because government decisions can affect many thousands of people, often government PR people don't have to work as hard to generate media interest compared to say a not-for-profit. But the demands for co-ordination with the players involved in the news can be greater. And no matter whose job it is to invite media for example - it always pays to check if this has been done. When in a past role we launched compulsory bicycle helmet wearing in 1990 - a world first - no-one invited the media.

PR in government is a frustrating, challenging, rewarding and fascinating world. It provides a great opportunity to do lots of good things for a lot of people and I would recommend it to anyone.

PR In Educational Institutions

The Educational sector is a very large sector in India. It includes primary and high schools, under-graduate and post-graduate colleges, B-schools etc. Though a large part of India is still rural, the education institutions at that level include small government and private schools and vocational colleges.

Today, good public relations are vital to the successful functioning of any educational institutional. Public relations in education institutes at lower levels is almost non-existent. The schools never reach for conferences or promotion. The awareness is not very high. The only PR tool they end up using without realization is promotion through word of mouth. There are NGOs who acquire the PR techniques to raise awareness in villages and small towns regarding such institutes and the importance of education.

In urban areas, however, education has become a crucial factor for survival. In the last three years, higher and specialized education has topped the trend. Higher education has its own challenges. Critics call it too expensive. University faces competition for students and declining resources. Universities usually have three charges to fulfill: Teaching, Service, and Research. Therefore, the role of PR comes into picture. Institutes use PR techniques to promote themselves and gather brand recognition. This gives them better visibility and attracts crowd. Also, Alumni play a very crucial role as they have their own interest in their Alma mater.

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The work of public relations is to create a favourable image of any organization. In such cases, PR benefits the small educational hubs but the customers they attract are at a loss. Maintaining community relations applies for those activities dedicated to upholding the image of the institution or maintaining and promoting understanding and favourable relations with the community or public at large.

It also requires funds although the expenditure is much less than any advertising tool. Research says that the general public would trust a public relation activity more than any advertising which they know has been paid for.

Role of PR in Educational Institutes

Educational institutes use public relations both internally and externally. Internal PR stands for PR within the organization and its employees. External PR stands for maintaining favourable relations with the public.

Events are held within the organization for the members to build a good rapport amongst them and smooth communication. Faculty/Staff Handbook, faculty meetings, faculty luncheons, news releases e-mailed to F/S and posted online are other tools to facilitate internal PR.

The purpose of internal PR is to clear communication about organizational intentions, activities and performance, improve sense of cohesion among employees, and circulates adequate task-related information, positive information regarding an organization's ability to provide challenging and meaningful tasks.

The external PR of any organization is when the institute holds several conferences, sends out press releases, manages events and keeps itself much in the public glare for better promotion and more recognition. Institutes these days maintain special ALUMNI Relations Cell through which they keep in constant contact with their students who have passed out and are doing well in the industry. They do it for the purpose of a better brand name and to ensure decent placements to the upcoming batches through their contacts.

And with, internet taking the centre stage for all communication, the role of PR here becomes precise yet demanding. Use of social media sites, blog, pod-cast etc is the tools available on the PR professional at the fingertip giving them a wide scope of reaching out.

Future Trends

Today the public is already online and the internet allows anyone to be a publisher. Public relations practitioners must learn how to use the internet efficiently to address these issues for their clients.

The future of PR in education sector says that the clients will expect more. They would want exclusive access to information as media is transforming. There would be information flow in every dimension. People would ask for transparency in

information. Public relations specialists are struggling to recognise the impact that the internet, and its associated communication tools (such as, virtual communities), will have on how communication occurs. Reaction is slow to the changes being made in business and culture.

The five major trends in the next three years that impact public relations are as follows:

- More individual publishing (blogging)
- More noise (that is, the amount of information people are bombarded with each day including advertisements and so forth)
- More media outlets
- Greater direct communication and
- Public relations becoming more accountable

PR is a vital element of the institutions' relationship with the outside world. It is considered that PR has seven major roles to perform for any educational institution:

- Expanding the number of applicants to the institution
- Helping the institution to become better known
- Helping the institution to gain an enhanced reputation
- Influencing decision makers to smile upon one's institution
- Improving internal relations
- Maintaining good relations with the community
- Maintaining positive relations with the alumni

These aims are used in any kind of educational institutions be it schools, colleges or senior colleges offering professional courses. They seem to apply in large measures to such institutions, although their relative importance may be different.

The use of the term public relations has so far been deliberate, however it may be a little misleading for use in educational institutions because of its historical link with the commercial world and its negative public connotation of trying to mislead, deceive and create false impressions. Although the times in this regard have changed but the thoughts still remain the same.

“Create an image for your company or your competitors will do it for you.” In the higher education sector this statement by Keever is equally true; as competition for students increases and funding decreases, making it necessary for universities to create and maintain a distinctive image in the market place.

Higher education institutions are becoming increasingly aggressive in their marketing activities to convey an image that is favourable and in all aspects beneficial to their public, be they prospective students, employers, funders etc.

The educational institutes try their best to create and maintain a very positive image amongst the minds of the people. They do so through measures like press

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conferences regarding any new development in the institute, press releases concerning the activities, branding of the institutes, maintain contacts with the people who can benefit the organization in any way. It includes the who's who of the society, the media people and also their alumni.

They organise large scale events and hold public meetings. The institutions nowadays believe in the trend of branding, which is done through specially designed logos that convey the mission and vision of the institute. The logo becomes the identity of the organization. Just like any other organization, the educational institutes also have their ups and downs which they try to cover up through crises management. This is a time when the PR department is on its toes and works its best.

2.6 PR IN SOCIETY

While the main purpose of public relations is to present a subject favourably to the public, an organization can also use it to support certain causes and advocacies. This relies mostly on its use of mass media, which can spread a message more effectively than personal or field promotion. Often, a company will attach its name to a charity or organization, or vice versa, so that both groups can pool their resources (including client base) to increase publicity.

The following are the key features of PR in society:

- Public relations is a means for the public to have its desires and interests felt by institutions in our society. It speaks for the public to otherwise unresponsive organizations, as well as speaking for those organizations to the public.
- Public relations helps achieve mutual adjustment between institutions and groups, establishing smoother relationships that benefit the public.
- Public relations can be a safety valve for freedom. By providing means of working out accommodations, it makes arbitrary action or coercion less likely.
- Public relations is an essential element in the communications system that enables individuals to be informed on many aspects of subjects that affect their lives.
- Public relations can help to activate organizations' social conscience.
- Public relations is a universal activity. Everyone practices principles of public relations in seeking acceptance, cooperation or affection of others. Public relations professionals only practise it in a more professional way.

According to a 2002 article published in the journal *Public Relations Strategies*, PR plays four basic roles in society: educator, facilitator, partner, and persuader. A company can play one or all four roles using PR strategies, although each role has its distinct advantages.

Educator

While they are hired to build good reputations, PR professionals are trained to present unbiased facts, in neutral language, and in a way that does not attempt to influence the audience. Good PR works by presenting alternate courses of action, allowing the public to decide on its own. A primary example of the PR-educator role is the public information office in most government agencies. Government agencies use information campaigns on related issues (such as labour agencies releasing employment manuals) to establish their presence without the perception that they are using public funds for publicity purposes.

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Facilitator

When an organization has a fixed target audience, PR practitioners determine the predispositions of that group and create materials to help them in the process. They might send out membership cards to environmentalist groups, or mail-in application forms to potential credit card customers. Online forms and surveys, pamphlets, and postage-paid envelopes are other examples of PR material playing the role of facilitator.

This role is a step ahead of the educator strategy because it sends out information as well as the tools you need to act on the cause. The additional material can persuade otherwise idle consumers to respond to the material. However, it does not involve a direct call for action, which reduces the chances of favourable response from the consumers.

Persuader

This is when the PR practitioner gets pronouncedly biased – the material appeals directly to the sentiments of the public in order to influence its decisions. It presents information from the point of view of the organization, in a language that is certainly not neutral, persuading the readers to share the same opinion. Many groups protest this kind of publicity, calling it “spinning” or “engineering of consent.” However, it has proven effective for many organizations, and is still one of the most widely used strategies today.

Partner

The partner role is the only strategy that involves two-way communication between the organization and its public. To do this, the company collaborates with real communities and advocacy groups for actual and concrete projects. This involves an open exchange of information, from defining the problems to planning and executing actions to solve them. This is the most difficult part of the PR strategies, but it is the only one that promises benefits for both the public and the organization.

The function of PR is not limited to promotions – more importantly, it establishes good reputation by enabling your company to directly contribute to your community. A good PR campaign is not sales-centric – it puts goodwill first.

2.7 PR IN NGOs CORPORATE COMMUNICATION

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Non-governmental organizations (NGOs), government-related organizations (GROs) or government peripheral organizations (GPOs) are “legally” constituted corporations created by natural or legal people that operate “independently” from any form of government, but in general with very good relationship with some specific governmental institutions. The term originated from the United Nations, and normally refers to organizations that are not a part of a government and are not conventional for-profit businesses. In the cases in which NGOs are funded totally or partially by governments, the NGO maintains its non-governmental status by excluding government representatives from membership in the organization.

In numerous countries, NGOs have led the way in democratization, in battling diseases and illnesses, in promoting and enforcing human rights, and in increasing standards of living. Thousands of NGOs are also active at the international level; according to one estimate, some 25,000 organizations now qualify as NGOs. Some of these NGOs only impact a small region of the world, while others have spread across multiple continents. Amnesty International, for instance, has more than a million members and affiliates in over 90 countries and territories. In the field of international relations, scholars now speak of NGOs as “non-state actors” (a category that can also include transnational corporations). This term suggests NGOs’ emerging influence in the international policy arena where previously only states played a significant role. Though NGOs have few formal powers over international decision-making, they have many accomplishments to their credit. In recent years, they have successfully promoted new environmental agreements, greatly strengthened women’s rights, and won important arms control and disarmament measures. NGOs have also improved the rights and well-being of children, the disabled, the poor and indigenous people.

There are several ways to distinguish between an NGO and a corporate or business organization. The first point of distinction is ownership; instead of owners or shareholders they have stakeholders and beneficiaries. Second point of distinction is motive; such organizations are driven by value motive whereas a commercial organization is driven by profit motive. The output of NGOs is usually subjective, for example, unlike commercial organization it does not depend on the number of products sold rather it depends on developing or increasing the understanding of the change, delivering a particular thing which could be changing a law or changing the way society looks at something like diversity etc.

The relationship between NGOs and PR is quite interesting. This is because of the negative perception associated with the word ‘public relations’. So, generally we find that most NGOs have communications department, campaigns or media relations departments’ etc. which share the same role and responsibilities as that of a public relations department. Another reason is since most of the corporations use the term public relations, NGOs are bit wary of using the same term since these corporations are the target of NGOs. But if you scratch the surface, you will find that they do

the same thing as PR practitioners like writing press releases, briefing journalists, maintaining relationships with stakeholders and organising an event etc.

Corporate Communication

Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point-of-view among stakeholders on which the company depends. It is the messages issued by a corporate organization, body, or institute to its audiences, such as employees, media, channel partners and the general public. Organizations aim to communicate the same message to all its stakeholders, to transmit coherence, credibility and ethic. Corporate Communications help organizations explain their mission, combine its many visions and values into a cohesive message to stakeholders. The concept of corporate communication could be seen as an integrative communication structure linking stakeholders to the organization.

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Methods and tactics

Three principal clusters of task-planning and communication form the backbone of business and the activity of business organizations. These include management communications, marketing communications, and organizational communications.

- Management communications are between management and its internal and external audiences. To support management communications, organizations rely heavily on specialists in *marketing communications and organizational communications*.
- Marketing communications get the bulk of the budgets in most organizations, and consist of product advertising, direct mail, personal selling, and sponsorship activities.
- Organizational communications consist of specialists in public relations, public affairs, investor relations, environmental communications, corporate advertising, and employee communications.

The responsibilities of corporate communication are:

- to flesh out the profile of the “company behind the brand” (corporate branding)
- to minimize discrepancies between the company’s desired identity and brand features
- to delegate tasks in communication
- to formulate and execute effective procedures to make decisions on communication matters
- to mobilize internal and external support for corporate objectives
- to coordinate with international business firms

A Conference Board Study of hundreds of the US’s largest firms showed that close to 80 percent have corporate communication functions that include media relations,

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speech writing, employee communication, corporate advertising, and community relations. The public is often represented by self-appointed activist non-governmental organizations (NGOs) who identify themselves with a particular issue.

Most companies have specialized groups of professionals for communicating with different audiences, such as internal communications, marketing communications, investor relations, government relations and public relations.

Components

Corporate branding

A corporate brand is the perception of a company that unites a group of products or services for the public under a single name, a shared visual identity, and a common set of symbols. The process of corporate branding consists creating favourable associations and positive reputation with both internal and external stakeholders. The purpose of a corporate branding initiative is to generate a positive halo over the products and businesses of the company, imparting more favourable impressions of those products and businesses.

In more general terms, research suggests that corporate branding is an appropriate strategy for companies to implement when:

- there is significant “information asymmetry” between a company and its clients; That is to say customers are much less informed about a company’s products than the company itself is;
- customers perceive a high degree of risk in purchasing the products or services of the company;
- features of the company behind the brand would be relevant to the product or service a customer is considering purchasing.

Corporate and organizational identity

There are two approaches for identity:

1. Corporate identity is the reality and uniqueness of an organization, which is integrally related to its external and internal image and reputation through corporate communication.
2. Organizational identity comprises those characteristics of an organization that its members believe are central, distinctive and enduring. That is, organizational identity consists of those attributes that members feel are fundamental to (central) and uniquely descriptive of (distinctive) the organization and that persist within the organization over time (enduring)”.

Four types of identity can be distinguished:

1. *Perceived identity*: The collection of attributes that are seen as typical for the ‘continuity, centrality and uniqueness’ of the organization in the eyes of its members.

2. *Projected identity*: The self presentations of the organization's attributes manifested in the implicit and explicit signals which the organization broadcasts to internal and external target audiences through communications and symbols.
3. *Desired identity (also called 'ideal' identity)*: The idealized picture that top managers hold of what the organization could evolve into under their leadership.
4. *Applied identity*: The signals that an organization broadcasts both consciously and unconsciously through behaviours and initiatives at all levels within the organization.

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Corporate responsibility

Corporate responsibility (often referred to as corporate social responsibility), corporate citizenship, sustainability, and even conscious capitalism are some of the terms bandied about the news media and corporate marketing efforts as companies jockey to win the trust and loyalty of constituents. Corporate responsibility (CR) constitutes an organization's respect for society's interests, demonstrated by taking ownership of the effects its activities have on key constituencies including customers, employees, shareholders, communities, and the environment, in all parts of their operations. In short, CR prompts a corporation to look beyond its traditional bottom line, to the social implications of its business.

Corporate reputation

Reputations are overall assessments of organizations by their stakeholders. They are aggregate perceptions by stakeholders of an organization's ability to fulfill their expectations, whether these stakeholders are interested in buying the company's products, working for the company, or investing in the company's shares.

In 2000, the US-based Council of PR Firms identified seven programs developed by either media organizations or market research firms, used by companies to assess or benchmark their corporate reputations. Of these, only four are conducted regularly and have broad visibility:

- "America's Most Admired Companies" by Fortune Magazine;
- The "Brand Asset Valuator" by Young & Rubicam;
- "RepTrak" by Reputation Institute.
- "Best Global Brands" by Interbrand.

Crisis communications

Crisis communication is sometimes considered a sub-specialty of the public relations profession that is designed to protect and defend an individual, company, or organization facing a public challenge to its reputation. These challenges may come in the form of an investigation from a government agency, a criminal allegation, a media inquiry, a shareholders lawsuit, a violation of environmental regulations, or

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any of a number of other scenarios involving the legal, ethical, or financial standing of the entity. The crisis for organizations can be defined as follows:

A crisis is a major catastrophe that may occur either naturally or as a result of human error, intervention, or even malicious intent. It can include tangible devastation, such as the destruction of lives or assets, or intangible devastation, such as the loss of an organization's credibility or other reputational damage. The latter outcomes may be the result of management's response to tangible devastation or the result of human error. A crisis usually has significant actual or potential financial impact on a company, and it usually affects multiple constituencies in more than one market.

Internal/employee communications

As the volume of communications grows, many companies create an employee relations (ER) function with dedicated staff to manage the numerous media through which senior managers can communicate among themselves and with the rest of the organization. Internal communications in the 21st century is more than the memos, publications, and broadcasts that comprise it; it's about building a corporate culture on values that drive organizational excellence. ER specialists are generally expected to fulfill one or more of the following four roles:

- *Efficiency:* Internal communication is used primarily to disseminate information about corporate activities.
- *Shared meaning:* Internal communication is used to build a shared understanding among employees about corporate goals.
- *Connectivity:* Internal communication is used mainly to clarify the connectedness of the company's people and activities.
- *Satisfaction:* Internal communication is used to improve job satisfaction throughout the company.

Investor relations

The investor relations (IR) function is used by companies which publicly trade shares on a stock exchange. In such companies, the purpose of the IR specialist is to interface with current and potential financial stakeholders—namely retail investors, institutional investors, and financial analysts.

The role of investor relations is to fulfill three principal functions:

- Comply with regulations;
- Create a favourable relationship with key financial audiences;
- Contribute to building and maintaining the company's image and reputation.

Public relations: issues management and media relations

The role of the public relations specialist, in many ways, is to communicate with the general public in ways that serve the interests of the company. PR therefore consists of numerous specialty areas that convey information about the company to

the public, including sponsorships, events, issues management and media relations. When executing these types of activities, the PR Specialist must incorporate broader corporate messages to convey the company's strategic positioning. This ensures the PR activities ultimately convey messages that distinguish the company vis-à-vis its competitors and the overall marketplace, while also communicating the company's value to target audiences.

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Issues management

A key role of the PR specialist is to make the company better known for traits and attributes that build the company's perceived distinctiveness and competitiveness with the public. In recent years, PR specialists have become increasingly involved in helping companies manage strategic issues – public concerns about their activities that are frequently magnified by special interest groups and NGOs. The role of the PR specialist therefore also consists of issues management, namely the “set of organizational procedures, routines, personnel, and issues”. A strategic issue is one that compels a company to deal with it because there is “a conflict between two or more identifiable groups over procedural or substantive matters relating to the distribution of positions or resources”.

Media relations

To build better relationships with the media, organizations must cultivate positive relations with influential members of the media. This task might be handled by employees within the company's media relations department or handled by a public relations firm.

Developing Communication Policy for NGO

Developing a clear and consistent communications policy for your NGO will contribute to the fulfilment of your annual financial plan. Considering that contacting donors for general enquiry, updates, and day-to-day clarifications is vital to your NGO, it is important that the ways in which members of staff make use of available means of communication is constantly monitored and recorded.

Ideally your office will be provided with a telephone line, fax, and a fast Internet connection. Accordingly, employees and volunteers will make use of said means of communication to carry out their daily activities. A successful policy will ensure that all the communications are made in a cost effective way to cut on unnecessary expenses. You will find useful tips to develop your own communications policy given below.

1) General guidelines. Telephone calls should be limited to your local area. In fact, long-distance calls could be extremely expensive and, often, unnecessary. Instead, state in your policy document that the preferential means of communication shall be considered the e-mail. Donors and potential stakeholders are normally easily reachable via e-mail. In case of long-term working relationships with someone

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based abroad, make sure to agree with your partner to communicate via e-mails. In doing so, you will ensure that they will consistently check their inbox. If you are interacting with someone living in a different time zone, account for the time gap when sending your e-mail and in order to estimate when is realistic to expect to receive an answer (keep this in mind if you need an urgent answer to your queries). Consider asking to existing partners whether you could contact them via Skype. In fact, it could be quicker to talk to them and, by using Skype you won't incur in expensive telephone bills.

If you need to contact a potential donor or collaborator, look up for their e-mail address and ask, at the end of your mail, whether they would rather be contacted in other ways to ensure that you are meeting their communications policy. However, always state that your preferential means of communication is electronic.

Fax should be used to send important documents when electronic submissions are not possible. Keep the length of faxes at minimum when possible.

It could be necessary to dispatch parcels with documents or other material for dissemination or advertisement campaigns. Make sure to research your area and to find the cheapest courier. Establish a long-term working relationship with them and ask whether they offer special rates for returning customers.

2) Monitoring and regulation of the access of staff to existing means of communications. Once you clarified the preferential ways in which your NGO shall contact people and institutions make sure to clarify ways in which the office staff will use the office equipment. First of all, it should be made clear that, in general, no private calls shall be made from the office. Prepare a form to be placed near the telephone in which each call must be recorded. In doing so, you will find it easier to monitor the usage of the telephone line and also, private calls shall be highlighted and paid for at the end of the month. If staff needs to make calls when working outside the office, provide them with credit for their mobile phones or pre-paid telephone cards. In doing so, you will ensure that nobody is taking advantage of the NGO financial resources.

It is also important that all the electronic communications relevant to ongoing projects are filed in a shared folder that is made available to everybody in order to keep all the office updated.

Limitations and Advantages

The biggest limitation which NGOs face is the limited access to resources, they operate on very small amount of money. But it is this limitation which has led to the development of a very innovative culture within such organizations. Also, NGOs usually enjoy high levels of trust amongst people and therefore, they get trusted to go in and experiment, it is not unusual to find an NGO taking something which it right at the edge of cutting end technology and using it for a purpose. They are very quick to be in the latest place. For example, NGOs were very quick to be on second life (and quick to leave as well), MySpace, twitter, facebook etc. because they are

cheap and quick medium to reach the target audience. For example, 38 Degrees has run many of its campaigns online and have successfully managed to gather tens and thousands of supporters for different causes. Thus, NGOs operate in an innovative culture within their limited resources.

Competition and cooperation

The proliferation of NGOs has resulted in fierce competition in the third sector. They need to be competitive and in order to survive they often form an alliance. Lot of NGOs recognises that they cannot achieve change without being in an alliance because large alliances which come together enable rapid spread of innovation. An idea that sparks off at one part of the sectors spreads fast through alliance.

The process

In order to develop effective campaigns, NGOs first analyse the situation, it includes communication expertise at the very beginning. The process generally takes a long time. Once the situation is analysed, then they need to identify stakeholders who have the power to stop something from happening or bring a change. After this, they map out what is required from those stakeholders and what the NGO want them to do and how will they reach them. NGOs need to be innovative in reaching these stakeholders and once they reach them, the doors would be open to talk and communicate.

Social marketing and PR

Social marketing is about using the tools of marketing looking at individual behaviour to promote a cause. On the other hand, campaigning is like saying we are going to run after companies and not let them do something. Public Relations practitioners need to be aware that social marketing give away lot of information and is very much led by the audience. Therefore, they should be prepared to relinquish control.

2.8 SUMMARY

- Public opinion is the aggregate of individual attitudes or beliefs. Public opinion can also be defined as the complex collection of opinions of many different people and the sum of all their views or as a single opinion held by an individual about a social or political topic.
- The formation of public opinion starts with agenda setting by major media outlets throughout the world. This agenda setting dictates what is newsworthy and how and when it will be reported.
- The two-step flow of communication model hypothesizes that ideas flow from mass media to opinion leaders, and from them to a wider population. It was first introduced by sociologist Paul Lazarsfeld et al. in 1944 and elaborated by Elihu Katz and Lazarsfeld in 1955 and subsequent publications.

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- Public relations is the management of relationships and communication to establish goodwill and mutual understanding between an organization and its public. Public relations is more wide ranging than marketing which primarily focuses on markets, distribution channels and customers.
- A major element of public relations is publicity. It implies communication about a product or organization by the placing of news about it in the media without paying for time and space directly.
- The advertising and public relations major establishes an ethical foundation for advertising and public relations practices based on personal, professional, and social responsibility.
- Advertising is a part of the marketing program so that advertiser is to have knowledge of the marketing experience and to be able to resolve the problems encountered.
- The Educational sector is a very large sector in India. It includes primary and high schools, under-graduate and post-graduate colleges, B-schools etc. Though a large part of India is still rural, the education institutions at that level include small government and private schools and vocational colleges.
- The relationship between NGOs and PR is quite interesting. This is because of the negative perception associated with the word 'public relations'.

2.9 REVIEW QUESTIONS

1. Discuss the theory of opinion.
2. What are the key features of PR publicity and PR advertising?
3. Discuss the salient features of PR in industry, Govt. and educational institutions.
4. What is the role of PR in society?
5. Discuss the features of PR in NGOs' corporate communication.

UNIT 3

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ADVERTISING

Structure

- 3.0 Learning Objectives
- 3.1 Introduction
- 3.2 Definition
- 3.3 Types of Advertising
- 3.4 Functions of Advertising
- 3.5 Importance of Advertising
- 3.6 Advertising vis-à-vis Publicity, Public Relation and Marketing
- 3.7 Economic and Social Implications of Advertising
- 3.8 Corporate Advertising
- 3.9 Summary
- 3.10 Review Questions

3.0 LEARNING OBJECTIVES

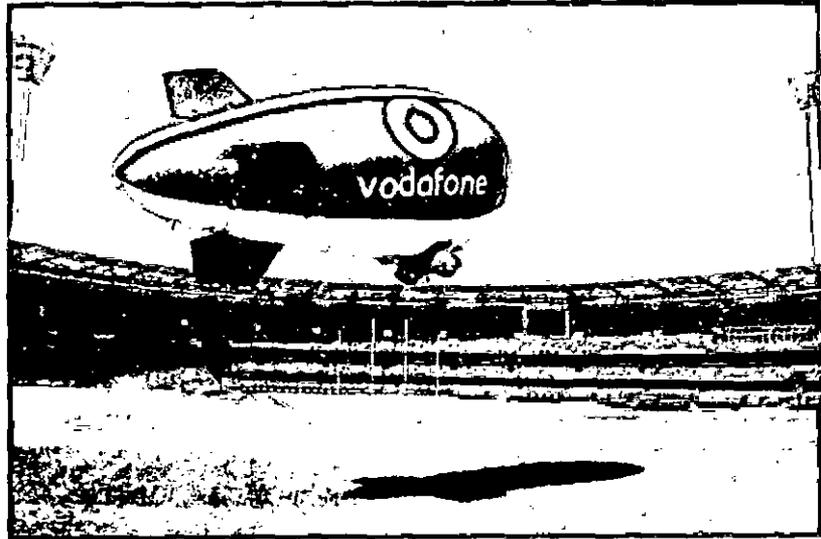
After completion of this unit you should be able to:

- Explain the meaning, types, functions and importance of advertising
- State the relationship between advertising and publicity, PR and marketing
- Describe the economic and social implications of advertising
- Define corporate advertising

3.1 INTRODUCTION

Advertising is an important tool of promotion. Advertisement is a non-personal presentation of an idea or a product (where as personal selling or salesmanship help in personal promotional.) Advertisement supplements personal selling to a great extent. Advertising has, acquired great importance in the modern India characterized by tough competition in the market and fast changes in technology, fashion and taste of customers. In this chapter, we shall study the nature, functions and media of advertisement used by modern business firms.

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Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them.

Advertising or advertizing in business is a form of marketing communication used to encourage, persuade, or manipulate audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category called affective labour.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding", which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

Modern advertising was created with the innovative techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays, which is often considered the founder of modern, Madison Avenue advertising.

What is advertising?

Advertising is the dissemination of information concerning an idea, product or service to induce action in accordance with the intent of the advertiser. According to William J. Stanton, "Advertising consists of all the activities involved in presenting

to an audience a non-personal, sponsor-identified, paid-for message about a product or organization.”

Advertising is an paid form of non-persona: presentation and promotion of ideas, goods or services of an identified sponsor. The message which is presented or disseminated is known as ‘advertisement’.

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Features of Advertising

American Marketing Association has defined advertising as “any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor”. This definition reveals the following features of advertising:

- It is a paid form of communication. Advertisements appear in newspapers, magazines, television or cinema screens because the advertiser has purchased some space or time to communicate information to the prospective customers.
- It is non-personal presentation of message. There is no face-to-face direct contact with the customers. That is why, it is described as non-personal salesmanship. It is a non-personal form of presenting products and promoting ideas and is complementary to personal selling. It simplifies the task of sales-force by creating awareness in the minds of potential customers.
- The purpose of advertising is to promote idea about the products and services of a business. It is directed towards increasing the sale of the products and services of a business unit.
- Advertisement is issued by an identified sponsor. Non disclosure of the name of the sponsor in propaganda may lead to distortion, deception and manipulation. Advertisement should disclose or identify the sources of opinions and ideas it presents.

Evolution of the Concept

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in ancient Greece and ancient Rome. 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 BCE. Out-of-home advertising and billboards are the oldest forms of advertising.

As the towns and cities of the Middle Ages began to grow, and the general populace was unable to read, instead of signs that read “cobbler”, “miller”, “tailor”, or “blacksmith” would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their

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proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers.

As education became an apparent need and reading, as well as printing, developed advertising expanded to include handbills. In the 18th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called “quack” advertisements became a problem, which ushered in the regulation of advertising content.

19th century

Thomas J. Barratt from London has been called “the father of modern advertising”. Working for the Pears Soap company, Barratt created an effective advertising campaign for the company products, which involved the use of targeted slogans, images and phrases. One of his slogans, “Good morning, Have you used Pears’ soap?” was famous in its day and well into the 20th century. Under Barratt’s guidance, Pears Soap became the world’s first legally registered brand and is therefore the world’s oldest continuously existing brand.

An advertising tactic that he used was to associate the Pears brand with high culture and quality. Most famously, he used the painting *Bubbles* by John Everett Millais as an advertisement by adding a bar of Pears soap into the foreground. (Millais protested at this alteration of his work, but in vain as Barratt had bought the copyright.) Barratt continued this theme with a series of adverts of well groomed middle-class children, associating Pears with domestic comfort and aspirations of high society.

Barratt established *Pears Annual* in 1891 as a spin-off magazine which promoted contemporary illustration and colour printing and in 1897 added the *Pears Cyclopaedia* a one-volume encyclopedia. From the early 20th century, Pears was famous for the annual “Miss Pears” competition in which parents introduced their children into the high-profile hunt for a young brand ambassador to be used on packaging and in consumer promotions. He recruited scientists and the celebrities of the day to publicly endorse the product. Lillie Langtry, a British music hall singer and stage actress with a famous ivory complexion, received income as the first woman to endorse a commercial product, advertising Pears Soap.

Barratt introduced many of the crucial ideas that lie behind successful advertising and these were widely circulated in his day. He constantly stressed the importance of a strong and exclusive brand image for Pears and of emphasizing the product’s availability through saturation campaigns. He also understood the importance of constantly reevaluating the market for changing tastes and mores, stating in 1907 that “tastes change, fashions change, and the advertiser has to change with them.” An idea that was effective a generation ago would fall flat, stale, and unprofitable

if presented to the public today. Not that the idea of today is always better than the older idea, but it is different – it hits the present taste.”

As the economy expanded across the world during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising.

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In June 1836, French newspaper *La Presse* was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. Around 1840, Volney B. Palmer established the roots of the modern day advertising agency in Philadelphia. In 1842, Palmer bought large amounts of space in various newspapers at a discounted rate then resold the space at higher rates to advertisers. The actual ad – the copy, layout, and artwork – was still prepared by the company wishing to advertise; in effect, Palmer was a space broker. The situation changed in the late 19th century when the advertising agency of N. W. Ayer & Son was founded. Ayer and Son offered to plan, create, and execute complete advertising campaigns for its customers. By 1900 the advertising agency had become the focal point of creative planning, and advertising was firmly established as a profession. Around the same time, in France, Charles-Louis Havas extended the services of his news agency, Havas to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia.

20th century

Advertising increased dramatically in the United States as industrialization expanded the supply of manufactured products. In order to profit from this higher rate of production, industry needed to recruit workers as consumers of factory products. It did so through the invention of mass marketing designed to influence the population's economic behaviour on a larger scale. In the 1910s and 1920s, advertisers in the U.S. adopted the doctrine that human instincts could be targeted and harnessed – “sublimated” into the desire to purchase commodities. Edward Bernays, a nephew of Sigmund Freud, became associated with the method and is now often considered “the founder of modern advertising”.

The tobacco industry was one of the firsts to make use of mass production, with the introduction of the Bonsack machine to roll cigarettes. The Bonsack machine allowed the production of cigarettes for a mass markets, and the tobacco industry needed to match such an increase in supply with the creation of a demand from the masses through advertising. The tobacco companies pioneered the new advertising techniques when they hired Bernays to create positive associations with tobacco smoking.

At the turn of the 20th century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of

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the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process. In fact, the first American advertising to use a 'sexual sell' was created by a woman – for a soap product. Although tame by today's standards, the advertisement featured a couple with the message "The skin you love to touch".

On the radio from the 1920s

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included schools, clubs and civic groups.

When the practice of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realized they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show.

Public service advertising in WW2

The advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation and deforestation.

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest – it is too much powerful tool to use solely for commercial purposes." Attributed to Howard Gossage by David Ogilvy.

Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

In the United States, the granting of television and radio licenses by the FCC is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required public service announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots are available for high-paying advertisers.

Public service advertising reached its height during World Wars I and II under the direction of more than one government. During WWII President Roosevelt commissioned the creation of The War Advertising Council (now known as the Ad Council) which is the nation's largest developer of PSA campaigns on behalf of

government agencies and non-profit organizations, including the longest-running PSA campaign, Smokey Bear.

Commercial television in the 1950s

This practice was carried over to commercial television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialise the radio and the people who argued that the radio spectrum should be considered a part of the commons – to be used only non-commercially and for the public good. The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body by Royal Charter in 1927. In Canada, advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation. However, in the United States, the capitalist model prevailed with the passage of the *Communications Act of 1934* which created the Federal Communications Commission (FCC). However, the U.S. Congress did require commercial broadcasting companies to operate in the “public interest, convenience, and necessity”. Public broadcasting now exists in the United States due to the *1967 Public Broadcasting Act* which led to the Public Broadcasting Service (PBS) and National Public Radio (NPR).

In the early 1950s, the DuMont Television Network began the modern practice of selling advertisement time to multiple sponsors. Previously, DuMont had trouble in finding sponsors for many of their programs and compensated by selling smaller blocks of advertising time to several businesses. This eventually became the standard for the commercial television industry in the United States. However, it was still a common practice to have single sponsor shows, such as *The United States Steel Hour*. In some instances the sponsors exercised great control over the content of the show – up to and including having one’s advertising agency actually writing the show. The single sponsor model is much less prevalent now, a notable exception being the *Hallmark Hall of Fame*.

Media diversification in the 1960s

In the 1960s, campaigns featuring heavy spending in different mass media channels became more prominent. For example, the Esso Gasoline Company spent hundreds of millions of dollars on a brand awareness campaign built around the simple and alliterative theme ‘Put a Tiger in Your Tank’. Psychologist Ernest Dichter and DDB Worldwide copywriter, Sandy Sulzer learned that motorists desired both power and play while driving, and chose the tiger as an easy-to-remember symbol to communicate those feelings. The North American and later European campaign featured extensive television and radio and magazine ads, including photos with tiger tails supposedly emerging from car gas tanks, promotional events featuring real tigers, billboards, and in Europe station pump hoses “wrapped in tiger stripes” as well as pop music songs. Tiger imagery can still be seen on the pumps of successor firm ExxonMobil.

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Cable television from the 1980s

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertising message, rather than it being a by-product or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as QVC, Home Shopping Network, and ShopTV Canada.

On the Internet from the 1990s

With the advent of the ad server, marketing through the Internet opened new frontiers for advertisers and contributed to the “dot-com” boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 20th to 21st century, a number of websites, including the search engine Google, started a change in online advertising by emphasizing contextually relevant ads based on an individual’s browsing interests. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

The share of advertising spending relative to GDP has changed little across large changes in media. For example, in the US in 1925, the main advertising media were newspapers, magazines, signs on streetcars, and outdoor posters. Advertising spending as a share of GDP was about 2.9 percent. By 1998, television and radio had become major advertising media. Nonetheless, advertising spending as a share of GDP was slightly lower – about 2.4 percent.

A recent advertising innovation is “guerrilla marketing”, which involves unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. Guerrilla advertising is becoming increasingly more popular with a lot of companies. This type of advertising is unpredictable and innovative, which causes consumers to buy the product or idea. This reflects an increasing trend of interactive and “embedded” ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social network services such as Facebook or Twitter.

The advertising business model has also been adapted in recent years. A new development is media for equity. Here, advertising is not sold, but provided to start-up companies in return for equity. If the company grows and is sold, media companies receive cash for their shares.

Advertising has gone through five major stages of development: domestic, export, international, multi-national, and global. For global advertisers, there are four potentially competing business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximising local effectiveness of ads, and

increasing the company's speed of implementation. Born from the evolutionary stages of global marketing are the three primary and fundamentally different approaches to the development of global advertising executions: exporting executions, producing local executions, and importing ideas that travel.

Advertising research is a key to determine the success of an ad in any country or region. The ability to identify which elements and/or moments of an ad contribute to its success is how economies of scale are maximised. Once one knows that what works in an ad, that idea or ideas can be imported by any other market. Market research measures, such as Flow of Attention, Flow of Emotion and branding moments provide insight into what is working in an ad in any country or region because the measures are based on the visual, not verbal, elements of the ad.

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3.2 DEFINITION

In Latin, *ad vertere* means "to turn toward." The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Advertising is nothing but a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. The message which is presented or disseminated is called advertisement. In the present day, marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business.

Advertisement has been defined differently by different persons. A few definitions are being reproduced below:

According to **William J. Stanton**, "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

According to **American Marketing Association** "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

According to **Webstar**, "Advertising is to give public notice or to announce publicity".

According to **Gardner**, "Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production".

According to **Wood**, "Advertising is causing to know to remember, to do."

According to **Wheeler**, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy."

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According to **Richard Buskirk**, "Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor."

Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

3.3 TYPES OF ADVERTISING

Advertising is the promotion of a company's products and services through different mediums to increase the sales of the product and services. It works by making the customer aware of the product and by focusing on customer's need to buy the product. Globally, advertising has become an essential part of the corporate world. Therefore, companies allot a huge part of their revenues to the advertising budget. Advertising also serves to build a brand of the product which goes a long way to make significant sales.

There are several branches or types of advertising which can be used by the companies. Let us discuss them in detail.

Print Advertising

Print advertising is a widely used form of advertising. These advertisements appear in newspapers or magazines and are sometimes included as brochures or flyers. Anything written in the print media to grab the attention of the specific target audience comes under the purview of print advertising.



People who read newspapers or other publications have a tendency to browse the print ads that they come across. The decision to buy the product might not be instantaneous, but it does settle down in their subconscious mind. Next time they see the product in the market, they are tempted to buy it.

Print advertisements are only effective when people see them. When people browse through newspapers and publications, these advertisements should grab the attention of the potential customer. Therefore, these advertisements should be created in such a manner that they can hold the attention of the customer to some extent. Usually a team of individuals is required in order to design the advertisements.

The newspaper or magazine ad should be such that it should compel people to spend money on the products. This is just what the advertising team does. To create such an ad, the team members work on a concept and develop the wordings and images of the ad. These wordings and images are then brought together to form the final ad. Then there are people who deal with the placement of the ad. They have to make sure that if the client has paid for premium place, they get the desired exposure. For example, an ad on the first page will get instant attention of the reader than the ad on the subsequent pages. Likewise, an ad which occupies greater space is likely to get more attention. All these factors have to be looked into while designing the ad.

The sales team of the publication makes sure that it gets ads regularly. In fact, these ads are a major source of income for the publication and hence it is expected that there should be a constant flow of the ads. The sales team does just that.

Mailers are another type of print ads. These can range from well-designed postcards to simple paper leaflets. These are usually delivered by the postal workers in people's mailboxes. The problem with these mailers is that they get least attention and are usually considered as junk and thrown away even without reading. To reduce this occurrence, companies sometimes make use of flyers. These are paper ads which are handed over to individuals in person. The logic is that if an ad is given to people personally, they will pay more attention to it, which is actually true to some extent.

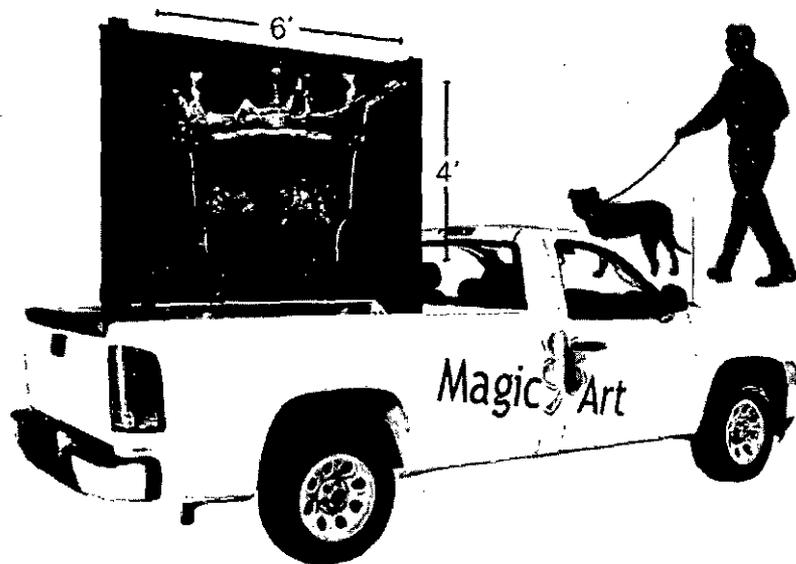
Though print advertising is still very popular, it does take a hit from time to time. For example, during the recession phase, when people's budgets were tight, they did not resort to print ads. In addition, with the advent of Internet, the print ads in the publications have gone down because Internet has a wider reach online. To overcome this scenario, new strategies have to be developed by advertisers and the print media. Globally, advertisers keep on developing strategies which benefit the business of print publications. Therefore, it can be said that print advertising is here to stay.

Broadcast Advertising

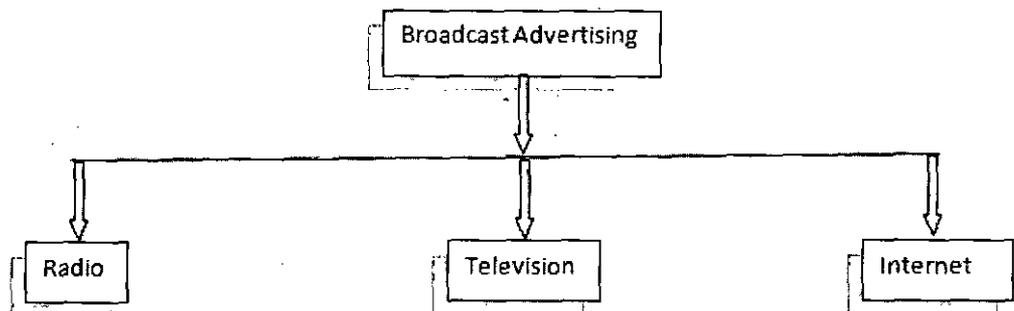
Generally speaking, broadcast advertising is radio, television, and Internet advertising. The commercials aired on radio and televisions are an essential part of broadcast advertising.

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The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass marketing as the national as well as global audience can be reached through it. The role of broadcast advertising is to persuade consumers about the benefits of the product. It is considered as a very effective medium of advertising. The cost of advertising on these channel depends on the time of the commercial and the specific time at which it is aired. For example, the cost of an ad in the premium slot will be greater than in any other slot.



Radio Advertising

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found not only on air, but also online.

A radio ad must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target

audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful. The voice talent in the commercial should be stressed keeping in mind the type of audience and the type of commercial.

Television Advertising

The television advertising is usually considered the advertising for the corporate giant, even though the small businesses can benefit from it. A strong audio and video combination is a must for the success of the commercial. But it is also important that an audio and video should function well without each other. For example, if a person is not viewing the TV but just listening to it, s/he should get the idea and vice versa.

Internet Advertising

It is extremely important that whatever has been advertised in the commercial is true. For this reason, organizations such as Federal Trade Commission (FTC) are there to monitor the commercials on television and radio. This organization ensures that the advertisers are not making any false claims to lure consumers to buy their products.

Most of the radio and television advertisements are paid though there are some public service ads which can be aired for free. The advertisers usually have to pay for the spot which lasts for 30 seconds. In rare cases, this spot can increase up to 60 seconds too.

These days radio and television ads are prepared by advertising agencies for their clients. They understand the need of the client and make the commercial keeping in mind the current state of affairs. Broadcast advertising has become a very essential part of marketing in recent times. Companies allocate specific budget for radio and television ads and make an estimate of how much revenue they can earn through broadcast advertising. For example, marketing consultants are hired to determine the return on investment (ROI) for spending on radio and television ads. Sometimes the marketing consultants of these businesses run sample ads to judge its popularity among the viewers.

Internet or online advertising uses the Internet or the World Wide Web for the purpose of attracting consumers to buy their product and services. Examples of such advertising include ads on search engine result pages, rich media ads, banner ads, social network advertising, and email marketing and so on. Online advertising has its benefits, one of them being immediate publishing of the commercial and the availability of the commercial to a global audience. But along with the benefits there are the disadvantages too. These days, advertisers put distracting flashing banners or send across email spam messages to the people on a mass scale. This can annoy the consumers and even the real ads might get ignored in the process. Therefore, ethics in advertising is very important to be successful.

Whatever the mode of advertising, broadcast advertising is an inherent part of any advertising campaign these days.

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Outdoor Advertising

Outdoor advertising communicates the message to the general public through highway billboards, transit posters and so on. Outdoor advertising is a very important form of advertising as the ads are huge and are visible to one and all. The important part of the advertising is that the message to be delivered should be crisp and to the point. Though images can be used, but they cannot be used in excess. Everything should be presented to the viewer in such a format that the viewers can make up their mind to buy the product or service.

The message to be delivered can be an ad to buy a product, take a trip, vote for a politician, or to donate a charity. According to Outdoor Advertising Association of America (OAAA), millions of dollars are being spent on outdoor advertising each year and the figures are expected to grow. This is due to the fact that outdoor traffic keeps on growing every year and hence the target audience for outdoor advertising is ever increasing.

The print and newspaper advertising covers a huge part of advertising but outdoor advertising is unique in its own way. It is an extremely cost-effective method of advertising. All you need to do is to design a billboard and get it printed as compared to the television advertising where an entire 30 second commercial has to be designed. If the outdoor ads are strategically placed, it can guarantee substantial exposure at a very little cost. That is why outdoor advertising is very cost-effective.

Different industries make use of outdoor advertising in their own different way. For example, eating joints and eateries on the highway make use of highway billboards to attract the customers to have a bite and rest a little at their joint. MacDonald's and Subway are the excellent examples. The automobile and tourism industries make use of the billboards to advertise their products and tourism plans. These are also successful because of the fact that people on the highway are on the lookout for such information.

Apart from the billboards, there are several other forms in which outdoor advertising can take place. For example, beverage companies make use of sporting events and arenas to showcase their products. For example, Coca-Cola was one of the FIFA World Cup sponsors. Other places where you can see outdoor advertising are:

- taxicabs
- buses
- railways
- subways and walls on which murals are painted

All these forms of outdoor advertising are very popular and extremely cost effective.

The OAAA has divided the Outdoor Advertising into four major categories:

1. Billboards
2. Mobile Advertising
3. Advertising on Public Furniture
4. Alternative Advertising

Billboards - These usually account for almost half of the revenue of outdoor advertising. Then there is transit system and mobile advertising which also takes up a major pie of outdoor advertising. Advertising on public furniture is also used comprehensively these days globally. Last but not the least is alternative advertising. Such advertising can be in the form of Corporate blogging which is an important form of advertising these days.

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To conclude, one can say that outdoor advertising, if used wisely, is very powerful and cost-effective way of advertising.

Covert and Public Service Advertising

As evident from the word “covert”, this type of advertising aims to integrate the advertising with the non-promotional mediums. This practice is most-commonly found in films. For example, billboards of the products may be shown in the film for a prolonged period of time. Or a character in the film may mention the name of the brand again and again. At other times the director may present the product as an integral part of the film. For example, the cars featured in several action flicks. Remember the Cadillac in Matrix Reloaded and BMWs in James Bond movies.

It is a fact that these tactics seem to be high profile and also seem to require a lot of bucks. Only established brand names have been used in such form of advertising. Not everyone has the financial prowess to use this form of advertising. However, there are ways through which you can also promote your product or service. Maybe contributing an article in local daily will work well for you. You can mention your brand quite subtly there. On the Internet too, covert advertising is a hot trend. You can blog about the product or ask a well-known blogger to write about your product or service. However, this should be done inconspicuously.

As opposed to covert advertising, public service advertising aims at spreading awareness about issues that are relevant to public interest. Such ads may quote a political viewpoint, a philosophy, or a religious concept. Such humanitarian ads

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are usually broadcasted on the radio or television, though they can also appear in newspapers and magazines. A PSA or Public Service Announcement is aimed to alter public attitudes on issues ranging from health, safety, and conservation.

Most of the PSA ads use celebrities in order to gain attention. Others focus their ads on the risks that can come to men, women, and children. In recent years, it has become quite common in US to broadcast the public service ads just after or in between the programs that relate to public service in any way. They provide information such as the toll free helplines, websites and addresses. In general, the public service ads are about rape, HIV, cancer, child abuse, domestic violence, and civil rights.

While public service advertising is not as popular as paid advertising, it should be given due importance. All across the world, such type of advertising is now widely used. In fact, in US, public service advertising was once a requirement if the radio and television stations were to get their licenses from Federal Communications Commission (FCC).

Public Service Advertising should carry a short and to the point message. The advertisement should be made keeping the target audience in mind. As it is not about buying a product but a change in the attitude altogether, the advertisements have to be amply clear and the message should prompt the people to take a step forward. If the shift in the mindsets of people does not happen, then the ad is not conveying the message properly. For this reason, the PSA's are often dramatic and expressive.

Product-Related Advertising

It is concerned with conveying information about and selling a product or service. Product advertising is of three types, viz.,

- *Pioneering Advertising*: This type of advertising is used in the introductory stages in the life cycle of a product. It is concerned with developing a "primary" demand. It conveys information about, and selling a product category rather than a specific brand. For example, the initial advertisement for black and white television and color television. Such advertisements appeal to the consumer's emotions and rational motives.
- *Competitive Advertising*: It is useful when the product has reached the market-growth and especially the market-maturity stage. It stimulates "selective" demand. It seeks to sell a specific brand rather than a general product category.
- *Retentive Advertising*: This may be useful when the product has achieved a favourable status in the market – that is, maturity or declining stage. Generally in such times, the advertiser wants to keep his product's name before the public. A much softer selling approach is used, or only the name may be mentioned in "reminder" type advertising.

Functional Classification

Advertising may be classified according to the functions which it is intended to fulfil.

Advertising Based on Demand Influence Level

- ***Primary Demand Stimulation:*** Primary demand is demand for the product or service rather than for a particular brand. It is intended to affect the demand for a type of product, and not the brand of that product. Some advertise to stimulate primary demand. When a product is new, primary demand stimulation is appropriate. At this time, the marketer must inform consumers of the existence of the new item and convince them of the benefits flowing from its use. When primary demand has been stimulated and competitors have entered the market, the advertising strategy may be to stimulate the selective demand.
- ***Selective Demand Stimulation:*** This demand is for a particular brand such as Charminar cigarettes, Surf detergent powder, or Vimal fabrics. To establish a differential advantage and to acquire an acceptable sort of market, selective demand advertising is attempted. It is not to stimulate the demand for the product or service. The advertiser attempts to differentiate his brand and to increase the total amount of consumption of that product. Competitive advertising stimulates selective demand. It may be of either type the direct or the indirect type.

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Institutional Advertising

Institutional Advertising may be formative, persuasive or reminder oriented in character. Institutional advertising is used extensively during periods of product shortages in order to keep the name of the company before the public. It aims at building for a firm a positive public image in the eyes of shareholders, employees, suppliers, legislators, or the general public. This sells only the name and prestige of the company. This type of advertising is used frequently by large companies whose products are well known. HMT or DCM, for example, does considerable institutional advertising of its name, emphasizing the quality and research behind its products.

Institutional advertisements are at consumers or focus them upon other groups, such as voters, government officials, suppliers, financial institutions, etc. If it is effective, the target groups will respond with goodwill towards, and confidence in the sponsor. It is also a useful method of introducing sales persons and new product to consumers. It does not attempt to sell a particular product; it benefits the organization as a whole.

It notifies the consumers that the company is a responsible business entity and is patriotic; that its management takes ecologically responsible action, is an affirmative action employer, supports the socialistic pattern of society or provides employment opportunities in the community. When Indian Oil advertisements describe the company's general activities, such as public service work, this may be referred to as institutional advertising because it is intended to build an overall favorable attitude towards the company and its family of products. HMT once told the story of the small-scale industries supplying it with component parts, thus indicating how it aided the development of ancillary industries.

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Product Advertising

Most advertising is product advertising, designed to promote the sale or reputation of a particular product or service that the organization sells. Indane's Cooking Gas is a case in point. The marketer may use such promotion to generate exposure attention, comprehension, attitude change or action for an offering. It deals with the non-personal selling of a particular good or service. It is of three types as follows:-

- *Informative Product Advertising:* This form of advertising tends to characterize the promotion of any new type of product to develop an initial demand. It is usually done in the introductory stages of the product life cycle. It was the original approach to advertising.
- *Persuasive Product Advertising:* Persuasive product advertising is to develop demand for a particular product or brand. It is a type of promotion used in the growth period and, to some extent, in the maturity period of the product life cycle.
- *Reminder-Oriented Product Advertising:* The goal of this type of advertising is to reinforce previous promotional activity by presenting the brandname to the public. It is used in the maturity period as well as throughout the declining phase of the product life cycle.

Advertising Based on Product Life Cycle

- *Consumer Advertising:* Most of the consumer goods producers engage in consumer product advertising. Marketers of pharmaceuticals, cosmetics, scooters, detergents and soaps, cigarettes and alcoholic beverages are examples. Baring a few, all these products are all packaged goods that the consumer will often buy during the year. There is a heavy competition among the advertisers to establish an advantage for their particular brand.
- *Industrial Advertising:* Industrial executives have little confidence in advertising. They rely on this form of promotion merely out of fear that their competitors may benefit if they stop their advertising efforts. The task of the industrial advertiser is complicated by the multiple buying influence characteristics like, the derived demand, etc. The objectives vary according to the firm and the situation. The basic appeals tend to increase the rupee profits of the buyer or help in achieving his non-monetary objectives. Trade journals are the media most generally used followed by catalogues, direct mail communication, exhibits, and general management publications. Advertising agencies are much less useful in industrial advertising.

Trade Advertising

- *Retail advertising:* This may be defined as "covering all advertising by the stores that sell goods directly to the consuming public. It includes, also advertising

by establishments that sell services to the public, such as beauty shops, petrol pumps and banks.” Advertising agencies are rarely used. The store personnel are usually given this responsibility as an added task to be performed, together with their normal functions. The result is that advertising is often relegated to a secondary position in a retail store. One aspect of retail advertising is co-operative advertising. It refers to advertising costs between retailers and manufacturers. From the retailer’s point of view, co-operative advertising permits a store to secure additional advertising that would not otherwise have been available.

- *Wholesale advertising:* Wholesalers are, generally, not advertising minded, either for themselves or for their suppliers. They would benefit from adopting some of the image-making techniques used by retailers – the need for developing an overall promotional strategy. They also need to make a greater use of supplier promotion materials and programs in a way advantageous to them.

Advertising Based on Area of Operation

It is classified as follow:

- *National Advertising:* It is practised by many firms in our country. It encourages the consumer to buy their product wherever they are sold. Most national advertisements concentrate on the overall image and desirability of the product.
- *Regional Advertising:* It is a geographical alternative for organizations.
- *Local Advertising:* It is generally done by retailers rather than manufacturers. These advertisements save the customer time and money by passing along specific information about products, prices, location, and so on. Retailer advertisements usually provide specific goods sales during weekends in various sectors.

Billboard Advertising

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads for a large number of passing motors and pedestrian traffic; however, they can be placed in any location with large number of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

Mobile Billboard Advertising

Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static,

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while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: Target advertising, One-day campaign, and long-term campaigns, Conventions, Sporting events, Store openings and similar promotional events, and Big advertisements from smaller companies.

In-store Advertising

In-store advertising is an advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters (aka POP – Point of Purchase display), eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

Coffee Cup Advertising

Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed outside an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East.

Street Advertising

This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as reverse graffiti, air dancers and 3D pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces.

Sheltered Outdoor Advertising

This type of advertising opens the possibility of combining outdoor with indoor advertisement by placing large mobile, structures (tents) in public places on temporary bases. The large outdoor advertising space exerts a strong pull on the observer, the product is promoted indoors, where the creative decor can intensify the impression.

Celebrity Branding

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products. The use of celebrities to endorse a brand can have its downsides, however. One mistake by a celebrity can be detrimental to the

public relations of a brand. For example, following his performance of eight gold medals at the 2008 Olympic Games in Beijing, China, swimmer Michael Phelps' contract with Kellogg's was terminated, as Kellogg's did not want to associate with him after he was photographed with smoking marijuana. Celebrities such as Britney Spears have advertised for multiple products including Pepsi, Candies from Kohl's, Twister, NASCAR, Toyota and many more.

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3.4 FUNCTIONS OF ADVERTISING

Advertising has become an essential marketing activity in the modern era of large scale production and serves competition in the market. It performs the following functions:

- *Promotion of Sales.* It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as well as in the international markets.
- *Introduction of New Product.* It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.
- *Creation of Good Public Image.* It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.
- *Mass Production.* Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.
- *Research.* Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.
- *Education of People.* Advertising educate the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped the people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

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- *Support to Press.* Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network. For instance, Doordarshan and ZeeTV insert ads before, in between and after various programmes and earn millions of rupees through ads. Such income could be used for increasing the quality of programmes and extending coverage.

3.5 IMPORTANCE OF ADVERTISING

Advertising broadens the knowledge of the consumers. With the aid of advertising, consumers find and buy necessary products without much wastage of time. This speeds up the sales of commodities, increases the efficiency of labour in distribution, and diminishes the costs of selling. It is an accepted fact that without market stimulus of heavy advertising, consumers might have waited another sixty years for the product evaluation that took place in less than ten years - it took after all over sixty years from the invention of the safety razor before the first acceptable stainless steel blades appeared in the market. These words are more than enough to testify the potentialities of advertising in the field of modern marketing system. The main benefits of advertising may be narrated as follows:

Benefits to Manufacturers

- It increases sales volume by creating attraction towards the product.
- It helps easy introduction of new products into the markets by the same manufacturer.
- It helps to create an image and reputation not only of the products but also of the producer or advertiser. In this way, it creates goodwill for the manufacturer.
- Retail price and maintenance is also possible by advertising where price appeal is the promotional strategy.
- It helps to establish a direct contact between manufacturers and consumers.
- It leads to smoothen the demand of the product. It saves the product from seasonal fluctuations by discovering new and new usage of the product.
- It creates a highly responsive market and thereby quickens the turnover that results in lower inventory.
- Selling cost per unit is reduced because of increased sale volume. Consequently, product overheads are also reduced due to mass production and sale.
- Advertising gives the employees a feeling of pride in their jobs and to be in the service of such a concern of repute. It, thus inspires the executives and workers to improve their efficiency.

- Advertising is necessary to meet the competition in the market and to survive.

Benefits to Wholesalers and Retailers

- Easy sale of the products is possible since consumers are aware of the product and its quality.
- It increases the rate of the turn-over of the stock because demand is already created by advertisement.
- It supplements the selling activities.
- The reputation created is shared by the wholesalers and retailers alike because they need not spend anything for the advertising of already a well advertised product.
- It ensures more economical selling because selling overheads are reduced.
- It enables them to have product information.

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Benefits to Consumers

- Advertising stresses quality and very often prices. This forms an indirect guarantee to the consumers of the quality and price. Further large scale production assumed by advertising enables the seller to sell product at a lower cost.
- Advertising helps in eliminating the middlemen by establishing direct contacts between producers and consumers. It results in cheaper goods.
- It helps them to know where and when the products are available. This reduces their shopping time.
- It provides an opportunity to the customers to compare the merits and demerits of various substitute products.
- This is perhaps the only medium through which consumers could know the varied and new uses of the product.
- Modern advertisements are highly informative.

Benefits to Salesmen

Salesmanship is incomplete without advertising. Advertising serves as the forerunner of a salesman in the distribution of goods. Sales are benefited from the advertisement in following ways:

- Introducing the product becomes quite easy and convenient because manufacturer has already advertised the goods informing the consumers about the product and its quality.
- Advertising prepares necessary ground for a salesman to begin his work effectively. Hence sales efforts are reduced.

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- The contact established with the customer by a salesman is made permanent through effective advertising because a customer is assumed of the quality and price of the product.
- The salesman can weigh the effectiveness of advertising when he makes direct contact with the consumers.

Benefits to Community or Society

- Advertising, in general, is educative in nature. In the words of the late President Roosevelt of the U.S.A., “Advertising brings to the greatest number of people actual knowledge concerning useful things: it is essentially a form of education and the progress of civilization depends on education.”
- Advertising leads to a large-scale production creating more employment opportunities to the public in various jobs directly or indirectly.
- It initiates a process of creating more wants and their satisfaction higher standard of living. For example, advertising has made more popular and universal the uses of such inventions as the automobiles, radios, and various household appliances.
- Newspapers would not have become so popular and so cheap if there had been no advertisements. The cheap production of newspapers is possible only through the publication of advertisements in them. It sustains the press.
- It assures employment opportunities for the professional men and artist.
- Advertising does provide a glimpse of a country’s way of life. It is, in fact, a running commentary on the way of living and the behaviour of the people and is also an indicator of some of the future in this regard.

3.6 ADVERTISING VIS-À-VIS PUBLICITY, PUBLIC RELATION AND MARKETING

Publicity is a part of marketing and customer relations. Publicity generates from news reporters, columnists and journalists. It comes to the receiver as a truth rather than as a commercial. Public relations and publicity taken together are one of the four major ingredients of promotion-mix. These activities are, however, not controllable by the firm. Every firm tries to create a good public relations so as to get good publicity through press and electronic media. Publicity has a peculiar feature that it is not a paid form of communication. Publicity refers to the mention of company/product in any published or non-published media. For example, when a new product is launched, and due to its unique feature, the product may become a point of discussion among various groups. This mention adds to the promotion and hence, the product gets publicized. This publicity is mainly due to good response of customers, or due to quality or can be even due to some controversies. Anyway, such public exposure of a product forms a crucial part of promotion mix. If a product is able to draw a lot of attention by the media, the firm will have to spend less on advertisement and sales promotion activities.

Achieving Goal

Public relations is an important marketing functions in the present-day business environment. The total process of building goodwill and securing a bright public image of the company called public relations. It creates a favourable atmosphere for conducting business. There are four groups of public:

1. Customers
2. Shareholders
3. Employees
4. The community

The marketers should have the best possible relations with these groups. Public relation, complement advertising by creating product and service credibility. Effective marketing communication is not without establishing and maintaining mutual understanding between the company and its customers. The lubricant making the wheel of marketing run smoothly is public relations. Bright image is created and maintained only by public relations. That is why, modern business houses attach great significance to the public relations activities.

Difference between Advertising and Publicity

Advertising differs from publicity in regard to the following points:

- *Paid/non-paid from:* Advertisement is a paid form of communication. Its cost is borne by the advertiser but publicity is any non-paid mention of an organization or its ideas or products in the news media. Publicity cannot be purchased in the usual sense of the term. Any institution can come to the attention of the public by being newsworthy. It has not to pay anything for the publicity, but has to supply the necessary information to the news media.
- *Identification of sponsorer:* Advertisement is issued by an identified sponsor. Publicity does not need an identified sponsor
- *Control over message:* In advertising, the advertiser exercises control over the type, size, duration, and frequency of the message but in case of publicity, the control lies with the publicity media.

Advertising vs. Marketing

Marketing is the overall process of communicating and delivering products to a target audience through the marketing mix of product, price, place and promotion. Promotion is a combination of communication activities that include advertising and public relations. Deciding on what resources to apply to each of these promotion areas is a result of other factors identified in an overall marketing plan.

A business should have a defined marketing plan to successfully develop, communicate, sell and ultimately deliver products and services. Building on research, a written marketing plan identifies potential customers and potential communication

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media to reach an identified target customer. A budget is then established to fund a communication plan utilizing the elements of the promotional mix, which include advertising and public relations.

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Difference between Advertisement and Personal Selling

The points of distinction between advertisement and salesmanship are listed below;

- *Personal/Non-personal form:* Advertising is a non-personal form of communication. There is no contact between the advertiser and the buyer. But salesmanship means personal selling. The salesman has face-to-face contact with the buyer.
- *Mass vs. Individual communication:* Advertising is mass communication. It is addressed to a large number of people. But salesmanship is individual communication. The impact of salesmanship is visible on the buyers who come into contact with the salesman.
- *Purpose:* Advertisement may aim at enhancing the goodwill of the advertiser. It may have no immediate purpose to sell the goods or services. But salesmanship always aims at effecting sales.

3.7 ECONOMIC AND SOCIAL IMPLICATIONS OF ADVERTISING

Advertising is not only praised but also criticized by critics in their own ways. Advertising has many positive impacts along with its negative pictures. As the President of American Association of Advertising Agencies, John O' Toole has described advertise is something else. It is not related to studies, but it educates. It is not a journalist but gives all information. And it is not an entertaining device but entertains everyone.

In recent times, the word 'Advertising' has become a fiercely mooted topic. Advertising has positive as well as negative, social and economic impacts on our society. Considering advertising as a public welfare is a positive social impact whereas exposing women as a sex tool comes at the negative side. As far as economic factors are concerned, funding for the media and stimulating an active and competitive economy, are the major examples.

Assorted techniques are enforced for persuading consumers that they want the product which is being advertised. These techniques usually give attention to the benefits that would be brought to the consumers rather than focusing on the actual products. For instance, an automobile advertisement adverting the mechanical attributes of a vehicle, most likely concentrates the exhilaration, reputation and social progression it may bring to the buyer. This swarming advancement is habitually sexual, or involving the opposite gender to attract the consumers with the glamorous women men's fancy car.

There are various blames that advertising is causing a negative social impact on the lives. The chief unfavourable judgment for advertising is that it hales the public to buy things that they are not their real want. It is arrogated that advertising plays with emotions and encourages people to think that buying and depleting are the activities of life.

According to advertisers, they state that people are capable enough to set their mind and no one can force them to buy anything which they dislike or which they think is not a necessity. Advertisers also think that there are positive impacts of advertising on our society and culture. For example, it can be used to generate awareness among the public that which product is OK or to which they should say NO. In other words, advertising also acts as an educator in the sense that it educates people what is good and what is bad for them and puts a ceiling on the harmful products like smoking and drinking etc.

There are not only social benefits of advertising, but it also has some economic advantages. Without advertising, the media, including newspapers, television and radio would never be much strong. Advertising provides revenue for commercial mediums which would otherwise need to be funded by the actual consumer of these mediums. So, we can see a major economic infrastructure based around advertising, in which the big companies fund and subsidize the commercial media by the way of advertisements.

The major economic negative aspect of advertising is that it boosts the price of goods and services. The source of this contention is that when organizations subsidize the mass media with advertising, we, the purchaser, subsidize advertising by compensating a grossly increased price for heavily advertised goods and services. An easy example of this is that a box of Omo washing powder generally costs around two to three dollars while the market price of the product would be seven to eight dollars. The fact behind this is that the remaining proportion goes in heavy-advertising in television and print media.

So, the impact of advertising on our society is in a jumble form, depending on the functions and implementations of numerous campaigns. Our society and the marketing of products depend very badly upon advertising. The companies have become much dependent of advertising that even its negative impacts can never outweigh the many positive social and economic effects.

In today's advertisements there is an overload of sex and violence. The models you see in most ads are way to thin and have been surgically enhanced. The country has allowed drug companies to advertise during sports games and family channel prime times on the television. Erectile dysfunction ads, feminine products, and sexual gels should not be allowed to advertise during hours that children, who are easily influenced, are watching with their families. Society has accepted this type of behaviour and has shown an influence in the generation. Girls have become more promiscuous by the age of 12-14 and the boys have no respect for them. If this type of behaviour continues marriage will be a thing of the past. As my mother once stated "Why buy the cow, when you can get the milk for free?"

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Now let's go through the economic and social aspects of advertising.

3.7.1 Economic role of advertising

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Advertising is a communication process whose purpose is to inform the potential customers about products and services and how to use them. If the advertising is positive and effective, it plays a significance role in the economy. But if it is the other way round then the economy suffers at large. It depends on the type and effectiveness of the advertisement.

Advertisement is necessary for economic growth. It is contributing immensely in the economy of even country. Advertising industry is contributing in the following ways

- providing jobs
- making low selling costs
- making the company profit increase
- increasing the security of a company

Value of Products

The advertised products are not always the best products in the market. There are some unadvertised products also present which are good enough. But advertising helps increase value for the products by showing the positive image of the product which in turn helps convincing customers to buy it. Advertising educates consumers about the uses of the products hence increasing its value in minds of the consumers. For e.g. mobile phones were first considered as necessity but nowadays the cell phones come with number of features which makes them mode of convenience for consumers.

Effect on Prices

Some advertised products do cost more than unadvertised products but the vice versa is also true. But if there is more competition in the market for those products, the prices have to come down, for e.g., canned juices from various brands. Thus some professional like chartered accountants and doctors are not allowed to advertise.

But some products do not advertise much, and they don't need much of it and even their prices are high but they are still the leaders in market as they have their brand name. e.g., Porsche cars

Effect on Consumer Demand and Choices

Even if the product is heavily advertised, it does not mean that the demand or say consumption rates will also increase. The product has to be differentiated with better quality, and more variety than others. For e.g., Kellogg's cornflakes have variety of flavours with different ranges to offer for different age groups and now also for people who want to loose weight thus giving consumers different choices to select from.

Effect on Business Cycle

Advertising no doubt helps in employing more number of people. It increases the pay rolls of people working in this field. It helps collecting more revenues for sellers which they use for betterment of product and services. But there are some bad effects of advertisements on business cycle also. Sometimes, consumer may find the foreign product better than going for the national brand. This will definitely effect the production which may in turn affect the GDP of the country.

The economic aspects are supported by the Abundance Principle which says "Producing more products and services than the consumption rate which helps firstly keeping consumers informed about the options they have and secondly helps sellers for playing in healthy and competitive atmosphere with their self interest."

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3.7.2 Social role of Advertising

There are some positive and some negative aspects of advertising on the social ground. They are as follows.

Deception in Advertising

The relation between the buyers and sellers is maintained if the buyers are satisfied with what they saw in advertise and what they got after buying that product. If seller shows a false or deceptive image and an exaggerated image of the product in the advertisement, then the relation between the seller and buyers can't be healthy. These problems can be overcome if the seller keep their ads clean and displays right image of the product.

The Subliminal Advertising

Capturing the minds of the consumers is the main intention of these ads. The ads are made in such a way that the consumers don't even realizes that the ad has made an impact on their minds and this results in buying the product which they don't even need. But "All ads don't impress all consumers at all times", because majority of consumers buy products on basis of the price and needs.

Effect on Our Value System

The advertisers use puffing tactics, endorsements from celebrities, and play emotionally, which makes ads so powerful that the consumers like helpless preys buy those products.

These ads make poor people buy products which they can't afford, people picking up bad habits like smoking and drinking, and buy products just because their favourite actor endorsed that product. This affects in increased the cost of whole society and loss of values of our own selves.

Offensiveness

Some ads are so offensive that they are not acceptable by the buyers. For example, the ads of denim jeans showed girls wearing very less clothes and making a sex

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appeal. These kinds of ads are irrelevant to the actual product. But then there are some ads which are educative also and now accepted by people. Earlier ads giving information about birth control pills were considered offensive but now the same ads are considered educative and important.

But at the last, there are some great positive aspects which help

- Development of society and growth of technologies
- Employment
- Gives choices to buyers with self interest
- Welcomes healthy competition
- Improving standard of living.
- Give information on social, economical and health issues.

3.8 CORPORATE ADVERTISING

Corporate advertising is a promotional strategy that is designed not only interest of consumers in products and services offered by the company, but also to cultivate a positive reputation among consumers and others within the business world. The focus of corporate advertising is on the company itself, with the attention to the products produced by the corporation being a byproduct of the advertising effort. This type of corporate marketing is often employed along with advertising campaigns that are directly focused on the goods and services produced by the company.

The main function of corporate advertising is to generate and enhance a sense of confidence and appeal among vendors and consumers. Depending on the exact nature of the corporate marketing approach, the advertising may also be developed with an eye of enhancing the reputation of the company among its peers in a community or within a given sector of the marketplace. In any application, the idea is to build the most agreeable public image for the corporation as possible.

It is not unusual for a company to engage in corporate advertising as a means of dealing with some incident or factor that has damaged the reputation of the company. Factors may include unsubstantiated claims made about the business practices of the company, or some aspect of the quality of the products produced by the corporation. Corporate marketing campaigns may also help to restore consumer confidence when a takeover or merger involving the company takes place. From this perspective, a well-crafted campaign is a powerful tool for use in damage control situations, and may be capable of restoring confidence after the public perception of the business has been tarnished in some manner.

Corporate Advertising as a basic tool of Public Relations is that broad area of non-product advertising aim specifically at enhancing company's image and increasing lacking awareness.

It can be defined as “paid use of media that seeks to benefit the image of the corporation as a whole rather than its product or services alone”.

3.8.1 Types of Corporate Advertising

The four types of corporate advertising commonly used by organizations are:

1. PR Ad
2. Institutionally Ad
3. Corporate Identity Ad
4. Recruitment Ad

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Public Relations Ad

It is typically used to improve the company’s relations with labour, government, customers or even suppliers. Thus, when a company sponsors arts events, programs on television or charitable activities, they are engaging in PR.

PR ad is used when a company wishes to communicate directly with one of its important publics to express its feelings or to enhance its point of view to that of particular audience. They are designed to enhance a company’s general community citizenship and to create public goodwill.

While corporate advertising does include some mention of company products, the object of this type of advertising is not directly aimed at generating sales. Instead, corporate ads focus on the strength and reliability of the company as a whole, the integrity that the business employs in all its business relationships, and how the company seeks to better the circumstances of the geographic locations where it operates. As part of this process, it is not unusual for one or more of the leading products to be mentioned, but there is usually no mention of pricing or upcoming discounts of products found within corporate advertising campaigns. Those are left to product advertising efforts that focus specifically on the goods produced for sale.

Institutional Ad

The promotional message aimed at creating an image, enhancing reputation, building goodwill, or advocating an idea or the philosophy of an organization, instead of sales promotion. When employed by an organization to market itself (instead of its products), it is called corporate advertising.

Institutional advertising is marketing designed to promote a company rather than a specific good or service. It can be designed to make the public more aware of a company or to improve the reputation and image of an existing company. Depending on the company, this can be a form of brand advertising.

Some forms of institutional advertising are so geared towards promoting a positive image that they effectively discourage sales of a product to some extent. For example, alcohol firms may run commercials warning against excessive drinking or driving while under the influence. Such commercials are usually designed to improve the image of the company, making it seem more trustworthy or responsible.

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Institutional Ads serve these purposes amongst others:

- To report company's achievement or accomplishment
- To position company competitively in the market place
- To reflect a change in corporate personality
- To shove up stock prices of companies
- To improve employees morale
- To avoid communication problems with agents, dealers, suppliers, customers etc.

There is a category of institutional advertising called advocacy advertising and organizations use it to communicate their views on issues that affect their business. It is not unusual for a company to engage in corporate advertising as a means of dealing with some incident or factor that has damaged the reputation of the company. Factors may include unsubstantiated claims made about the business practices of the company, or some aspect of the quality of the products produced by the corporation. Whatever the issue is, advocacy advertising is meant to protect organization's position in the market place.

Corporate Identity Ad

This is embarked upon on rare occasion such as when organization decides to change its name, logo, address, trademark or corporate signature or in case of a merger. When such occasions occur, there is need for Corporate Identity Advertising, this is to communicate the change to the publics.

Corporate identity comes into being when there is a common ownership of an organizational philosophy that is manifest in a distinct corporate culture — the corporate personality. At its most profound, the public feels that it has ownership of the philosophy. Often referred to as organizational identity, corporate identity helps organizations to answer questions like "who are we?" and "where are we going?" Corporate identity also allows consumers to denote their sense of belonging with particular human aggregates or groups.

In marketing, a corporate identity is the "persona" of a corporation which is designed to accord with and facilitate the attainment of business objectives. It is usually visibly manifested by way of branding and the use of trademarks. Many companies, such as McDonald's and Electronic Arts, have their own identity that runs through all of their products and merchandise. The trademark "M" logo and the yellow and red appear consistently throughout the McDonald's packaging and advertisements. Many companies pay large amounts of money for the research, design and execution involved in creating an identity that is extremely distinguishable and appealing to the company's target audience.

Recruitment Ad

This is used when the prime objective is to attract employment applications. Recruitment advertising, also known as Recruitment Communications and

Recruitment Agency, includes all communications used by an organization to attract talent to work within it.

Recruitment advertisements may be the first impression of a company for many people, and the first impression the firm makes goes a long way to determining interest in the job opening being advertised. Recruitment advertisements typically have a uniform layout and contain the following elements:

- the job title heading and location
- an explanatory paragraph describing the company, including the employer brand
- a description of the position
- *entry qualifications*
- the remuneration package (not always provided by the employer)
- further details and from where application forms may be sought

When faced with hiring for many roles, corporate employers have many channels and options to choose from. They may:

- A retained search firm
- A contingency search firm
- Retain a recruitment process outsourcing organization
- Use a candidate fulfillment service
- Retain a recruitment advertising agency
- Retain a specialist interactive recruitment advertising agency
- Leverage old media to advertise their openings (print, radio and television)
- Leverage job boards
- Leverage new media
- Invest in additional internal resources
- Each of these channels has its benefits and many firms will use a mix of some or all of the above options.

The use of a specialist recruitment advertising agency enables organizations to receive professional advice on media, design and copywriting specifically related to the recruitment process. This enables their advertisement to stand out in the relevant publication and build an employment brand. Advertisers are now able to use micro-sites to put most of the job content and allowing the advert to be more creative with minimal copy. Recruitment advertising has now been developed into a specialty service where most leading organizations use the services of a specialist agency.

Case Study of McDonald's: Advertising and Promotion Strategies

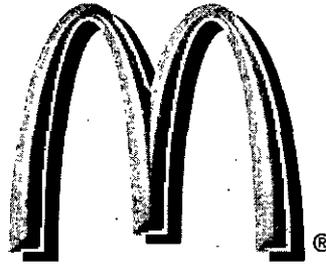
McDonald's is the world's leading fast food restaurant and is globally recognized. With over tens of thousands of stores spread across 119 countries, McDonald's serves an astounding 50 million customers daily. McDonald's has been viewed as the pinnacle and one of the defining features of the American lifestyle. Burger, fries, and a Coke were the traditional meal. Once it spread globally, it boomed into

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popularity because other countries wanted to be associated with the successful image of the "American dream".

McDonald's provides a positive and caring attitude towards the community of which it serves. McDonald's vision states that "We are not a hamburger company serving people; we are a people company serving hamburgers". With a vision so clearly committed to people, customers have responded by continuing to keep McDonald's number one.



i'm lovin' it[®]

Other aspects of the McDonald's dining experience show why their customers continue to hold their reputation high. They use things like the dollar menu, playgrounds, endorsements, and charities all add to create the overall satisfying experience. These things overshadow the health risks that are a large issue in today's American society. Through the information we have found, McDonald's is still popular because it is about convenience and fast food. Until people are willing to wait longer to eat and pay more for healthier food, it will still be one of the leading chains.

Target Market

Traditionally, and still today, McDonald's focus in advertising, marketing, and design has been children. This is obvious with their PlayPlace, Happy Meals, and character Ronald McDonald. They actually introduced Ronald as a way to attract families into the restaurant. In recent years, McDonald's has also been increasing their marketing toward mothers. This makes sense because they have to also attract the moms into the restaurant, where the kids want to go. They are almost a small addition to the child market. McDonald's use a variety of marketing strategies to attract children, moms, and families in general.

Promotions and Current Marketing

McDonald's is actively working to change their image to a healthier one. Gone are the days where hamburgers are the key advertising attraction. People already know McDonald's; in fact the golden arches are the single most recognized symbol around the world, even before the cross. They have completely saturated the market to the point where you can now even order a Big Mac while shopping at Wal-Mart. Their problem, however, is their battle with health critics and customers filing lawsuits

about their unhealthy products. This negative publicity is shaping some stereotypes around the company which they want to change.

As we know, perception is reality. The American public sees McDonald's as a restaurant that is as unhealthy. Americans don't go to McDonald's with visions of healthy food dancing in their heads. Some don't even go to McDonald's at all. So how does McDonald's get them back? This is an immense project that may also never be a successful one.

it's what i eat and what i do...i'm lovin' it

The most recent way that McDonald's has tried to create a healthy image is their new marketing campaign titled "it's what i eat and what i do...i'm lovin' it." The campaign is meant to build upon their global marketing campaign, "i'm lovin' it," which was launched in September 2003. It is designed to "tie all our balanced, active lifestyles messages together," said McDonald's CEO Jim Skinner (Press Release, 3/08/05). The theme highlights the "important interplay between eating right and staying active."

Throughout all of the press releases and media material that we found on McDonald's corporate website there was one common phrase: "balanced, active lifestyles." It is their new platform and it consists of three pillar ideas: increasing menu choice, promoting physical activity, and providing more accessible information. In the next few paragraphs we will illustrate just exactly what McDonald's is doing in their marketing campaign to address these three pillars.

The most recent example of the first pillar, increasing menu choice, is the introduction of the new Asian Chicken Salad. McDonald's is both expanding their menu and increasing the availability of "healthy" foods. Advertisements for this new salad are everywhere. Signage is present outside the restaurants, on street banners, and even on the windows and near the registers. One food bag also featured the new Asian Chicken Salad as part of a GoActive! Happy Meal. We even saw a couple different versions of advertisements on television for this salad as well as an ad in "InStyle" magazine. It is their newest healthy item. Other recent menu additions were also "healthier" choices such as premium chicken sandwiches and other premium salads.

The second pillar of this campaign, promoting physical activity, is also evident on bags, cups and signage in each store. The bags that hold food orders no longer have hamburger ads on the outside. They now feature images of people leading "balanced, active" lives. On one bag, a woman is doing yoga with a caption saying "being good to myself has never been easier...i'm lovin' it." This lady is sending a message that she thinks it is easy to maintain her healthy lifestyle by eating at McDonald's. Physical activity is also promoted through the introduction of four different 15 minute workout DVDs that you can get when you buy the GoActive! Happy Meal that includes a salad and a Dasani bottled water. During the Winter Olympics in Torino, many Olympic athletes were also featured on McDonald's bags with motivational messages about

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their active lives. McDonald's is doing everything they can to broadcast images of healthy active people and associating them with McDonald's.

The third and final pillar, more accessible information, is evident in McDonald's new packaging concept that will provide nutritional information on individual food boxes. McDonald's has a "30 year history of providing nutrition information to customers," but as recent lawsuits against McDonald's and scenes from the movie "Super Size Me" suggest, they have room for improvement (Press Release, 2/07/06). The lawsuits against McDonald's claimed that the plaintiffs were obese because they were unaware of the nutritional content of the McDonald's food that they were eating. Whether that is believable or not, McDonald's was forced to make a move. They were lucky that these lawsuits were thrown out due to the fact that the plaintiffs could not prove that McDonald's was at fault, but what if the next plaintiff had a better case? McDonald's has to be on the defensive.

Therefore, McDonald's is moving nutrition facts straight to the box. Not only does each box have the nutrition facts table, but McDonald's also chose to highlight the five most relevant indicators that customers can understand: calories, protein, fat, carbohydrates, and salt. These five indicators are presented in a different color, while the nutrition table is presented in plain text. The only packages that will not feature nutritional information will be those used in short-term promotions and wrappers and containers that are used for multiple products. In those cases, customers will be referred to McDonald's websites and in-restaurant brochures.

Marketing for Children

Another part of McDonald's push toward "balanced, active lifestyles" also includes their interaction with children. Kids are a huge market that McDonald's caters to and has done so for many years. Parents often take their kids to McDonald's because it is often the only indoor play area around, and also provides a quick, convenient, and fairly cheap meal. In a country where everyone is busy with work and shuttling kids back and forth to soccer practice, a quick meal is invaluable. The kids are fed and are able to run around and play at the same time.

McDonald's is finally aware of their hold on kids and how this hold is affecting the health of American kids. Because of this, McDonald's is now using Ronald McDonald as an advocate for balanced, active lifestyles. The goal is to have him inform both kids and families around the world about the importance of eating healthy and staying active. In the fall McDonald's plans to release the first two in a series of DVDs featuring Ronald McDonald, these DVDs are meant to show kids "how much fun they can have when they activate their bodies, their minds, and their imaginations"(Press Release, 2/07/06).

The Olympics Partnership

The Olympics have a long lasting reputation for their presence and involvement with sports and collaborations with corporations for sponsorship and advertising opportunities. Because the Olympics have such a profound impact worldwide on

individuals, it is not surprising that the marketing element in the Olympic Games is so prevalent. With the Olympics being a globally viewed event (over 2 billion) in over 200 countries, marketing throughout the duration of the games can generate mass publicity leading to greater profits for the sponsors. Sports also play a role in millions of people's lives around the world. It is one arena of life that the mass media also finds significant; implicating the obvious reason that marketing through the Olympics is a golden opportunity.

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official restaurant

Other than being a company who markets their product via commercial or some other media outlet, sponsors of the official Olympic Games contribute a great deal in understanding the entirety of how corporations are involved with the Olympics. Sponsors show their support to the Olympic Games by providing financial and other resources to give their image a positive boost. McDonald's has latched onto this sponsorship idea, and began sponsoring the Olympics in 1976. It is important to understand how the Olympics affect their sponsors and vice versa, which explains the in depth explanation of the Olympics.

McDonald's was in its rapid growth stage as America was embracing the experience that McDonalds offered; inexpensive food and quick, friendly service. As McDonald's was becoming a familiar household name throughout the country, so were the Olympics. When they became an official sponsor, it was most definitely the merging of two huge forces, and became a long lasting relationship. McDonald's today continues to show the Olympic Games their committed support, and uses their relationship to promote its new "healthy" image. McDonald's CEO had this thought on their involvement with the Olympics, "Our McDonald's restaurant teams have always shared many of the same ideals as the Olympic team. They include excellence, teamwork, and being your best. For more than 30 years, we have been a proud sponsor of the Olympic movement, a partnership that directly aligns with our ongoing commitment to help people live more balanced, active lives". Not only is McDonald's a devoted and veteran sponsor, they hold the position of being the top sponsor of the entire "Olympic movement". Although McDonald's has had a long run as being the top sponsor to the games, it will come to an end when the 2012 London games take place, for their sponsorship will cease. We haven't found the reason behind the decision which is surprising because it is a significant one. McDonalds' sponsorship with the Olympics has provided many positive outcomes for both parties. Having a close affiliation with the Olympics altered the way that the public perceives McDonald's, which was what they were hoping for, especially

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in the last decade. The question is, has their sponsorship changed the company or how the public perceives it?

The essence of the Olympics is about fitness and bringing together the best of the best, two very important values. As McDonald's became more and more aware of their customers increasing interests in a more healthy diet, they began to change their strategy fast. McDonald's also realized that the affiliation with the Olympics alone could help make their transition to a more health conscious restaurant more visible. So, McDonald's began promoting the sponsorship by adding it to their packaging, voicing it in their commercials, and in other media outlets. By doing so, people started to view McDonald's in a healthier way, through a small halo effect. The affiliation between the two also intertwined the values of health between both the Olympics and McDonald's. In other words, some people started to think of McDonald's as being the best in the fast food industry, and also purchasing the "healthy" items. Although this was only the first step McDonald's took toward changing their image, it was one that had a lasting impact.

Recently, McDonald's has become aware of the increasing health conscious public and has tried to adapt accordingly. They have incorporated many different campaigns to capture and promote the essence of healthy living. As stated before, among these include the sponsorship with the Olympics, offering a line of products which are marketed to the health conscious customers, endorsements with super-fit celebrities, collaboration with other health-oriented products such as bottled water, and also the introduction and promotion of the GoActive! Campaign. This campaign is headed by a famous celebrity fitness trainer, Bob Greene, and has been named "The GoActive! American Challenge".

GoActive! Campaign

The GoActive! Campaign is McDonalds' most recent attempt to diversify their options on the menu, and convince its customers to become more active. This is aimed more toward the adult rather than the child market, which is a turn from traditional marketing strategies. McDonald's wants parents to be able to order healthful food while still giving the kids what they really want: The Happy Meal. This change is successful because the options are given to customers, rather than automatically getting fries and a soda with the meal. Instead, customers are given the option of things like fruit salad, apple slices with caramel sauce, cut veggies, juice, and bottled water. By doing this, McDonald's is taking a proactive, hands-on approach which shows customers they care about and realize the significance of a healthy lifestyle. To promote this program, McDonald's and celebrity fitness trainer Bob Greene decided to challenge America. Their challenge was called "McDonald's GoActive! American Challenge" and it encouraged others to live a more balanced life by taking steps to reach a goal. To promote the new campaign, Bob Greene walked and biked across America for a total of 36 days. To include people in this journey, McDonald's distributed 10,000 to 15,000 step-o-meters along with brochures containing information about fitness and ways to start living a more active life.



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It is McDonald's hope that customers will see, from this challenge, that McDonald's is a place where they have a choice to consume either healthy or unhealthy food. Also, the presence of Bob Greene adds advantage to McDonald's marketing techniques because of his status in the fitness world. If he is associated with the company, then it must not be that unhealthy. It is critical to analyze what perception is and how it plays a part in McDonald's and their marketing strategy.

What is the Point?

The basic issue for McDonald's regarding perception is that the entire establishment is based upon how they are perceived by the public. Are they perceived as a family restaurant by families? If so, the family segment will more likely visit the restaurant for family dinners. Is McDonald's perceived as a fun, inexpensive place for the high school and college segments to eat at? If so, they are also more likely to eat there. Therefore, the perception that consumers have about McDonald's is the basis of their decision to eat at the restaurant. Now that McDonald's has tried to saturate the market with the healthy, balanced lifestyles campaigns, they are trying to change the public's perception of them in terms of the health factor. While McDonald's is trying so hard to be the new and improved healthy dining experience, the perception of McDonald's in many people's minds is already set in stone. Trying to change this will cost huge amounts of money and there is not any guarantee that McDonald's will achieve their goal.

It's clear that McDonald's is using these "healthy" products and active lifestyle campaigns as a defense mechanism. They are trying to dispel the image they have right now, and also prevent future lawsuits. All the lawsuits that have been brought against them in regards to obesity have been thrown out, but it is still negative publicity. The company had to do some major damage control after movies like Super Size

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Me! and other negative movements. They are less concerned with changing people's perceptions of the chain, and more with the fact they need to be seen as trying to help the situation. They have already saturated the market in the United States, and want to stay at the top and expand globally. It is not so much about initially changing the company's image, though over time it may change in response to this extensive marketing strategy.

Though it may not change their image, we also think that this is a good direction for McDonald's to focus toward. They are a mature company, and the only way to bend the arrow backward on their product life cycle is to innovate and create new products. This is their attempt to return to the rapid growth stage. As stated before, McDonald's is widely known for its hamburgers and fries, but it has potential to grow into a new market with healthy options. It also has enough money to fund this type of project, and there is no reason they should not continue on this road. The worst that could happen is that they revert back to the same market and style they have always had, but the positive side could be expansion into an entirely new market and much more revenue for the company.

Source: Scribd.com

3.9 SUMMARY

- Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc.
- Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.
- Advertising is the promotion of a company's products and services through different mediums to increase the sales of the product and services. It works by making the customer aware of the product and by focusing on customer's need to buy the product.
- Print advertising is a widely used form of advertising. These advertisements appear in newspapers or magazines and are sometimes included as brochures or flyers. Anything written in the print media to grab the attention of the specific target audience comes under the purview of print advertising.
- The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass marketing as the national as well as global audience can be reached through it.

- Outdoor advertising communicates the message to the general public through highway billboards, transit posters and so on.
- Institutional advertising may be formative, persuasive or reminder oriented in character. Institutional advertising is used extensively during periods of product shortages in order to keep the name of the company before the public.
- Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped with cargo trucks or, in some cases, large banners strewn from planes.
- Advertising broadens the knowledge of the consumers. With the aid of advertising, consumers find and buy necessary products without much wastage of time. This speeds up the sales of commodities, increases the efficiency of labour in distribution, and diminishes the costs of selling.
- Public relations and publicity taken together are one of the four major ingredients of promotion-mix.
- Marketing is the overall process of communicating and delivering products to a target audience through the marketing mix of product, price, place and promotion.
- Advertising is a communication process whose purpose is to inform the potential customers about products and services and how to use them. If the advertising is positive and effective, it plays a significant role in the economy.
- Corporate advertising is a promotional strategy that is designed to not only interested consumers in products and services offered by the company, but also to cultivate a positive reputation among consumers and others within the business world.
- PR Ad is used when a company wishes to communicate directly with one of its important publics to express its feelings or to enhance its point of view to that particular audience. They are designed to enhance a company's general community citizenship and to create public goodwill.
- Institutional advertising is marketing designed to promote a company rather than a specific good or service. It can be designed to make the public more aware of a company or to improve the reputation and image of an existing company.
- Corporate identity comes into being when there is a common ownership of an organizational philosophy that is manifest in a distinct corporate culture — the corporate personality.
- Recruitment advertisements may be the first impression of a company for many people, and the first impression the firm makes goes a long way to determining interest in the job opening being advertised.

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3.10 REVIEW QUESTIONS

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1. Define advertising.
2. What are the different types of advertising?
3. What are the key functions of advertising?
4. Discuss the importance of advertising.
5. Discuss the concept of advertising in relation to publicity, PR and marketing.
6. What are the economic and social implications of advertising?
7. What do you mean by corporate advertising? What are the different types of corporate advertising?

UNIT 4

NOTES

AD DESIGN: IMPORTANCE AND TREND

Structure

- 4.0 Learning Objectives
- 4.1 Introduction
- 4.2 Vocabulary of Ads Design
- 4.3 Basics of Ads Design
- 4.4 Principles and Structure of Ads Design
- 4.5 Advertising Budget
- 4.6 Ads Appeals
- 4.7 Ads Trends
- 4.8 AIDA Principle
- 4.9 Summary
- 4.10 Review Questions

4.0 LEARNING OBJECTIVES

After completion of this unit you should be able to:

- Explain the meaning and importance of ads design
- Describe the principles and structure of ads design
- Explain ads budget, ads appeals and ads trends
- State the AIDA principle

4.1 INTRODUCTION

Advertising design refers to the creation and organization of visual artwork used in advertisements (ads) for products and services. The designs used in advertising are created by graphic designers, and advertising agencies as well as the advertising departments of corporations employ these professionals to create and execute brochures, direct mail, web ads, and print ads. The design elements used include fancy lettering, borders, cartoons, illustrations, and photographs. The main difference between ad design and regular mainstream artwork is that advertising art must be designed to reach and compel the target audience to purchase products and services.

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People who design advertising are not only talented in the art of creative design, they understand marketing and how to promote products and services through visual communication. Whereas a freelance fine artist may work on one creative piece of artwork for months, a graphic artist must constantly keep generating original pieces to meet campaign deadlines. Examples are all around, and include the banner ads on websites as well as newspaper ads for products such as shoes and watches. Graphic designers also create logos and symbols used in advertising to help inspire consumers to develop brand recognition, such as McDonald's® golden arches.

It's important to realize that, although advertising design is used to promote virtually every product and service sold today, it's not something new. For instance, the logo for Bavarian Motor Works' popular BMW automobiles was first created in 1917. The signature light blue and white used in the design are the traditional colours of Bavaria, Germany, where the cars are manufactured. The striking triangular check pattern is said to symbolize the rotation of a propeller. BMW's logo design has worked well for the company's advertising and has undergone only minor changes in the font and outlining details since it was created.

The illustrations and lettering used on packaging for foods and other products are also considered a part of advertising design, since consumers are influenced by how a product looks when they decide whether to purchase it or choose a competing product. Graphic designers who work in the advertising industry usually require a four-year degree. Since creative jobs in advertising are competitive, a graphic designer may enter at an ad agency while still in school and then begin at an entry-level position after graduating college. These design professionals often work with copywriters who write the words used in ads to create complete pieces.

4.2 VOCABULARY OF ADS DESIGN

The following are the key terms used in ads design:

- *Account Executives (AE's)*: The liaisons between the agency and the client.
- *Account Planning*: A hybrid discipline that uses research to bridge the gap between account management and creative.
- *Advertising Manager*: Performs the administrative, planning, budgeting, and coordinating functions.
- *Art Director*: Graphic designers, and production artists, who determine how the verbal and visual symbols will fit together.
- *Art Studio*: Design and produce artwork and illustrations for advertisements.
- *Association of National Advertisers (ANA)*: Largest advertisers in the country are members.
- *Brand Manager*: Oversees a brand group and directs his or her own ad agency to create the brand's media advertising. They work under a marketing manager.
- *Business-to-business Agency*: Represents clients that market products to other businesses.
- *Centralized Advertising Department*: Concerned with cost efficiency and continuity in their communication programs.
- *Classified Advertising*: Advertising using classifieds in newspapers.
- *Clearance Advertising*: A type of local advertising designed to make room for new product lines or new models or to get rid of slow moving product lines, floor samples, broken or distressed merchandise, or items that are no longer in season.
- *Cooperative (co-op) Advertising*: The sharing of advertising costs by the manufacturer and the distributor or retailer.
- *Copy*: the words that makeup the headline and message.
- *Copywriter*: The people who create copy. They must condense all that can be said about a product into a few pertinent, succinct points.
- *Creative Boutique*: An organization of creative specialists who work for advertisers and occasionally advertising agencies to develop creative concepts, advertising messages, and specialized art. Performs only the creative work.
- *Creative Director*: Heads a creative team of agency copy-writers and artists that is assigned to a client's business; is ultimately responsible for the creative product- the form which the final ad takes.
- *Decentralized System*: The company sets up separate ad departments for different divisions, subsidiaries, regions, brands or other groups. The GM of each division or brand is responsible for that group's advertising.

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- *Departmental System:* The agency organizes its various functions into separate departments.
- *Development Stage:* The honeymoon period when both agency and client are at the peak of their optimism and are most eager to quickly develop a mutually profitable mechanism for working together.
- *Digital Interactive Media:* Allows the audience to participate actively immediately.
- *Direct-mail Advertising:* When companies mail or email their advertising directly to prospective customers without using one of the commercial media forms
- *Electronic Media:* Radio and television, which may be transmitted electronically through wires or broadcast through the air.
- *Fee-commission Combination:* agency charges a basic monthly fee for all its services to the client and retains any media commissions earned.
- *Foreign Media:* The local media of each country used by advertisers for campaigns targeted to consumers or businesses within a single country.
- *Full-service Advertising Agency:* Supplies both advertising and non advertising services in all areas of communications and promotions.
- *General Consumer Agency:* Represents the widest variety of accounts, but concentrates on consumer accounts.
- *Global Marketers:* Multinationals that uses a standardized approach to marketing and advertising in all countries.
- *Group System:* The agency is divided into a number of little agencies or groups.
- *Horizontal Cooperative Advertising:* Firms in the same business or in the same part of town advertising jointly.
- *Incentive System:* A form of compensation in which the agency shares in the client's success when a campaign attains specific, agreed upon goals.
- *Independent Production House:* Supplier Company that specializes in film or video production or both.
- *Independent Research Company:* Research firms that work outside an agency.
- *In House Agency:* May do all the work of an independent full-service agency, including creative tasks, production, media placement, publicity and sales promotion.
- *Institutional Advertising:* Attempts to create a favourable long-term perception of the business as a whole, not just of a particular product or search.
- *Integrated Marketing Communications (IMC):* The process of building and reinforcing mutually profitable relationships with employees, customers, other stakeholders and the general public by developing and coordinating a strategic communications program that enables them to make constructive contact with the company/brand through a variety of media.

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- *Interactive Agency*: An ad agency that specializes in the creation of ads for a digital interactive medium such as Web pages, CD-ROMs or electronic kiosks.
- *International Agency*: An ad agency that has offices or affiliates in major communication centers around the world and can help its clients market internationally or globally.
- *International Media*: Media serving several countries, usually without change, available to an international audience.
- *International Structure*: Organization of companies with foreign marketing divisions, typically decentralized and responsible for their own product lines, marketing operations, and profits.
- *Local Advertising*: Advertising by businesses within a city or county directed toward customers within the same geographic area. Also called retail advertising.
- *Local Agency*: Advertising agency that specializes in creating ads for local businesses.
- *Maintenance Stage*: The day to day interaction between client and agency that when successful may go on for years.
- *Management (account) Supervisors*: Managers who supervise account executives and who report to the agency's director of account services.
- *Markup*: A source of agency income gained by adding some amount to a suppliers bill, usually 17.65%.
- *Media*: Plural form of medium, referring to communication vehicles.
- *Media-buying Service*: An organization that specializes in purchasing and packaging radio and television time.
- *Media Commission*: Compensation paid by a medium to recognize advertising agencies, usually 15 percent for advertising placed with it.
- *Multinational Corporation*: Corporations operating and investing throughout many countries and making decisions based on availabilities worldwide.
- *National Advertiser*: Companies that advertise in several geographic regions or throughout the country.
- *National Agency*: Produces and places the quality of advertising suitable for national campaigns.
- *Outdoor Advertising*: Out of home medium in the form of billboards.
- *Point*: place of business.
- *Prerelationship Stage*: The initial stage in the client-agency relationship before they officially do business.
- *Print Media*: Any commercially printed medium such as newspapers and magazines that sells advertising space to a variety of advertisers.
- *Printer*: prepare artwork for production
- *Product advertising*: Promotes a specific product or service and stimulates short-term action while building awareness of the business.

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- *Regional Advertisers:* Company that operates in one part of the country and markets exclusively to that region.
- *Regional Agency:* Advertising agency that focuses on the production and placement of advertising suitable for regional campaigns.
- *Regular Price-line Advertising:* Type of retail advertising designed to inform consumers about the services available or the wide selection and quality of merchandise offer at regular prices.
- *Sale Advertising:* Type of retail advertising designed to stimulate the movement of particular merchandise or generally increase store traffic by placing the emphasis on special reduced prices.
- *Sales Promotion Department:* A staff to produce dealer ads, window posters, point-of-purchase displays and dealer sales material.
- *Speculative Presentation:* An agency's presentation of the ad it proposes using in the event it is hired.
- *Straight-fee (retainer) Method:* Method of compensation
- *Supplier:* All the people and organizations that assist in the business.
- *Termination Stage:* the ending of a client-agency relationship
- *Transit Advertising:* advertising in the "transit" system.
- *Vertical Cooperative Advertising:* Co-operative advertising in which the manufacturer provides the ad and pays a percentage of the cost of placement.

4.3 BASICS OF ADS DESIGN

Advertising is both an art and a science. The art generates from writing, designing, and producing exciting messages. The science generates from strategic thinking and planning, including research. The creative specialist or team must first deal with the problem of coming up with a concept. Then the specialist or team must develop a creative strategy, determine appropriate appeals, and select a style of execution. The ad must then be cast into a print, television, radio, or other format. At this stage, copywriters generally collaborate with artistic or production teams to create the actual advertisements. From start to finish, the process of ad creation involves a multitude of decisions that require understanding of both the product and the consumer as well as knowledge of the various formats and media.

Behind every good advertisement is a creative concept, a big idea that makes the message distinctive, attention getting, memorable. Though great ideas may be hard to come by, but some advertising experts argue that for an advertising campaign to be effective, it must contain a 'big idea' that attracts the consumer's attention, gets a reaction, and sets the advertiser's product or service apart from the competitors.

However, several methods can guide the creative team's search for a major selling idea and offer alternative solutions or options for developing effective advertising. These methods include the 'incubation' technique, the process of lateral thinking, and the storytelling process.

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Designing an advertisement, whether it's a simple flyer or a full page newspaper ad, is an effective way to draw attention to your business. To get the most out of your advertising design, employ some of the basic techniques associated with successful advertisements to help ensure your business message reaches the maximum potential customer base effectively.

White Space

White space is the area of your advertisement that doesn't include any text or graphics. What isn't in your advertisement can be as important as what is. An advertisement that is too cluttered can overwhelm your intended buyers and cause them to ignore your advertisement rather than take it in.



Attention Grabbing Headline

Regardless of the rest of the advertisement, create a headline that grabs the attention of your audience from the start. The headline should be in a bigger font size than the rest of the advertisement. It can be a single word or phrase, but it should be something that will pull an audience to your advertisement and entice them into reading further. The headline might be in the form of a question or it may be something that evokes curiosity, but it must compel your audience.



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Element Balance

Balancing the elements of an advertising flyer or brochure is important. Add images to your advertisement, but not so many that focus will be drawn away from the text message. Balance colour choices as well. Bright colours that distract or colours that clash can cause your advertisement to lose its appeal and turn potential customers away rather than attract them.

Typography

Typography refers to the font style, size and arrangement of text in your advertisement. Regardless of how good a font style looks, if it's hard to read, don't use it. Select a font that is easy on the eyes. Size the fonts according to importance of the information delivered. Headings and product name will be bigger or in a different font style than other text.

4.3.1 Elements of Ads Design

The ultimate goal of an advertisement is to lead to sales of your product or service. In order to do that an ad needs to be designed in a way that attracts attention and then leads the reader through a process that ends with a call to action for the prospect to take the next step.

The following are the other common elements of Ads design:

- *Graphics*: Graphics, sometimes called artwork, can include just about any kind of visual element including photographs, drawings (illustrations) and assorted graphics (logos, boxes to highlight important elements).
- *Headlines (and sub-headlines)*: Headlines are the workhorse of an ad. They select your audience, get the attention of your target market and draw them into your ad.
- *Body copy*: The body copy is the heart of your ad and goes into greater detail than the headlines to sell your product or service. There are also various copy elements like captions for photographs and illustrations, your offer to the reader and a call to action, which is discussed next.
- *Call to action*: A call to action is a copy element that simply tells the reader what you want them to do as a next step. You might want them to click on a link and visit a web page, call 800 number or fill out a response card in a direct mail solicitation and return it to you.

The point of designing an ad should never be to draw attention to "creativity," but to draw attention to the benefits, the offer of the product or service being sold and the call to action. The product is the reason for the ad and should be the star of the show; not the designer.

Many designers want to create something they consider beautiful and unique in order to prove how creative they are; however, the only true sign of creativity for

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an advertisement is that it successfully sells the product or service being advertised. Avoid any designer that tries to sell you on their brand of creativity if that creativity doesn't make your sales curve go up. Use proven direct marketing methods, track your ads, *measure their profitability and then you'll know if your ads are creative.*

Sometimes you'll hear designers and copywriters argue about the importance of design vs. copy. Granted, you want your ad to be visually appealing, but the copy (headlines, body copy, the offer and call to action) are what sells your product or service.

The most beautiful design will do nothing if the right words aren't present to persuade and lead the reader to take action. Ads without any real design (classified ads) have been proven to sell successfully, but design alone has never, and can never, sell a single thing. Focus on the copywriting and let it lead the way for good design. To do it the other way around will be a losing proposition.

4.3.2 Process of Ads Design

Advertising design is the process of creating a mixture of visual images and messages that advertise a product or service to the public. Some companies hire well-known advertising firms to take care of these issues while others handle the work in-house. If you've decided on the latter option, it's a good idea to learn the basics of advertising design before you get started.

Identify Target Market

Advertising is directly related to marketing. The efficient advertising design manager must use the company's marketing plan as he's developing the advertisement. He must identify the target market first and foremost to decide how to develop, format and design the advertisement to ensure maximum effectiveness. For instance, if you know your target audience is a group of teenagers you might not want to put images of senior citizens on the advertisement.

Brainstorm Ideas

The next step of advertising design is to develop some ideas and concepts. You must start a serious brainstorming session with others in the company who may have valuable input. During the brainstorming session you refer to the marketing plan to come up with the various elements of the advertisement, including images, themes and wording for the ad.

Designing the Ads

Next you must set out to design a first draft of the ad using graphic design and layout software or hire someone to handle this issue. Creating an effective design involves choosing relevant images, the right text to complement the words, correct positioning of the text, a strong contrast of colours and the right amount of "white space" to

make the advertisement more readable. It's important to include an appropriate call to action, such as "buy now" or "call us today" in the ad. It is a smart business practice to prepare more than one design so that you can compare and contrast the ads.

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Choosing a Design

The final step of the process is to select the advertisement you wish to publish and modify it according to your discussions with other parties. Marketing research helps at this stage. Hold focus group sessions with members of your target audience before you decide on the final ad. The focus group also comments on how to tweak the ad to make it more effective.

4.3.3 Colours and Design

When colour is used correctly, it can add impact and clarity to your ad message. Colour can emphasize, highlight, and lead your end users to a call-to-action. Colour can also be used to trigger emotion.

1. *Be professional:* People are going to get their first impressions of your ad, so you need to be certain that it presents you in the best possible manner. This means you should be extra careful that all your spelling and grammar are correct. Also, select font sizes, styles, and colours that maximize your ad's readability. If your banner ad is of poor quality, people will assume your product is too.
2. *Ask for an action:* What do you want people who see your ad to do? Most likely, first and foremost, you want them to simply read further on it, so be sure your ad makes them do so.
3. *Keep it simple:* Your ad may only have a few seconds to make its impact on the viewer. As a result, it must be able to convey your message in a short time. By keeping your ad's concept and wording clear and concise, you increase the likelihood that the viewer will actually get your message. Use the fewest (and most simple) words you can. Just because you can fit more words in your ad doesn't mean you should.
4. *Use words that raise attention or emotion:* Words like "free", "special offer", "secrets", etc. help to grab the viewer's attention and increase his/her curiosity in your offer. Try this technique: pretend you are reading your ad's text for the first time: would YOU be interested in or excited about what it offers? If not, then most people probably wouldn't be either.
5. *Emphasize benefits, not features:* What is the difference between a "benefit" and a "feature"? In simple terms, a "feature" is a service or an aspect of a service that you offer. A "benefit" is the actual impact it has on your customer.
6. *Test your banners:* Run each one for a week or two and collect any data you can. Analyze your data to determine what the more successful ads have in common and then refine your ads and test them again.

Use of Colours

When colour is used correctly, it can add impact and clarity to your ad message. Colour can emphasize, highlight, and lead your end users to a call-to-action. Colour can also be used to trigger emotion.

When colour is used incorrectly, it can compromise your message and confuse your target audience. The interpretation of a colour depends on culture, physiology of the eye, readability, your target audience's profession or industry, and personal preference.

When designing an ad, you should be careful about the colours you select if you are targeting a specific country or a global audience. For example, though the colour purple is also associated with royalty in European countries, the colour orange is associated with royalty in the Netherlands. The colour white is associated with death in China and is also associated with purity in Western cultures.

Colours and legibility

How the human eye processes a colour is also a consideration for selecting ad colours. Purple is one of the hardest colours for the eye to discern, so it might not be a good overall colour choice. On the other hand, yellow is the first colour the eye processes. So if you were to try and call attention to some text on a dark-colored banner or poster ad, yellow can be an excellent colour choice. But if you were to use yellow as a background colour of a banner, you might want to alter the colour so that it is less stressful on the eye.

In order to make the text on an ad legible, it is very important to use colours that provide a high contrast. Black and white are the two colours that provide the highest colour contrast.

Colour versus Black and White

Although the basic principles of layout designs and picture composition remain the same for both the black and white colours, the decision to use colour or colours affect the development of copy and art and complicates the graphic arts process required to produce the finished print advertisement.

As compared the black and white, the periodicals charge a higher rate for the colour ads of the same size. Cost of art and mechanical production are much higher in colour than in black and white. In this way, adding colours to advertisements increase the cost materially except for simple applications as printing one colour on a different colour paper for a direct advertising piece. But still, some advertisers are willing to pay 'higher costs to colour ads for a number of reasons:

- Colour adds attention value. It catches the eyes of the readers, consumers, and prospects.
- It helps to emphasize important elements in an ad due to contrasts in colour.

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- Colour presents the product or situation with a sense of realism or atmosphere impossible in black and white.
- Colour provides a clear identification of product, its brand name and trademark.

Most of the readers expect colours in ads for food, beverages, and traveling as well as for fabrics and fashions and the advertisers will gain much more. On the other hand, messages designed to promote a particular instance policy or new banking services require no colour for effective communication. The advertiser will be benefited in such cases through the use of black and white.

4.4 PRINCIPLES AND STRUCTURE OF ADS DESIGN

Advertisers and advertising agencies believe that customers have needs and desires, which can be fulfilled through the purchase and use of products and services. Advertising works largely through appeal of emotions of envy, fear, anxiety, about one's appearance and lack of status. It is widely assumed that advertising works if the AIDCA formulas are followed. The formula sums up the principles of advertising. The name of the formula is derived from the initial letters of the words: Attention, Interest, Desire, Conviction, and Action.

The formula suggests that the attention and interests of the customers must be gained first before the process of stimulating desire, imparting conviction and urging action in advertisements can bring about a change in the buying behaviours.

We are not usually carried away by advertisements unless the products themselves are of some value or use to us. After all, we do not have a lot of money to throw around. Advertisements grab attention by their sizes, colour, visualization layout, positioning or by a striking headline or slogan or appeal.

Further, they stimulate desire for the product by various strategies such as making you feel 'exclusive' or 'modern' or 'with-it' or perhaps by offering discounts or other incentives. Finally, advertisements impart conviction and urge action.

The importance of a good advertisement copy can hardly be overemphasized. All the planning, research and expense would go waste if proper care was not taken in drafting an advertisement copy that will fulfill the purpose of advertising. The psychological aims of an advertisement are that the public must be made to:

- Look
- Like
- Learn
- Buy

'The aim of advertising copy is that it will be seen, read the message conveyed and then acted upon'. An advertisement, which fails in attracting the attention of the prospects and creating an urge in their minds for possessing the product, will naturally be of no use though a large sum has been spent lavishly on advertising the product by the advertiser.

A good advertisement should possess the following characteristics or qualities or values-

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1. **Attention value** - An advertisement must attract the attention of the potential consumers. If it fails in this mission, the whole money and efforts will go waste though it possesses all other values because everything else follows this. So, it must have display value.
 - ❖ *Use of Pictures:* Pictures have the immense display and attention value. The old Chinese proverb 'one seeing is worth thousand selling' indicated the place of pictures in attention value. A good sketch or photograph, if appropriately used, will not merely attract the attention of the consumer but also will tell everything about the product.
 - ❖ *Use of Display type or Heading.* Use of appropriate headings enhances the value of an advertisement to a great extent. To invite attention, the heading should be brief and meaningful, made up of three or four words and should be printed in emphatic bold display types. The headline should, generally, be in the form of a 'slogan' or a 'query' that will compel the attention of the reader.
 - ❖ *Boarder Type:* Attractive border can be used to compel the attention of the readers. The boarder must have a distinctive look so as to separate it from the rest of the setting, a full page advertisement with a very small matter in the centre and an artistic or novel boarder will have a very great attention value. Underlining of key words or an attractive arrangement of types may also catch the eyes of the reader.
 - ❖ *Price Quotation:* Prices should not be quoted on the advertisement copy except when they are very low as in clearance sale or special offers. But if an appeal is being made to high-class customers who care more for quality than for price, a price quotation should be avoided and emphasis should be laid on quality
 - ❖ *Reply Coupons:* Reply coupons inserted in an advertisement in an unusual setting are yet another way of attracting attention of the readers to the copy.
2. **Suggestion value-** Having attracted the attention of the reader, the next task would be to offer a suggestion about the use and the utility of the product that may remain inscribed on the mind of the reader even when he forget where he really saw the advertisement.
3. **Memorizing value-** The advertisement copy should be so drafted and laid out that the product will stick to the mind of the individual reader. Repetition of advertisement with slogan is an effective method of creating a memorizing value. Pictures and photographs confirming to the suggestion will have tremendous memorizing value.
4. **Conviction value-** An advertisement can prove effective and achieve the desired end when convicting arguments backs the suggestion contained in it. The

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advertiser must be careful not to include the statements in the advertisement copy, which do not confirm to the product.

5. **Sentimental appeal-** Sentiments play a very important role in advertising, particularly in the case of food articles. Sentiments reflect the personal feelings and attitudes of an individual towards various things. They indicate reactions of a person in favour or against a particular product.
6. **Education value-** A good advertisement must possess educative value because the object of modern advertising is not merely to satisfy the existing demand but to create future demand. So a good advertisement should educate the general public about the uses of the new product or the new* uses of the same product.
7. **Instinctive value-** Human thoughts and actions are guided by instincts and inclination. All that one thinks or does has its roots in one instinct or the other. Instincts are the underlying forces, which compel the men to act in certain ways. The most important function of an advertisement is to induce, persuade and motivate the prospects to think well of a product and to take to its use.
 - ❖ *Self-Preservation Instinct:* Many of our thoughts and actions are inspired by our anxiety to preserve our people, health, family and belongings.
 - ❖ *Hoarding Instinct:* Banking institutions, insurance companies or other government and non-government saving organizations serve to hoarding instinct of the people.
 - ❖ *Parental instinct:* Parental instinct takes the form of love and affection for the children. Those advertisers who deal in children requirements like garments, toys, baby food, etc. may promote this instinct in parents i.e. motherly feelings of women or parental sentiments of men through their advertisements
 - ❖ *Self-Display Instinct:* The advertisers of readymade clothing, women's dresses, jewellery, etc promote instinct of self-display.
 - ❖ *Something for nothing Instinct:* Everybody has a vague desire to get something without paying anything for it. This desire is, more or less, present in everybody irrespective of the statues or income. Some advertisers use this instinct in the advertisement copy.

On the basis of the above basic instincts, the following themes or central ideas may be laid down for advertisements meant to advertise different types of products:

1. **Pride-** this theme can be used to popularize luxury articles among riches, the possession of which gives them a distinctive status and a feeling of pride,
2. **Beauty-** this theme is used in advertisement for cosmetics, perfumes, toilet soaps, etc for both men and women.
3. **Health-** in drug and food products advertisements, this theme is used.
4. **Economy-** it is a central theme in advertisement of clearance sales or bargain purchases.

5. **Comfort-** the advertisements for fans, electric appliances, refrigerator, etc contain this feeling of comfort
6. **Fear-** themes stressing the fear of death, accidents, personal loss through burglary, fire, etc. and other untoward happenings in life are generally used by insurance or banking companies. The traffic police is also using this theme in their notes of caution i.e. 'life is short, don't make it shorter'.
7. **Parental affection-** all advertisements of products meant for children such as toys, baby food and dresses, use this feeling.
8. **Patriotism-** this theme may be used in advertisements for those who use foreign products.
9. **Achievements-** this theme is used generally by large concerns engaged in the production of goods necessary for the development of country's economy.
10. **Emulation and imitation-** this theme is used where people buy more not to satisfy their genuine requirement, but as their neighbours happen to possess them Thus, a good advertisement must possess the above qualities to make it an ideal one.

4.5 ADVERTISING BUDGET

A budget is a type of list that clearly defines the profits and losses of a business or person. It is useful for helping a person or business managing money in terms of spending and saving. Many people make a budget for short-term goals, such as a vacation or a business forecast, while others may write budgets for more long-term spending and savings plans. The different categories included in budgets will vary according to the purpose of the document, as well as the overall goals of the person writing it.

A business budget is geared toward tracking how much the business has spent and how much it has profited. Many business decisions will be based off budgets, and the business owner may reduce or expand spending accordingly. A budget that is reporting large profits may, for example, allow a business owner to expand the business, stock more products, or do more advertising. If the business is reporting less income, a business owner may decide instead to cut spending, reduce stock, or even lay-off employees, depending on how severe of a loss the business is enduring. A budget can also help a business owner stay organized during tax time, when profits and losses will need to be reported for tax purposes.

Structuring an effective advertising budget calls for taking into consideration all the different aspects of public relations and promotion that company owners believe will reach the right sectors of the consumer market, identifying the amount of money that can be spent on the advertising, then designing the budget within those limitations. Since different forms of advertising are effective for various business models, the exact components or parts of the budget will change from one business to the next.

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In general, the parts of an advertising budget will identify the types of promotion that company owners have decided are most critical to earning more customers and determining how much in the way of financial resources can be devoted to each one.

An advertising budget will typically include sections that have to do with different forms of advertising. For example, a local business may include one section that is focused on print advertising costs, including ads in local newspapers and other locations. A second section may focus on media advertising, such as ads for radio and television that help to reach local customers. The small business may also set aside a section that is devoted to Internet advertising, allowing for the costs of developing and operating one or more websites, as well as covering the costs of banner ads and other online advertising opportunities.

The scope of sections included in an advertising budget will also include allotments for the development and distribution of printed materials such as brochures and other promotional material that is distributed through the post. Along with general brochures, the printed collateral section of the budget may also allow for implementation kits for new customers, funds to manage mail campaigns announcing new product offerings to existing clients, and even the cost of preparing printed matter for use at trade shows and conventions.

One section that is often overlooked when preparing an advertising budget is trade show participation. This section makes it possible to budget for attendance at one or more shows during the budget year. Costs such as the registration and booth rental fees, the costs of shipping materials to the site of the show, and even the travel costs of sending employees to set up and manage the booth during the event may be accounted for in this section.

With any advertising budget, it is important to tailor the sections so that the expenses are focused on any methods that are likely to generate the best returns in terms of new customers or gaining additional business volume from existing ones. The actual structure of the budget will depend on the nature of the business operation, the targeted consumer markets, and the amount of resources the business can reasonably devote to the advertising effort. Keeping these factors in mind makes it easier to use tailored advertising techniques that have a high probability of generating returns that justify the total expense assigned to the budget.

Before finalizing the advertising budget of an organization or a company, one has to take a look on the favourable and unfavourable market conditions which will have an impact on the advertising budget. The market conditions to watch out for are as follows:

1. Frequency of the Advertisement
2. Competition and Clutter
3. Market Share of the Product
4. Product Life Cycle Stage

1. Frequency of the Advertisement

This means the number of times advertisement has been shown with the description of the product or service, in the granted time slots. So here, if any company needs more advertising frequency for its product, then the company will have to increase its advertising budget.

2. Competition and Clutter

The companies may have many competitors for its product. And also there are plenty of advertisements shown which is called clutter. The company has to then increase their advertising budget.

3. Market Share

To get a good market share in comparison to their competitors, the company should have a better product in terms of quality, uniqueness, demand and catchy advertisements with resultant response of the customers. All this is possible if the advertisement budget is high.

4. Product Life Cycle Stage

If the company is a newcomer or if the product is on its introduction stage, then the company has to keep the budget high to make place in the market with the existing players and to have frequent advertisements. As the time goes on and product becomes older, the advertising budget can come down as then the product doesn't need frequent advertising.

When the market conditions are studied thoroughly, then the company has to set up its advertising budget accordingly. For setting advertising budget, there are four methods:

They are as follows.

- **Percentage of Sales:** In this method, the budget is decided on the basis of the sales of the product from previous year records or from the predicted future sales. This is a pure prediction based method and best applicable to the companies which have fixed annual sales. But if in case, there is a requirement for more promotional activities then this method has a disadvantage because there will be decrease in advertisements as the budget is fixed.
- **Affordability:** this method is generally used by the small companies. Only the companies which have funds and can afford advertising opt for this method. The companies can go for advertising at any time in whole year whenever they have money to spend. The amount spent also varies from time to time as per the advertisements takes place.
- **Best guess:** This method is basically for newcomers who have just entered the market and they have no knowledge or say they are not aware of how the market

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is and how much to spend on advertising. Thus, this method is applied by the higher level executives of the company as they are the only experienced people. Thus, doing the homework and then moving forward, i.e. searching for best market conditions and setting the best advertising budget will have a great impact on improvement and development of the company.

4.5.1 How to Design your Advertising Budget?

Planning an advertising budget can be a headache for any business owner. Most try to go with the cheapest yet effective campaign to gain exposure. Potential customers and their needs are very important, so look into the best way to fit their need. Start by looking for ways that the new product can fill a potential need. Business owners can use their imagination and be creative, instead of someone that they can hire.

Do-It-Yourself

Many business owners pay others to research the market, instead of doing it themselves. Start by building an outline that lists project and expenses that will occur. Create a list that shows the cost of doing yourself or hiring an advertising firm. you can decide, whether it would be cheaper to create the material yourself. Sometimes, it is cheaper to make your own advertisements, which will help promote your new business.

Planning the Campaign

Once, you have decided, exactly how you will proceed with their advertising. Begin looking for ways to reduce or eliminate the cost of certain steps. In addition, you can make your own brochures and business cards to distribute. Next, you should start writing your own sales letter and press release, if needed for promoting business. This way, you have successfully, planned the budget and advertising campaign you will follow.

Cutting Costs

No matter, always stay within the budget that you have chosen for the advertising project. Start cutting unimportant expenses, so you can keep the project within the budget. However, you should stay involved, in every aspect of the ongoing project. This way, you can make the necessary changes when needed or choose to change the project entirely. Sometimes, these changes can cause a problem and cause the campaign to become over budget.

Attracting Customers

When creating your advertisements, you should aim to attract the reader's attention. Begin by searching the wants and needs of your intended audience. Then, list the ideas you have gained, until you find the best one to use. In addition, you should

use appealing graphics, in order to catch a reader's eye and their interest. Be sure to study the changing trends, which may affect your campaign's current designs.

As a business owner, you will need to create an advertising campaign, in order to promote your product or service. Instead of hiring an advertising campaign, try to be creative and create your own advertisements. Additionally, your campaign should grab a customer's attention and promote your business to potential customers. Therefore, you should set the budget and follow it throughout the entire campaign.

4.5.2 Budgeting Methods

There are several allocation methods used in developing a budget. The most common are listed below:

1. Percentage of Sales method
2. Objective and Task method
3. Competitive Parity method
4. Market Share method
5. Unit Sales method
6. All Available Funds method
7. Affordable method

It is important to notice that most of these methods are often combined in any number of ways, depending on the situation. Because of this, these methods should not be seen as rigid but as building blocks that can be combined, modified, or discarded as necessary. Remember, a business must be flexible—ready to change course, goals, and philosophy when the market and the consumer demand such a change.

Percentage of Sales Method

Due to its simplicity, the percentage of sales method is the most commonly used by small businesses. When using this method an advertiser takes a percentage of either past or anticipated sales and allocates that percentage of the overall budget to advertising. But critics of this method charge that using past sales for figuring the advertising budget is too conservative, that it can stunt growth. However, it might be safer for a small business to use this method if the ownership feels that future returns cannot be safely anticipated. On the other hand, an established business, with well-established profit trends, will tend to use anticipated sales when figuring advertising expenditures. This method can be especially effective if the business compares its sales with those of the competition (if available) when figuring its budget.

Objective and Task Method

Because of the importance of objectives in business, the task and objective method is considered by many to make the most sense and is therefore used by most large businesses. The benefit of this method is that it allows the advertiser to correlate

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advertising expenditures with overall marketing objectives. This correlation is important because it on keeps on spending focused on primary business goals.

With this method, a business needs to first establish concrete marketing objectives, often articulated in the "selling proposal," and then develop complementary advertising objectives articulated in the "positioning statement." After these objectives have been established, the advertiser determines how much it will cost to meet them. Of course, fiscal realities need to be figured into this methodology as well. Some objectives (expansion of area market share by 15 percent within a year, for instance) may only be reachable through advertising expenditures beyond the capacity of a small business. In such cases, small business owners must scale down their objectives so that they reflect the financial situation under which they are operating.

Competitive Parity Method

While keeping one's own objectives in mind, it is often useful for a business to compare its advertising spending with that of its competitors. The theory here is that if a business is aware of how much its competitors are spending to advertise their products and services, the business may wish to budget a similar amount on its own advertising by way of staying competitive. Doing as one's competitor does is not, of course, always the wisest course. And matching another's advertising budget dollar for dollar does not necessarily buy one the same marketing outcome. Much depends on how that money is spent. However, gauging one's advertising budget on other participants' in the same market is a reasonable starting point.

Market Share Method

Similar to competitive parity, the market share method bases its budgeting strategy on external market trends. With this method, a business equates its market share with its advertising expenditures. Critics of this method contend that companies that use market share numbers to arrive at an advertising budget are ultimately predicating their advertising on an arbitrary guideline that does not adequately reflect future goals.

Unit Sales Method

This method takes the cost of advertising an individual item and multiplies it by the number of units the business wishes to sell. This method is only effective, of course, when the cost of advertising a single unit can be reasonably determined.

All Available Funds Method

This aggressive method involves the allocation of all available profits to advertising purpose. This can be risky for a business of any size it means that no money is being used to help the business grow in other ways (purchasing new technologies, expanding the work force, etc.). Yet this aggressive approach is sometimes useful when a start-up business is trying to increase consumer awareness of its products

or services. However, a business using this approach needs to make sure that its advertising strategy is an effective one and that funds which could help the business expansion are not being wasted.

Affordable Method

With this method, advertisers base their budgets on what they can afford. Of course, arriving at a conclusion about what a small business can afford in the realm of advertising is often a difficult task, one that needs to incorporate overall objectives and goals, competition, presence in the market, unit sales, sales trends, operating costs, and other factors.

4.5.3 Media Scheduling

Once a business decides how much money it can allocate for advertising, it must then decide where it should spend that money. Certainly the options are many, including print media (newspapers, magazines, direct mail), radio, television (ranging from 30-second ads to 30-minute infomercials), and the Internet. The mix of media that is eventually chosen to carry the business's message is really the heart of the advertising strategy.

Selecting Media

The target consumer, the product or service being advertised, and cost are the three main factors that dictate what media vehicles are selected. Additional factors may include overall business objectives, desired geographic coverage, and availability (or lack thereof) of media options.

Kim T. Gordon, author, marketing coach and media spokesperson offers three general rules to follow when trying to select a media vehicle for advertising in an article entitled "*Selecting the Best Media for Your Ad.*"

- *Rule number 1: eliminate waste.* The key to selecting the right media source is to choose the source "that reaches the largest percentage of your particular target audience with the least amount of waste." Paying to reach a larger number of people may not serve well if the audience reached has only a small percentage of likely customers of your product. It may be preferable to advertise in a paper or magazine with a smaller distribution if the readers of that paper or magazine are more likely to be in the market for your product or service.
- *Rule number 2: follow your customer.* Here again, the objective is to go to the sources used most by your target market, especially a source that that audience looks to for information about your type of product or service. Gordon explains that advertising "in search corridors—such as the Yellow Pages and other directories—is often a cost-efficient solutions. They're the media customers turn to when they've made a decision to buy something."

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- *Rule number 3: buy enough frequency.* We are constantly bombarded with advertisements and images and in order to penetrate the consciousness it is important to be seen with some frequency. Gordon emphasizes that it is “essential to advertise consistently over a protracted period of time to achieve enough frequency to drive your message home.”

Scheduling Criteria

The timing of advertisements and the duration of an advertising campaign are two crucial factors in designing a successful campaign. There are three methods generally used by advertisers in scheduling advertising. Each is listed below with a brief explanation.

- **Continuity**—This type of scheduling spreads advertising at a steady level over the entire planning period (often month or year, rarely week), and is most often used when demand for a product is relatively even.
- **Flighting**—This type of scheduling is used when there are peaks and valleys in product demand. To match this uneven demand a stop-and-go advertising pace is used. Notice that, unlike “massed” scheduling, “flighting” continues to advertise over the entire planning period, but at different levels. Another kind of flighting is the pulse method, which is essentially tied to the pulse or quick spurts experienced in otherwise consistent purchasing trends.
- **Massed**—This type of scheduling places advertising only during specific periods, and is most often used when demand is seasonal, such as at Christmas or Halloween.

4.5.4 Advertising Negotiations and Discounts

No matter what allocation method, media, and campaign strategy that advertisers choose, there are still ways small businesses can make their advertising as cost effective as possible. *Writing in The Entrepreneur and Small Business Problem Solver*, author William Cohen put together a list of “special negotiation possibilities and discounts” that can be helpful to small businesses in maximizing their advertising dollar:

- *Mail order discounts*—Many magazines will offer significant discounts to businesses that use mail order advertising.
- *Per Inquiry deals*—Television, radio, and magazines sometimes only charge advertisers for advertisements that actually lead to a response or sale.
- *Frequency discounts*—Some media may offer lower rates to businesses that commit to a certain amount of advertising with them.
- *Stand-by rates*—Some businesses will buy the right to wait for an opening in a vehicle’s broadcasting schedule; this is an option that carries considerable uncertainty, for one never knows when a cancellation or other event will provide

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them with an opening, but this option often allows advertisers to save between 40 and 50 percent on usual rates.

- *Help if necessary*—Under this agreement, a mail order outfit will run an advertiser's ad until that advertiser breaks even.
- *Remnants and regional editions*—Regional advertising space in magazines is often unsold and can, therefore, be purchased at a reduced rate.
- *Barter*—Some businesses may be able to offer products and services in return for reduced advertising rates.
- *Seasonal discounts*—Many media reduce the cost of advertising with them during certain parts of the year.
- *Spread discounts*—Some magazines or newspapers may be willing to offer lower rates to advertisers who regularly purchase space for large (two to three page) advertisements.
- *An in-house agency*—If a business has the expertise, it can develop its own advertising agency and enjoy the discounts that other agencies receive.
- *Cost discounts*—Some media, especially smaller outfits, are willing to offer discounts to those businesses that pay for their advertising in cash.

Of course, small business owners must resist the temptation to choose an advertising medium only because it is cost effective. In addition to providing a good value, the medium must be able to deliver the advertiser's message to present and potential customers.

4.5.5 Relationship of Advertising to Other Promotional Tools

Advertising is only part of a larger promotional mix that also includes publicity, sales promotion, and personal selling. When developing an advertising budget, the amount spent on these other tools needs to be considered. A promotional mix, like a media mix, is necessary to reach as much of the target audience as possible.

The choice of promotional tools depends on what the business owner is attempting to communicate to the target audience. Public relations-oriented promotions, for instance, may be more effective at building credibility within a community or market than advertising, which many people see as inherently deceptive. Sales promotion allows the business owner to target both the consumer as well as the retailer, which is often necessary for the business to get its products stocked. Personal selling allows the business owner to get immediate feedback regarding the reception of the business' product. And as Hills pointed out, personal selling allows the business owner "to collect information on competitive products, prices, and services and delivery problems."

4.6 ADS APPEALS

An advertising appeal is the primary claim used in an advertisement to market a particular product or service. Advertisements, whether they appear in print, on the

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Internet, on billboards, or on television, usually have one major claim that they use to increase the appeal of a specific product. In most cases, the advertising appeal used in a given advertisement has little to do with the merits of the product itself. Professionals in advertising instead try to appeal to the emotions, social preferences, or other aspects of their target demographics. They tend to use words, images, and music to demonstrate how purchasing a given product or service will increase one's social standing, happiness, attractiveness, or other aspects of one's self.



There are many different types of advertising strategies that are intended to appeal to different aspects of one's character. One highly prevalent type of advertising appeal is the emotional appeal. An emotional appeal is intended to create an emotional state favourable to the aims of the advertisers in those who see or hear a given advertisement. Emotional appeals are usually made based on human desires for happiness, comfort, and social recognition, or fear of social danger or social rejection. Specific emotionally-charged words, phrases, images, or music clips are used to subtly suggest that the product or service advertised will increase one's overall emotional satisfaction with life.

Though the emotional appeal is probably the most common type of advertising appeal, many other types of appeals can be used independently of or in conjunction with emotional appeals. Humor, for instance, is a common advertising appeal because it tends to link a product or service with a clever and humorous message that may remain in the viewer's mind for quite some time. Romance and sexuality are also commonly used types of advertising appeals. Many advertisements suggest that the use of a product or service will make one more attractive and more successful in romantic and sexual pursuits.

In some cases, an advertising appeal is intended to be universal while in other cases the appeal is targeted at a specific audience. Many advertisements for toys and games, for instance, emphasize just how much fun a child can have with the product. This type of advertising appeal may be effective on children and on parents, but few others are likely to want to buy products intended for children. Similarly, advertisements

for expensive suits and elegant jewelry tend to emphasize the manner in which such products make one appear classy and successful, thereby appealing to wealthy and successful individuals more than to budget-conscious and practical people.

Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial for them. The message conveyed through advertising appeals influences the purchasing decisions of consumers. Keep on reading to know the different types of advertising appeals that can be seen in the media today.

The most basic of human needs is the need for food, clothing and shelter. Special need for these necessities cannot be created with advertising. However there are certain other products that provide comfort in life and advertising aims to generate demand for these products. Advertising uses appeals as a way of persuading people to buy certain products. Advertising appeals are designed in a way so as to create a positive image of the individuals who use certain products. Advertising agencies and companies use different types of advertising appeals to influence the purchasing decisions of people.

The most important types of advertising appeals include emotional and rational appeals. Emotional appeals are often effective for the youth while rational appeals work well for products directed towards the older generation. Here are just some of the various different kinds of advertising appeals seen in the media today:

Emotional Appeal

An emotional appeal is related to an individual's psychological and social needs for purchasing certain products and services. Many consumers are emotionally motivated or driven to make certain purchases. Advertisers aim to cash in on the emotional appeal and this works particularly well where there is not much difference between multiple product brands and its offerings. Emotional appeal includes personal and social aspects.

- *Personal Appeal:* Some personal emotions that can drive individuals to purchase products include safety, fear, love, humor, joy, happiness, sentiment, stimulation, pride, self esteem, pleasure, comfort, ambition, nostalgia etc.
- *Social Appeal:* Social factors cause people to make purchases and include such aspects as recognition, respect, involvement, affiliation, rejection, acceptance, status and approval.
- *Fear Appeal:* Fear is also an important factor that can have incredible influence on individuals. Fear is often used to create good effect in advertising and marketing campaigns of beauty and health products including insurance. Advertising experts indicate that using moderate levels of fear in advertising can prove to be effective.
- *Humour Appeal:* Humour is an element that is used in around 30% of the advertisements. Humour can be an excellent tool to catch the viewer's attention

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and help in achieving instant recall which can work well for the sale of the product. Humour can be used effectively when it is related to some benefit that the customer can derive without which the joke might overpower the message.

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Sex Appeal

Sex and nudity have always sold well. Sexuality, sexual suggestiveness, over sexuality or sensuality raises curiosity of the audience and can result in strong feelings about the advertisement. It can also result in the product appearing interesting. However use of sex in various types of advertising appeals can have a boomerang effect if it is not used carefully. It can interfere with the actual message of the advertisement and purpose of the product and can also cause low brand recall. If this is used then it should be an integral part of the product and should not seem vulgar. The shift should be towards sensuality.

Many consumers become so focused on the use of sex in the ad that they ignore the brand name, thus producing the opposite of the desired result. The extensive use of sex appeal in ads also tends to stereotype women as well as distorting society's idea of how* women should look. Some advertising executives see the use of sex appeal as "men's desperate attempt to make their advertising break through the clutter". Sex in advertisements tends to focus on women with their target audience being men, forgetting about the major consumer demographic women make up.

Overall it is understandable why advertisers see sex appeal as being such an effective tool. If used appropriately sex appeal draws attention to ads, makes them memorable, and helps sell the product. If overdone, sex appeal can have the exact opposite effect. Not only can it distract the audience from the message of the ad but it can offend the audience as well. Depending on how sex appeal is used it can either make or break an advertisement.

Music Appeal

Music can be used as types of advertising appeals as it has a certain intrinsic value and can help in increasing the persuasiveness of the advertisement. It can also help to capture attention and increase customer recall.

Scarcity Appeal

Scarcity appeals are based on limited supplies or limited time period for purchase of products and are often used while employing promotional tools including sweepstakes, contests etc.

Rational Appeal

Rational appeals as the name suggests aims to focus on the individual's functional, utilitarian or practical needs for particular products and services. Such appeals emphasize the characteristics and features of the product and the service and how it would be beneficial to own or use the particular brand. Print media is particularly

well suited for rational appeals and is often used with good success. It is also suited for business to business advertisers and for products that are complex and that need high degree of attention and involvement.

Following are different types of rational appeals:

- *Feature Appeal* - Advertisements based on such appeal are highly informative, provides information of product attributes or features that can be used as the basis for rational purchase decision. Technical and high involvement product often uses this appeal.
- *Competitive Advantage Appeal* - Such appeal is used to compare the product with the competitor's product directly or indirectly and advertiser try to present his product superior then competitor's product on one or more attributes.
- *Favourable Price Appeal* - Here price offer is considered as the dominant point of the message.
- *News Appeal* - Some type of news or announcements about product or company dominates the advertisement.
- *Product Popularity Appeal* - Product popularity is considered as the dominant point of advertisement by highlighting the increasing number of users of brand or the number who have switched over it.
- *High Quality* - Some products are preferred for their quality not merely because of their taste or style, such products are advertised by highlighting the quality attribute in advertisement .
- *Low price* - Many people prefer low priced goods. To target such audience products are advertised by highlighting the low price tag of the product.
- *Long Life* - Many consumers want product of durable nature that can be used for a long period, in advertisement of such product durability is the dominant point of the message.
- *Performance* - Many advertisements exhibit good performance of product.
- *Economy* - Many customers consider savings in operation and use of product, for example in case of automobile the mileage is considered while selecting the brand or model.
- *Scarcity* - Another appeal that is occasionally used is scarcity. When there is a limited supply of a product, the value of that product increases. Scarcity appeals urge consumers to buy a particular product because of a limitation.
- *Other Rational Appeals* - Other rational appeals include purity, more profits, time saving, multifunction, more production, regular supply and availability of parts, limited space required, artistic form, etc. that can make advertising effective.

Masculine Feminine Appeal

Used in cosmetic or beauty products and also in clothing. This type of appeal aims at creating the impression of the perfect person. The message is that the product will infuse the perfection or the stated qualities in you.

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Brand Appeal

This appeal is directed towards people who are brand conscious and wish to choose particular products to make a brand statement.

Snob Appeal

This appeal is directed towards creating feeling of desire or envy for products that are termed as top of the line or that have considerable qualities of luxury, elegance associated with them.

Adventure Appeal

This appeal is directed towards giving the impression that purchasing a product will change the individual's life radically and fill it with fun, adventure and action.

Less than Perfect Appeal

Advertisements often try to influence people to make certain purchases by pointing out their inadequacies or making them feel less perfect and more dissatisfied with their present condition. These types of advertising appeals are used in cosmetic and health industries.

Romance Appeal

These advertisements display the attraction between the sexes. The appeal is used to signify that buying certain products will have a positive impact on the opposite sex and improve your romantic or love life. Fragrances, automobiles and other products use these types of advertising appeals.

Emotional Words/Sensitivity Appeal

These advertisements are used to drive at and influence the sensitivities of consumers.

Youth Appeal

Advertisements that reflect youth giving aspects or ingredients of products use these types of appeals. Cosmetic products in particular make use of these appeals.

Endorsement

Celebrities and well known personalities often endorse certain products and their pitching can help drive the sales.

Play on Words

Advertisements also make effective use of catchy phrases to convey the message. Such appeals help in brand recognition and recall and can be quite popular with the youth in particular.

Statistics

Advertisements also use statistics and figures to display aspects of the product and its popularity in particular.

Plain Appeal

These advertisements use every day aspects of life and appeal to ordinary people regarding the use of a product or service.

Bandwagon Appeal

This type of advertising appeal is meant to signify that since everybody is doing something you should be a part of the crowd as well. It appeals towards the popularity aspect or coolness aspect of a person using a particular product or service.

4.7 ADS TRENDS

In order to forecast advertising trends, you must take a close look at the demand for products and services in a particular market, scrutinize that market's current economy and closely inspect the most recent trends prevailing in that market. If conducting an international advertising analysis, be sure to study global economies, too. While surveying the advertising industry, be sure to include new media and mobile advertising, as well as print advertising and traditional electronic media. You can forecast advertising trends by forecasting economic trends, as both are affected by one another. The annual growth or decline of individual markets also correlates to the advertising trends in each of those markets.

You can expect that markets with growing economies will also experience advertising and sales growth. In areas where economies are weak, the same will likely be true for that area's potential for advertising growth. Essentially, when forecasting advertising trends, it is important to first understand that sale revenues will rise and fall according to the strength or weakness of an individual economy, since consumer activity is strongly related to economies more so than actual advertising budgets.

When forecasting advertising trends, do not forget to factor Internet advertising into your analysis, as well. This advertising medium should apply to national as well as international trends since it has the potential to impact each. Specifically, the most current social network trends must also be included in this analysis.

Other past data that should be studied includes the seasonal patterns that impacted the success or failure of previous advertising campaigns. When attempting to predict advertising trends, however, it is important to look beyond the most recent seasonal patterns and include relevant patterns from several years prior. Note that the variables that may have influenced drastic changes in these patterns, such as political upheavals, natural disasters or other unexpected changes that may have manipulated a change

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in patterns. Compare this data to the current markets you are forecasting for and consider the likelihood of any possible disturbances.

To properly forecast advertising trends, the demand for a product or service in an individual market must also be analyzed. Specifically, the spending power within key customer demographics must be considered, as well as spending behaviour. In order to get an accurate feel for the precise demand for a new product, you may find it worthwhile to conduct more detailed market research, such as focus groups, before attempting to finalize a forecast of advertising trends.

4.7.1 Key Emerging Trends

The following are the key emerging trends in advertising design:

International Advertising

Advertising is a paid message used to promote a product, service or an idea to a specific audience. International advertising refers to advertising which is carried out in multiple countries around the world. Effective international advertising requires specialized cultural knowledge that considers differences between target audiences in different countries. International advertising is considered not only a communication process, but a business activity, an industry and a reflection of society as a whole.

The primary goal of advertising is to effectively communicate with the target audience. The communication process involves multiple aspects which are affected by media, culture, literacy and language. For example, a multinational company that wishes to place newspaper ads will find that their ads will most likely be unsuccessful in countries that have significantly low literacy rates. Additionally, cultural norms and values differ among countries. For example, a television commercial for birth control does not cause concern in many Western countries, while the same ad televised in a conservative Muslim country, such as Saudi Arabia, may be very controversial.

International advertising can also be considered a business practice by which an advertising firm attempts to influence audiences in other countries about itself, and its products and services. Advertising agencies decide whether to create global or regional campaigns that are capable of building a global image about a product or service. Agencies create advertisements and place them in the appropriate media outlets throughout the world.

The worldwide industry of international advertising consists of a large network of advertising agencies. The network is made up of small and medium sized agencies located within one country and large agencies that have multiple offices in multiple countries throughout the world. This industry network is responsible for the communication via the business activity of advertising.

Finally, international advertising reflects multiple facets of society, including values, morals, lifestyles and gender roles. The image of a product or service created by international advertising plays a part in promoting specific facets of society. Criticism of global campaigns claims that these images are promoting Western cultures and

values. International advertising may act as a force that promotes these cultures and values with many products becoming objects of desire for others in the world. Additionally, communication through a regional or global campaign can also promote integration and diversity by establishing common bonds and creating universal symbols that are able to connect people from different areas of the world.

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Mobile Advertising

Mobile advertising refers to the process by which businesses advertise directly to consumers via mobile devices like cell phones. This mode of advertising has increased dramatically in conjunction with the boom in cell phone use. In addition, businesses that practice mobile advertising are well equipped to take advantage of all of the diverse options offered by the technologically advanced Internet-ready smartphones that have also enjoyed a surge in popularity. Among the avenues available on cell phones for advertisers are text messaging, rich media, and cell-phone applications, or apps.

The days when big businesses could rely on their brand name to bring in customers from around the country or around the world are long past, as technological advances have made advertising an increasingly complicated and competitive undertaking. With the advent of the Internet, businesses found another way to communicate directly with their customers by building websites to showcase their products or services. Even that technique might not be enough, though, considering how much cell phones have taken hold as the gadget of choice for many consumers. Mobile advertising allows businesses the opportunity to tap into this cell phone usage to communicate effectively with consumers.

It's important for businesses to match up the message they wish to convey with the proper mode of mobile advertising to deliver that message. The variety of measures that a business can take increases all the times as new technology opens up seemingly infinite possibilities for the ways in which ads can be delivered. Smartphones, which are cell phones that have the capability to access the Internet and deliver video and audio of excellent quality, are primary targets.

Advertisers may choose to deliver a straightforward, direct message via text messaging, which is a cell phone service that allows cell phone users to communicate with each other through short messages. Text messaging is an increasingly popular way for friends and family members to keep in touch with each other. Savvy advertising delivered in this way has an excellent chance of getting its message across.

Audio and video capabilities included on many smartphones allow advertisers to get even more information across to their intended audience. For example, rich media ads allow advertisers to deliver interactive content that strengthens the user experience and yields the opportunity for a wealth of information to get through. Mobile video can deliver the equivalent of a television commercial right to a cell phone. Finally, mobile apps, which are software programs that run on cell phones, are another popular mode of mobile advertising.

Online Advertising

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For some companies and individual professionals, the Internet is used for the bulk or all of their advertising. In many cases, people choose Internet advertising because there are opportunities to reach a large number of viewers, in a variety of ways, for free or for very reasonable rates. Internet advertising options include pay-per-click advertising and business directory listings.

Many print advertising options require people to pay for a certain amount of space with no guarantee that anyone will pay attention. When placing an advertisement in a newspaper or on a billboard, for example, a company generally pays or agrees to pay a specified amount before their message is displayed. Pay-per-click Internet advertising does not usually work this way.

Pay-per-click advertising offers advertisers more guarantee that people are paying attention to their messages. With this option, advertisers are typically only charged when a person clicks on their advertisements. Otherwise, the advertisements can rest free on any number of web pages.

There are several types of pay-per-click advertisement styles. There are links that can be placed in the body of an article. There are text boxes that can be placed along the sides, tops and bottoms of web pages. There are also embedded links, which tend to eliminate the distractions from the content that some other options cause.

With an embedded link, a keyword is associated with an advertisement. For example, in a travel article, the word "hotel" may appear. That word may be highlighted, denoting a link. When clicked, it may show an advertisement for a particular hotel. Only at that time an advertiser can be charged.

Some Internet advertising follows the traditional method where advertisers pay for exposing their messages. These generally work like newspapers and billboards. An advertiser is given so much space for a certain amount of money, which is usually paid monthly or annually. Some web pages may have rules that require advertisers to conform to certain standards. Others may accept any type of advertising as long as the space has been paid for.

Social networking sites offer a unique form of Internet advertising. Social networks sometimes allow people to build pages similar to miniature websites. On these pages, individual professionals or companies can promote and display their work and products. They can also create videos that serve as commercials. Other social networking sites can be used for Internet advertising because people can make announcements with links that draw viewers to another site that pertains to work or products.

Online business directories work similar to a traditional phone directory. They allow businesses to list themselves and their contact information. Some allow advertisers to display their logos and to give a brief description of their services. Online business directories are often free but some may charge fees for each listing.

Other Emerging Trends

There are various technologies that have emerged or seen rapid growth on a global scale during the latter part of the 20th century and into the new millennium. Most people who have an Internet connection are already aware of some of the major types of this media, which includes social networking sites such as Facebook and Twitter, as well as blogs and video sharing sites such as YouTube. This type of media has also greatly advanced cellular communications in the last twenty years, through applications that connect with the Internet and other technologies. As new media is constantly evolving to connect to as many different platforms and people as possible, one of its most defining characteristics is interactivity.

One of the first forms of new media that the general public became familiar with during the latter-20th century was cyber chatting. Whether one-on-one or within a chatroom, chatting online quickly evolved from a mostly text-based tool to one which also included audio visual capabilities via such applications as webcams. Because of the anonymity afforded by the Internet, many people who are engaged in online chatting began reconstructing the narrative of their real lives, posing online under a different name, age, gender or occupation. Today, the notion of a new online identity first introduced in chatrooms has expanded to include visual recreation, via the popular web service, Second Life. On Second Life, members can create their own 3D image, also known as an avatar, and interact with other members in a completely virtual world.

Blogs are another form of new media which have expanded our notions of the levels of interactivity. The ability for bloggers or citizen journalists to post any text, photos or videos for other Internet users could interact with was initially seen as a breakthrough in global communications. The problem, however, of locating blogs which focused on particular topics of interest was then solved by social networking sites, which enabled people to stay abreast of one's own network of friends and organizations via one website. Social networking sites, such as Facebook, MySpace and Twitter are also compatible with blogs, cell phones, and similar applications, enabling people to send and receive updated information to a select group of users. The hybridization of different types of media has given way to some concerns over privacy in recent years. The potential to combine different forms of new media into one source, such as connecting to social networking, email, phone, and web banking through a hand-held device, renders one more vulnerable to identity theft via hackers and spyware.

4.7.2 Future of Advertising

Advertising is still all about the 'ifs and buts of a product', presented in a glowing rainbow like picture trying to attract consumers but what is the future of advertising in coming years?

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Let's go way back when the idea of advertising a product was regarded as some kind of a big deal. Then the advertisements were very limited, and it took lots and lots of efforts to make a single advertisement. And the customers then, had no option other than watching those advertisements. Now, time has changed. Since last 20 years or let's just consider last 10 years, there has been a dramatic change in the world of advertisement. And this will not have a stop in coming years. The change doesn't mean that the advertising agencies will all be shut down and firms will take over. It just means that the existing advertising agencies will have to experience a change in the industry and within. They will be redefined and reinvented so that they can survive in the years ahead. The agencies which gave their number of years to this industry will also change for good, be capable to cope up with new challenges, new competition and new attitudes of the consumers. Once an article was written on change in advertising in 1992 and the title then also suits now, it said - Advertising Age: Change or Die and very well said. To understand what is going to change and what will remain the same should be on the top of the list of the advertisers.

Now is the beginning of the digital era. The agencies had a system of having some few creative people who used to come with ideas for ads. That was the time when giving an ad in radio and television was very expensive. But now no one actually cares for the cost for such ads because consumers are responding well. But now and onwards, internet and technology has taken a front seat. Let's talk about the mass media. Today every TV serial, all movies running in theatres and all breaks in the radio channels have fillers called ads. But in the coming years, the ads can be shown to the consumers only if they want to see and not because the advertiser wants them to see it. The cost of using internet and digital gadgets is everyday dropping down so the customers don't mind spending on these things other than fooling themselves with the colourful advertisements. The future will be in favour of the advertisers and advertisements but only at the cost of proper management and proper use of digital technologies and internet.

The Bond

Nowdays, no one trusts the ad industry because there is no transparency. The ethics are not being the part of ads anymore. In coming years, the bond of trust has to be again rebuilt between the consumers and the advertisers. The advertisers will have to work hard to gain the confidence of the customers.

More Creativity

The creative people of the agencies should not limit their creativity by only working with the old style menu. This is the time to explore with help of internet and digital tools.

Differentiated Products

The advertisers should launch a product which will be completely different but excellent to use. Then only the voice will be heard.

Attract Talent

More and more quality people should be hired today who will be leaders for tomorrow. They will be the people who will lead the industry in the future with the best quality being coping up will everything. Better HR practices should also be appointed.

These are some points which may help advertisers to survive and survive in a better way in the future. The people who will not change can just not stay in this new industry.

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4.8 AIDA PRINCIPLE

AIDA is an acronym used in marketing and advertising that describes a common list of events that may occur when a consumer engages with an advertisement.

- A - Attention (Awareness): attracts the attention of the customer.
- I - Interest: raises customer interest by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).
- D - Desire: convinces customers that they want and desire the product or service and that it will satisfy their needs.
- A - Action: leads customers towards taking action and/or purchasing.

Using a system like this gives one a general understanding of how to target a market effectively. Moving from step to step, one loses some percent of prospects.

AIDA is a historical model, rather than representing current thinking in the methods of advertising effectiveness.

Everyday we're bombarded with headlines like these that are designed to grab our attention. In a world full of advertising and information – delivered in all sorts of media from print to websites, billboards to radio, and TV to text messages – every message has to work extremely hard to get noticed.

And it's not just advertising messages that have to work hard; every report you write, presentation you deliver, or email you send is competing for your audience's attention.

As the world of advertising becomes more and more competitive, advertising becomes more and more sophisticated. Yet the basic principles behind advertising copy remain – that it must attract attention and persuade someone to take action. And this idea remains true simply because human nature doesn't really change. Sure, we become increasingly discerning, but to persuade people to do something, you still need to grab their attention, interest them in how your product or service can help them, and then persuade them to take the action you want them to take, such as buying your product or visiting your website.

The elements of the acronym are as follows:

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1. Attention/Attract

In our media-filled world, you need to be quick and direct to grab people's attention. Use powerful words, or a picture that will catch the reader's eye and make them stop and read what you have to say next.

With most office workers suffering from e-mail overload, action-seeking e-mails need subject lines that will encourage recipients to open them and read the contents. For example, to encourage people to attend a company training session on giving feedback, the email headline, "How effective is YOUR feedback?" is more likely to grab attention than the purely factual one of, "This week's seminar on feedback".

2. Interest

This is one of the most challenging stages: You've got the attention of a chunk of your target audience, but can you engage with them enough so that they'll want to spend their precious time understanding your message in more detail?

Gaining the reader's interest is a deeper process than grabbing their attention. They will give you a little more time to do it, but you must stay focused on their needs. This means helping them to pick out the messages that are relevant to them quickly. So use bullets and subheadings, and break up the text to make your points stand out.

3. Desire

The Interest and Desire parts of AIDA go hand-in-hand: As you're building the reader's interest, you also need to help them understand what you're offering can help them in a real way. The main way of doing this is by appealing to their personal needs and wants.

So, rather than simply saying "Our lunchtime seminar will teach you feedback skills", explain to the audience what's in it for them: "Get what you need from other people, and save time and frustration, by learning how to give them good feedback."

4. Action

This is the magic stage when they take action on their desires and actually buy the product or agree to your proposals.

The scariest point is where you ask for the sale or ask them whether they actually do agree fully with you.

- Listen to the signals they are sending. Are they asking you about when you can deliver or what after-sales support you give?
- Summarize the problem you are solving for them and how what you are proposing solves that problem.
- Use the appropriate closing technique, such as alternatives (Do you want the red or the blue?) or presupposition (What time shall we meet next week?).

4.9 SUMMARY

- Advertising design refers to the creation and organization of visual artwork used in advertisements (ads) for products and services.
- The designs used in advertising are created by graphic designers, and advertising agencies as well as the advertising departments of corporations employ these professionals to create and execute brochures, direct mail, web ads, and print ads.
- Advertising is both an art and a science. The art comes from writing, designing, and producing exciting messages. The science comes from strategic thinking and planning, including research.
- The point of designing an ad should never be to draw attention to “creativity,” but to draw attention to the benefits, the offer of the product or service being sold and the call to action. The product is the reason for the ad and should be the star of the show; not the designer.
- Advertising design is the process of creating a mixture of visual images and messages that advertise a product or service to the public. Some companies hire well-known advertising firms to take care of these issues while others handle the work in-house.
- When colour is used correctly, it can add impact and clarity to your ad message. Colour can emphasize, highlight, and lead your end users to a call-to-action. Colour can also be used to trigger emotion.
- Advertisers and advertising agencies believe that customers have needs and desires, which can be fulfilled through the purchase and use of products and services. Advertising works largely through appeal of emotions of envy, fear, anxiety, about one’s appearance and lack of status.
- A budget is a type of list that clearly defines the profits and losses of a business or person. It is useful for helping a person or business manages money in terms of spending and saving.
- Structuring an effective advertising budget calls for taking into consideration all the different aspects of public relations and promotion that company owners believe will reach the right sectors of the consumer market, identifying the amount of money that can be spent on the advertising, then designing the budget within those limitations.
- An advertising appeal is the primary claim used in an advertisement to market a particular product or service. Advertisements, whether they appear in print, on the Internet, on billboards, or on television, usually have one major claim that they use to increase the appeal of a specific product.
- An emotional appeal is intended to create an emotional state favourable to the aims of the advertisers in those who see or hear a given advertisement.

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- Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial for them.
- Effective international advertising requires specialized cultural knowledge that considers differences between target audiences in different countries. International advertising is considered not only a communication process, but a business activity, an industry and a reflection of society as a whole.
- Mobile advertising refers to the process by which businesses advertise directly to consumers via mobile devices like cell phones.
- Internet advertising options include pay-per-click advertising and business directory listings.
- AIDA is an acronym used in marketing and advertising that describes a common list of events that may occur when a consumer engages with an advertisement.

4.10 REVIEW QUESTIONS

1. What do you mean by ads design?
2. What are the key basics of ads designing?
3. Discuss the basic principles and structure of ad designing.
4. What are the key essentials of ad budget?
5. What are the different types of ad appeals?
6. Write a note on ad trends.
7. What are the AIDA principles?

UNIT 5

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ADVERTISING MEDIA

Structure

- 5.0 Learning Objectives
- 5.1 Introduction
- 5.2 Concept of Carrier and Non-carrier Medium Vehicle
- 5.3 Media Scheduling and Selection
- 5.4 Perceptual Mapping
- 5.5 Summary
- 5.6 Review Questions

5.0 LEARNING OBJECTIVES

After completion of this unit you should be able to:

- Know the carrier and non-carrier medium vehicle
- Describe media scheduling and selection
- Define perceptual mapping

5.1 INTRODUCTION

One of the foremost thoughts in a businessperson's mind is how to advertise his or her business. Many companies have specific departments setup to handle the task. Before one can make an educated decision on how to advertise his or her business, he or she must understand the different types of advertising media. Online, digital, print, television and radio advertising are all types of advertising media. Each type might not work for every business, but understanding what each one is and whom it targets will help a person decide which options are best for his or her business.

Online advertising has become increasingly popular with many businesses because of its relatively wide reach. Businesses have many options when it comes to using the Internet for advertising. Many sites allow a business to advertise using a type of bidding system that allows it to select its target market and the daily amount it would like to spend on advertising. Businesses might also choose to purchase ad space to appear on certain sites that serve their target market.

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Digital advertising is a form of advertising media that allows a business to purchase ad space to appear in video games, digital video, digital radio and other forms of digital media. Although some digital advertising appears on the Internet, some of it does not. Some video games that are played on computers and video game consoles have digital advertisements.

Traditionally, print advertising has been the most popular form of advertising media. This type of advertising includes ad space in newspapers, books and magazines as well as brochures, pamphlets, flyers and business cards. Many businesses carefully weigh the cost versus the benefit of print advertising, because some businesses might not have a target market that utilizes certain print media. With that said, brochures, pamphlets, flyers, and business cards are all great tools for business owners to have on hand at all times, because many people like to have these small tidbits of information available in order to learn about the business.

Television and radio advertising are two of the more expensive advertising media options. Local television and radio channels might sell ad space to a local business that is looking to promote itself. Larger companies with a national or international base might choose to purchase ad space on network television stations or satellite radio channels because of the larger audience that these options offer.

5.2 CONCEPT OF CARRIER AND NON-CARRIER MEDIUM VEHICLE

Deciding to include advertising in the communication mix process is a relatively easy decision compared to deciding which media and media vehicle (for example which magazine or which channel on TV, etc.) Most of the advertising budget gets spent on the media (and not the creative or production side). This is why a careful planning, negotiating and knowledge skills are very important. Expert media planners and buyers get the best out of the advertising by finding the right spaces or places for an ad campaign at the lowest cost.

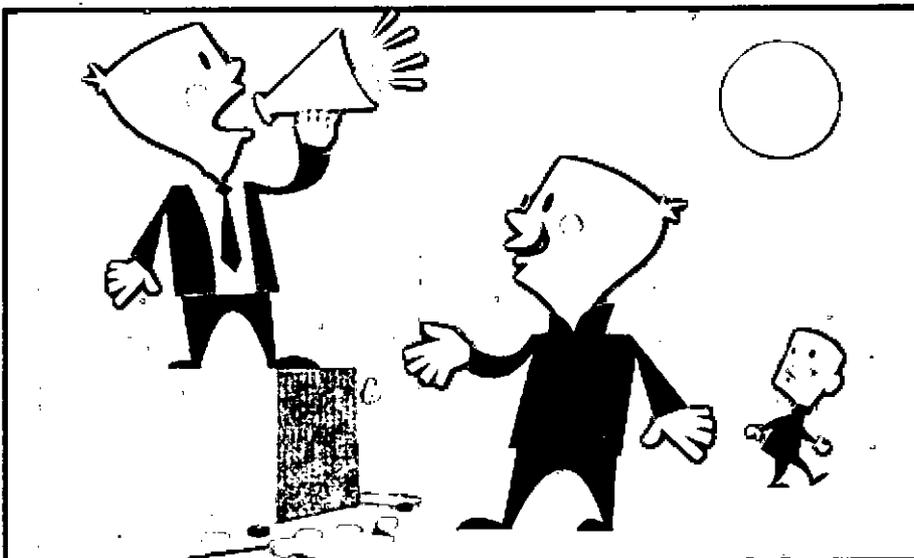
Media Vehicle is a specific medium used to convey information to target audience. This term is generally used by media planners and buyers while formulating strategies for advertising or marketing campaigns. First, planners finalize the media type and then choose the specific media vehicle that will carry the definite information. For instance, when media planners choose print media for promotion and select magazines, they first finalize the classes of magazines like general knowledge, women centered, travelogue, etc. to be chosen. If women centered magazines are targeted, then the media vehicles would be specific magazines like Femina, Women's Era, etc.

Very often, media vehicles are selected on the basis of their past performance. New companies find difficulty in choosing the right media mix, therefore experienced advertising agencies are outsourced to get the job done efficiently. Some of the commonly used print, electronic and new media vehicles are:

- Aerial Advertising
- Billboards
- Cable and Satellite Television
- Cinema
- Direct Mail
- Exhibitions and Trade Fairs
- Internet
- Point-Of-Sale
- Radio
- Sales Promotion
- Social Media
- Sponsorship
- Magazines
- Video
- Video Games

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One of the essential tasks is to choose the right combination of vehicles that will hit the target audience with the right message. It is important to consider the characteristics of the media type and benefits of choosing the media vehicle, based on relevant logic and rationale of media planning. The three fundamental characteristics are costs, delivery and audience profile that are related with the communication message. There are several media vehicles, from which one needs carefully choose the right mix which is in sync with the organization, the product/service and the consumer. There are a wide variety of media available today for the advertisers to choose from. The decision is depended on a lot of factors at the same time it is a very crucial decision since the success of the campaign is highly depended on the media selection aspect.



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Broadly the following media vehicles are used to spread message to the people : (i) Press advertising, (ii) Outdoor advertising, (iii) Film advertising, (iv) Radio advertising, (v) Television advertising, (vi) Direct mail advertising, (vii) Display advertising, and (viii) Speciality advertising. The merits and demerits of these media are discussed below.

1. Press Advertising or Print Media

Press advertising, i.e. advertising through newspapers, magazines, journals, etc. is commonly used by modern businessmen. It may be noted that advertising is an important source of finance for the press or print media. Because of advertisements, the subscribers get newspapers and periodicals at subsidized rates.

Newspaper Advertising

Newspaper reading is a common habit among most of the educated people. Besides daily newspapers, there are bi-weekly and weekly newspapers also. Newspapers reach almost every place and are read by all kinds of people. Therefore, newspaper can be used as a medium of advertisement with great advantage. While selecting a newspaper for this purpose, an advertiser has to take into consideration the strength of circulation, the class of readers it serves, the geographical region in which it is popular, and the cost of space.



Newspapers are an important part of our everyday life and a major source of information for a large number of readers. Newspapers are available to the masses at a fraction of their cost because advertising revenues from large to small advertisers support them. Without such tremendous advertising support from business firms and others, newspapers would not survive.

The role of newspapers is different in the media plan of the advertiser than television or radio. They allow the presentation of detailed messages that can be processed at

the readers' own convenient pace. According to Herbert E Krugman, newspapers and magazines are high-involvement media, because the reader is generally required to devote some effort in reading the advertising message to have some impact. Television and radio are considered as intrusive because the ads appear and go and the audiences have no control over their pace.

To conclude, newspapers are the major form of print media and the largest of all advertising media. Newspapers are quite important to national advertisers and are an especially important advertising medium to local advertisers.

Advertising through newspapers has the following merits:

- A newspaper has large circulation and a single advertisement in a newspaper can reach a large number of people
- Continuous advertisement is possible because newspaper is published daily. An advertiser can repeat his advertisement either daily or weekly,
- Newspapers provide flexibility in advertising in the sense that advertisement campaign can be initiated and stopped quickly. One day's notice is sufficient for this purpose. Similarly, advertising message can be changed promptly whenever needed.

Newspaper advertising has the following limitations:

- The life of newspaper advertisement is very short. Moreover, people devote only insignificant part of their day's time in reading the newspaper. Thus, advertisements are likely to draw the reader's attention only casually or marginally.
- Newspaper advertisement is successful only when the people to be communicated the message are literate.
- Newspaper is scarcely used for coloured advertisement. The advertisements are generally printed in black and white. This makes the identification of products more difficult.

Magazine Advertising

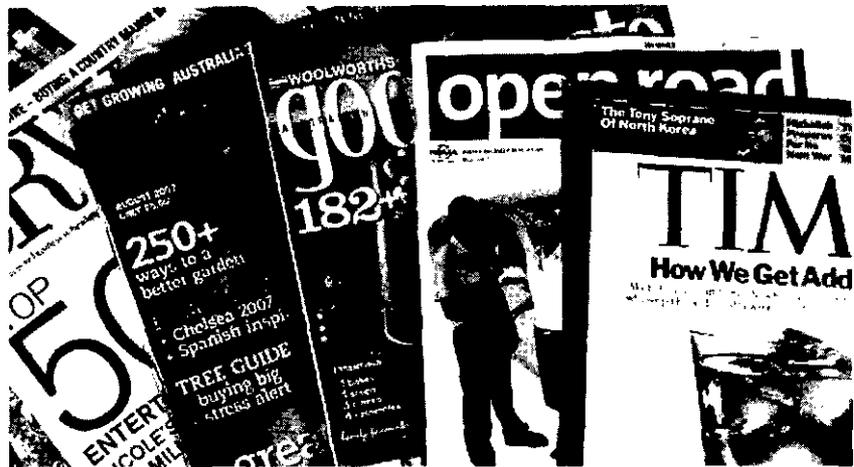
Magazine or periodicals are an excellent medium of advertisement when a high quality of printing in colour is desired. Magazine advertisements can be directed towards a particular class of people. Thus, marketers can avoid wasteful expenditure on advertising.

Magazines are considered as the most specialized of all the advertising media. The magazine industry has often been described as "survival of the discriminating." The number of magazines has increased steadily to serve the educational, informational, entertainment and other specialized needs of consumers, business and industry.

Availability of a wide variety of magazines makes them quite an appealing medium to a very large number of advertisers. Magazine advertising is equally popular among large and small companies. Their highly interested readers are usually willing to pay a premium for the magazines.

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As pointed out earlier, the role of magazines is different in the media plan of an advertiser. Magazines allow the presentation of detailed ad messages along with beautiful reproduction of photographs, graphics and colours. Magazines are comparatively a more high-involvement form of print medium than newspapers, as they are read in a leisurely manner and are not dumped or thrown after reading as happens in case of newspapers.

Magazines can be classified in various ways but the most important classification can be in terms of their editorial appeal or the type of readership they attract.

- *Consumer Magazines:* These magazines are bought and read by general public for entertainment or information. Consumer magazines represent the major part of the magazine industry and attract the largest share of total money spent in magazine advertising. This group of magazines is particularly suited to advertisers who want to reach general consumers of products and services and are also very suitable to reach specific target audiences. The most frequently advertised product categories include cosmetics and toiletries, laundry products, dress materials, fashion garments, consumer durable goods, and business and consumer services. Advertising scene in consumer magazines is dominated mostly by large national advertisers but they are also important to smaller firms dealing in specialized products and services such as mosquito repellents, handmade paper, specialized protective lighting equipment for computer users, slimming and beauty care services, etc. Special interest magazines target groups of audience with similar interest or lifestyle and attract advertisers who desire to reach them efficiently with little waste circulation. The editorial content of such specialized magazines is very appropriate in creating a suitable advertising environment for related products and services.
- *Business Publications:* Business magazines include publications such as trade journals meant for specific businesses, industries, or occupations. They are different from consumer publications and are distinguished by the editorial focus. The readership is mainly composed of business managers and executives,

businessmen and business schools, etc. These publications are focused on professional people within a particular field of interest and provide relevant information about occupation, careers, or industry. They are important to advertisers in reaching a precisely defined target market such as decision makers in business and industry or industrial buyers.

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Advantages of Magazine Advertising

Some characteristics are peculiar to magazines and make them very attractive to advertisers as a medium. The advantages include their selectivity, excellent reproduction quality, creative flexibility, permanence, prestige, high involvement of readers and services they offer to advertisers.

- **Selectivity:** A major advantage of magazines as a medium is the selectivity or their ability to reach specific target audience. Except for direct mail and Internet, magazines are considered as the most selective of all media. Usually magazines are published for audiences with special interests. Other than interest-based selectivity, magazines offer demographic selectivity and can reach specific target segments because of their editorial content and focus on well defined demographic characteristics. National or regional advertisers can use maximum selectivity in reaching markets of their choice through appropriate selection of magazines. National advertisers can use regional language editions to test-market products or alternative advertising campaigns in various regional markets.
- **Reproduction Quality:** From the advertisers' point of view, a highly desirable and valued attribute of magazines is the reproduction quality of advertisements. Magazines are generally printed on high quality paper. The printing processes used are modern and provide equally superior reproduction both in colour and black and white. This is quite an important feature for a visual medium like magazines because photographs and illustrations are often a dominating part in ads. The reproduction quality in almost all respectable magazines is far too superior compared to what is offered by newspapers, particularly in colour. Special newspaper supplements are an exception, which are produced on superior glossy paper. Use of colour in ads is particularly important for advertisers when a product's visual elements are important in creating an impact.
- **Creative Flexibility:** Advertisers can take advantage of a great deal of flexibility in terms of the type, size and placement of advertising material in magazines. There are options of special facilities that help advertisers in making the ad more noticeable and readable such as gate-folds, bleed pages and inserts. Multiple-page advertising in magazines takes many forms. The most common advertising of this form uses two page or three page spread and inserts. A spread increases impact of the message and removes any competition to reader's attention. Gate-folds is a form of multiple-page insertion and uses a third page that folds out

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and gives the ad extra large spread. It is used by advertisers to make a striking presentation and are often found at the inside cover of magazines, or on inside pages. Gate-folds are expensive and must be booked well in advance. Only a limited number of magazines offer the facility of gate-folds as they can add to the bulk of the magazine. In case of bleed pages, the ad extends all the way to the edge of the page without leaving any margin of white space surrounding the ad. Bleed creates an impression about the ad that it is large and produces a dramatic effect. Most magazines charge some extra percentage for bleeds. Other than gate-folds and bleed, creative options through magazines include unusual page sizes and shapes. Occasionally one comes across unique ads that jump off the magazine pages. These are complex three-dimensional pop-up ads that attract reader's immediate attention. Inserts of different types include return cards, booklets, CD's, coupons, etc. Taking a cue from magazine advertisers of developed countries, probably the time is not far when magazine advertisements might occasionally include samples of certain products such as fragrances, or deodorants whose scent is important. All these techniques in magazine advertising are attempts to break through the advertising clutter and grab the attention of readers.

- **Permanence:** As mentioned earlier, a limitation of newspapers is that they are generally dumped or thrown after being read. Similarly, TV and radio ads typically deliver fleeting messages that have a very short life span, only magazines are an exception in this regard. People generally read magazines over several days and retain them at home for reference longer than any other medium. Many readers refer to magazines on several occasions and can be exposed to ads on multiple occasions. Magazines are often read by more family members than one and are also passed on to friends and acquaintances. Magazine reading is less hurried and offers an opportunity to examine any ad more thoroughly. For ads of expensive, complex, risky, or ego-intensive products or services, which are categorized as high-involvement informational or transformational, advertising can use long and detailed copy to communicate effectively with consumers.
- **Prestige:** Some magazines enjoy a very credible and qualitative image among audiences and the product or service advertised in them may gain prestige in consumers perception. Quite a good number of products and services rely heavily on perceived quality, image and reputation, and for this reason they are advertised in publications that are considered credible and prestigious. High quality editorial content of magazines is recognized as an important element in creating a favourable environment. Reader opinion surveys furnish objective data in this regard but the image and prestige of a magazine largely depends on subjective estimates of media planners based on their experience. The ultimate

evaluation of magazines is whether they can deliver the right audience, at the right cost, and in the right environment.

- **Reader Involvement:** Readers generally purchase magazines for their information value. The ads furnish additional information about products and services that may prove to be valuable in making purchase decision. The more highly educated a reader, the more thorough is the reading of a magazine. Reader involvement is related to the credibility and content relationship readers develop with their Preferred magazines. Unlike ads in broadcast media, magazine ads are non-intrusive and the reader can always ignore any of them without effort. Magazines are considered as a more reliable source of information and consumers read ads with interest.
- **Services:** Some magazines offer an important service facility of split runs in which two or more versions of an ad are printed in alternate copies of a magazine's particular issue. This is very helpful to advertisers who want to pre-test the comparative ability and effectiveness of two ads in generating the desired response.

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Disadvantages of Magazine Advertising

As an advertising medium, magazines offer many valuable advantages to advertisers. However, there are also problems that must be considered by media planners. These problems include high costs of advertising, their limited reach and frequency, long lead time for placing the ads and the problem of increasingly heavy advertising competition and clutter.

- **High Costs:** Magazines are among the most expensive media on CPM basis and in a valued mass circulation magazine, advertising can be quite expensive. Many advertisers use quality magazines as niche supplement in their media schedule. The cost of ad space in magazines varies according to the size of audience they reach and the degree of selectivity. Advertisers with limited budgets may be interested in the absolute costs of ad space and costs of producing quality advertisements for such publications.
- **Limited Reach and Frequency:** Magazines published in English have their reach in all the regions. Regional language magazines have large circulation but their readership is confined to certain regions only. To reach a broad market area, media planners must make media buys in a number of magazines.

2. Outdoor Advertising

Outdoor advertising has gained wide popularity these days. Its purpose is to attract the attention of the people at busy roads and markets. It includes the use of poster displays, bill board displays and electric or electronic displays.

- **Poster Displays.** Posters are fixed on walls of buildings, bridges, and other public places. It is also quite common to write slogans and other message about

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the products in bold letters on the walls to attract the attention of the people even from a long distance. That is why, it is also known as 'Mural Advertising'. Mural advertising is frequently used to advertise fans, fertilizers, tonics, beauty aids and other consumer items.

- **Bill Board Displays.** Painted or bill board displays involve the advertisements directly painted on the boards meant for this purpose. They are quite big in size and are fixed at outstanding locations like busy markets and crossings. They are also erected on tops of bridges and important buildings.
- **Electrical Displays.** Electrical display involves the use of electric electronic lights or neon tubes to attract the attention of people, particularly during night. Generally, a short message is illuminated in tubes of different colours so that it is conspicuous and attractive. Electrical displays are fixed at heavy traffic consumer centres.
- **Vehicular Displays.** It has become a fashion these days to use modes of public transport for advertising.

Outdoor advertising has the following merits,

- Outdoor advertising is highly flexible and is a low cost medium.
- It is very useful for advertising consumer products because posters, etc. can be displayed at various crowded centres.
- Outdoor advertisement attracts quick attention and requires very less time and effort on the part of the readers. A complete picture of the product can be shown through outdoor displays.

Outdoor advertising is criticized on the following grounds:

- It can't carry long messages as posters, hoardings, etc. are read by the people at a glance,
- It has a low retention value because people don't devote special time to read the message
- It distracts the attention of the passers-by and may even cause accidents on busy roads.

3. Film Advertising

Films are an important medium of advertisement. Business concerns usually get a short motion picture prepared and distribute it to different cinema houses for displaying it before the commencement of the regular shows or during the periods of intermission. Such films are accompanied by running commentary to explain the features, uses and superiority of the product but film advertisement can be adopted only by the well-established firms. Since it involves high cost, small business firms can get cinema slides prepared for display in the cinema halls.

The merits of film advertising are as under:

- Film advertisement is very effective since it combines spoken words and visual presentation of picture.
- It helps in selective advertisement. A trader can advertise his products in the areas from where he wants to attract the customers.

The demerits of film advertising are as under:

- It is usually ignored by people when they are busy in talking.
- Its effectiveness is limited as only a few people are present in the hall before the start of the feature film and during the interval.

4. Radio Advertising

Radio advertisements are gaining greater popularity these days. Advertisements are broadcast from the transmitting stations of the commercial service of All India Radio and FM Radio and picked-up by the receiving sets owned by the public. Radio advertisements are normally broadcast along with popular programmes of music. Even the sponsored programmes of music, interviews and plays can be broadcast over the radio.

Radio advertising has the following merits:

- Radio advertisements carry an effective appeal and cover numerous listeners of different tastes.
- Radio advertisements reach the illiterate people who cannot read the newspapers and magazines.
- Radio provides selectivity (i.e. market segmentation) to some extent because advertisements can be included in different programmes meant for different types of people.
- Radio advertisements are very much suitable for the promotion of mass-scale consumer goods.

The demerits of radio advertising are as under:

- Detailed message can't be announced over the radio, people may not remember the message.
- It is non-visual. Thus, the usual impact of illustrating the products is not possible.
- Sometimes, the message is not understood properly by the listeners. Many people switch off the radio sets when it is the time for commercials or advertisements.

5. Television Advertising

Television is the fast growing medium of advertisement because of huge expansion of electronic media and cable network. It makes its appeal through both the eye and the ear. Products can be demonstrated as well as explained in film advertisement. Advertising may take the form of short commercials and sponsored programmes.

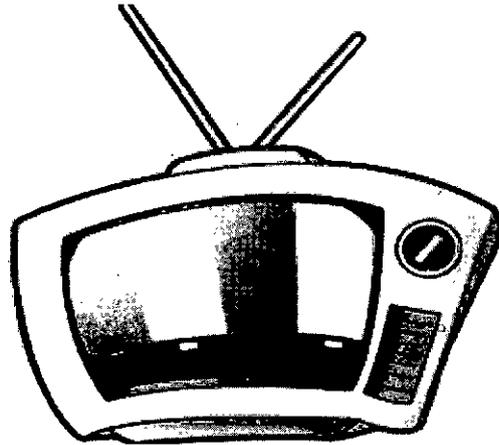
T.V. advertising has all the merits of film advertising. It has greater effectiveness as the message is conveyed at their homes to the people. Selectivity of message

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can also be achieved. Commercials may be given during that time period when the prospective buyers are supposed to watch television programmes.

T.V advertising has got all the demerits of film advertising. Television is a very costly medium of advertisement and can be made use of by the well established companies only. Another limitation of television advertisement is that once it is presented, its back reference is not possible.



There is no strictly uniform method of buying TV time across countries. Television networks mainly function as suppliers of programmes to local stations. They sell commercial time to offset their costs of buying shows and pay a fee to stations to carry their programming.

Buying Network Time

Network television advertising is concentrated among few large advertising agencies and advertisers who spend huge sums of money. There are three basic elements to buying TV network time.

- 1. Negotiation.** There are no rate cards, unlike most other media, for network television advertising. Buying agencies and networks bargain to reach a cost figure for the upcoming schedule. Agency comes to the bargaining table with a fair idea of what level of cost per rating point they can pay, because the difference of just a few rupees per rating point is significant when the agency is buying hundreds of commercials. Networks too have some gross monetary figure in mind for their upcoming schedule. Each party knows that there will be some give and take. These negotiators are quite experienced and know the parameters within which the final deal will be struck.
- 2. Scatter plans.** Networks offer agencies a list of programmes with predicted household and demographic ratings. Agencies are greatly interested in placing the commercials of their clients in the most popular shows that meet the predetermined demographic criteria. The negotiations for highly rated programmes are tough. Similarly, commercials during major sports events command a higher cost.

3. **Availability.** TV commercial time is limited, particularly on highly popular programmes. While negotiating with agencies or advertisers, a major issue for networks is to spread out the selected spots in the scatter plans of their largest and most important clients. It is a major exercise because the number of potential advertisers is more than the number of premium spots. A situation may arise that an advertiser wants to buy a spot, but it may not be available. In such situations, the advertiser's total investment on a particular network and the price the advertiser willing to pay are taken into consideration. Scatter plans allow the networks to reach an agreement with agencies to place commercials across their total schedule, whereby each advertiser has to accept some relatively low rated but demographically acceptable spots in order to get the choice spots.

Up-Front Buys

Network buying period was divided into two distinct periods – up-front buying session, and quarterly scatter buying session. Up-front buying involves the largest network advertisers who plan their media schedules and often purchase TV time as much as a year in advance. Large ad spenders, who use heavy TV advertising, force large agencies to make up-front buys. Upfront buyers are given certain important concessions, such as lower prices and cancellation options.

Spot Television

When national advertisers buy local station time, this is known as spot buys. It is also referred to by other names such as spot advertising, or spot television. Network schedules offer blanket coverage and spot advertising is meant for certain markets covered by the station. There are two types of spot advertisers – those that use spots advertising only and others who use spots to augment their network buys. Some major reasons for using spot advertising are:

- **Inadequate budget for network or uneven product destination:** Often some national companies lack the funds to purchase time on national TV basis, and by intelligent buying of spots in markets where they can get maximum returns, they can compete more successfully in selected areas. Often products have uneven distribution and national coverage creates unacceptable waste coverage.
- **Targeting geographic markets:** Brands often do not have a consistent sales pattern in every market. Spot advertising offers the advantage of building local TV weight in markets with most potential and complementing the national advertising effort.
- **Local identity:** Audiences in different markets have unique viewing habits and tastes. and networks cannot deal with these aspects easily. Some programmes or local nature are often more popular in terms of demographic fit. National advertisers, through spot advertising, can more closely identify with the local market preferences.

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- **Flexibility.** In case of network advertising, commitments are made far in advance. Spot buys allow advertisers to react at short notice to changing market conditions. Spot TV can also be used in test marketing and to introduce a product by markets.

Syndication

TV advertisers may also reach audiences by advertising on syndicated programmes which are distributed or sold on a station-by-station or market-by-market basis. Off-network syndication refers to shows which were run on networks and are subsequently bought and run by individual stations. First-run syndication refers to those programmes that are specifically produced for syndication market. Off-network syndication programmes are very important to local stations as they provide quality shows with an established audience. Syndication is also important to studios that produce programmes and sell to networks. Advertiser supported or barter syndication refers to the practice of selling shows to stations, and in return getting a portion of commercial time in the show with or without some cash payment. The commercial time so gained is sold to national advertisers. The station sells its own portion of time to local and spot advertisers. The audience for such shows is generally rural, and older.

Sponsorship

Under this arrangement, advertisers sponsor the shows produced by independent production studios and sold to networks or produced by the networks themselves. There are a number of reasons why advertisers sponsor shows on television. Sponsorship allows the advertiser to take advantage of the prestige associated with a high quality programme, benefiting the image of the company and its products. By sponsoring a programme, the advertiser gets more control over the number, placement and contents of its commercials. The high costs of sole sponsorship limit the use of this option to very large spenders only.

Participation

Airtime on TV is quite expensive and most advertisers cannot afford the costs associated with sole sponsorship. Most of the network advertising time is sold on participation basis and several advertisers buy commercial time or spots on a particular programme. Advertisers have no financial responsibility for programme production costs which are borne by the network or the individual station that sells and controls the commercial time. This is particularly advantageous to small budget advertisers. Even larger advertisers do not have long-term commitment to a programme and can spread their budget over a number of programmes. The disadvantage of this system is that the advertiser may face the problems of availability of spot and any control over the ad placement, because preferential treatment is given to those who commit to numerous spots. Another disadvantage of participation is that when there are too

many sponsors, to save on time, the announcer starts rapidly firing the names of different sponsoring advertisers. In such a situation, the confused viewers, probably miss almost all the names.

6. Direct Mail Advertising

Direct mail is probably the most selective of all the advertising media. It is used to send the message directly to the customer. For this purpose, the advertiser has to maintain a mail list which can be expanded or contracted by adding or removing names from the list. But a severe limitation is posed by the difficulty of getting and maintaining a good mailing list.

Advertisements that are sent by direct mail may be in the form of circular letters, leaflet folders, calendars, booklets and catalogues. Circular letters are sent to the prospective customers to inform them about the merits of the product and to create their interest in the product. Booklets and catalogues contain the information about the products advertised. Information about the terms of sale and prices of different varieties of the product is given to the prospective customers through catalogues.

Merits of direct mail advertising are as under:

- Mail advertising has a personal appeal since it is addressed to a particular person.
- It maintains secrecy in advertising. The competitors do not get the information about the advertised material.
- It gives flexibility in advertising. The message can be changed whenever the need arises. The mailing list can also be revised whenever the need arises.
- It gives an opportunity to the advertiser to provide detailed and illustrated information about the product to the prospects..
- It is the most selective medium of advertisement. The advertiser saves money also by directing his advertisement to the selected people.

Demerits of direct mail advertising are given below:

- The coverage of direct mail advertisement is limited.
- It is not possible to get the names and addresses of all the prospective customers when the advertisement material should be sent by mail.
- Its effectiveness is doubtful as it does not create a mass appeal.

7. Window Display

Window display is an on sight method of advertising. Goods can be exhibited in artistically laid out windows at the shop fronts or at important busy centers like railway stations and bus stops. Large show rooms are organized by big manufacturers and wholesalers in the main markets to advertise their product; and attend to the queries of the prospective customers. The retailers also organize attractive display of goods in the windows of their shops. Window displays are very popular with the retailers since it helps in informing the customer about the types of goods available with them.

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The main objective of window display is to draw the attention of the public and arouse their interest in the products displayed. Almost all the manufacturers insist that their products should be displayed at the retail shops. If a product is displayed properly at the point-of-purchase (POP) by the customers, it can attract many customers. Many people having no preference for a particular brand may discover a particular brand quite appealing and attractive and may purchase it. Thus, window display creates the demand for the product. Window display acts as silent salesman. In order to achieve the purpose of window display, cleanliness and a well-furnished appearance for the window are essential. Articles should be arranged in a systematic way and if possible price tags should also be attached with the articles. It is better if window displays are changed regularly to make the customers look at the displays every time they visit the shop.

8. Specialty Advertising

Many business firms (like Raymonds, Vimal, etc.) offer specialty articles to the present and prospective customers. These articles may be diaries, pen holders, desk trays, key chains, purses, paper weights, cigarette cases and calendars. The name and address of the advertiser is printed in or inscribed on the specialty items. They also bear the brand name of the firm. Since these articles are of daily use, they have greater capacity to remind their users about the brand name of the firm offering such articles.

Choice of Advertising Media

For the purpose of choosing the appropriate medium or media or advertisement, following factors should be taken into consideration.

- *Nature of Product:* Nature of the product to be advertised has an important bearing on the medium of advertisement. Products should be classified into two broad categories, namely, consumer and industrial goods. Consumer goods can be advertised in newspapers, magazines, radio and television and through outdoor displays, but industrial goods can be advertised profitably in the specialized trade, technical and professional journals.
- *Nature of Market:* Nature and extent of market can be determined by various factors like geographical region, size of population and purchasing power of the population. The market may be either local or national. Film advertising and outdoor advertising are more suitable for local products. Newspapers are the most suitable for advertising products which can be sold throughout the country.
- *Objectives of Advertising:* The objectives of the advertising programme are very important to determine the choice of advertising media. The objectives may be introduction of new product, to increase demand of an existing product, or to avoid competition by the rivals. If advertising is not to be carried on a mass scale to have big impact in the short and long run, a combination of various

advertising media may be chosen. Sometimes advertisements are inserted in the newspapers and magazines to complement the readers in order to enhance the goodwill of the advertiser.

- *Circulation of Media:* If the media have greater circulation, the message of the advertiser will reach a larger number of people. It may be mentioned that newspapers have the widest circulation, but other media have limited circulation.
- *Financial Consideration:* The cost of advertising media is an important consideration and it should be considered in relation to (a) the amount of funds available, and (b) the circulation of the media. In the first instance, the amount of funds available may dictate the choice of a medium or a combination of media of advertisement, and secondly the advertiser should try to develop some relationship between the cost of the medium and its circulation. The cost-benefit analysis will enable the advertiser to take right decision in regard to selection of the advertising media.
- *Type of Audience:* If the message is to be conveyed to illiterate or less literate people, radio, television and cinema advertisement will serve the purpose in a better way. Newspapers, magazines, displays and direct mail may be used to convey the message to the educated people, since different languages are popular in different regions, advertisements in different languages may be given to popularize the product.
- *Life of Advertisements:* Outdoor display and magazines and direct mail have sufficiently longer life but the life of newspaper, radio and television advertisements is very short unless they are repeated regularly. Therefore, the advertiser should also take into consideration the duration for which he wants to create the impression in the minds of the prospective customers.

Media used by Competitors. The choice of advertising media also depends upon the media used by the competitors. If a product is being advertised in a newspaper, the producers of its substitutes will find it better to advertise them in the same newspaper. This practice has become more common these days in order to fight competition in the market.

5.3 MEDIA SCHEDULING AND SELECTION

Scheduling refers to the pattern of advertising timing, represented as plots on a yearly flowchart. These plots indicate the pattern of scheduled times advertising must appear to coincide with favourable selling periods. Media scheduling depends upon a number of factors such as:

- *Nature of product-* consumer usables, durables or industrial
- *Nature of sales-* whether seasonal or regular sales.
- *Product lifecycle-* whether introduction, growth, maturity or decline.

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- Pattern of competitor's programmes.
- Entry of new competitors.
- Availability of funds for advertising.

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This involves the scheduling and timing of advertisement. The schedule shows the number of advertisements that are to appear in each medium, the size of the advertisements, and the date on which they are to appear. There are many ways of scheduling any advertising programme. No single way can be said to be best for all advertisers. Each advertiser must prepare a specific schedule most suitable for its market and its advertising objectives.

What may be good for one advertiser and his product may be bad for another. Even for the same advertiser, the best at one stage of the product life cycle may not be suitable at another stage. An advertiser, for example, may schedule to buy six pages space in a monthly consumer magazine. Alternatively, he may buy one-page space every month for the first three months; then he may not buy space for the next three months; and then again take one-page space every month for the next three months. There may be a variety of schedules of advertisements.

5.3.1 Media Scheduling Model

The classic scheduling models are *Continuity*, *Flighting* and *Pulsing*.

Continuity

This model is primarily for non-seasonal products, yet sometimes for seasonal products. Advertising runs steadily with little variation over the campaign period.

There may be short gaps at regular intervals and also long gaps—for instance, one ad every week for 52 weeks, and then a pause. This pattern of advertising is prevalent in service and packaged goods that require continuous reinforcement on the audience for top of mind recollection at point of purchase.

Advantages

- Works as a reminder
- Covers the entire purchase cycle
- Cost efficiencies in the form of large media discounts
- Positioning advantages within media

Program or plan that identifies the media channels used in an advertising campaign, and specifies insertion or broadcast dates, positions, and duration of the messages.

Flighting ("bursting")

In media scheduling for seasonal product categories, *flighting* involves intermittent and irregular periods of advertising, alternating with shorter periods of no advertising at all. For instance, all of 2000 Target Rating Poinered in a single month, "going

dark” for the rest of the year. Halloween costumes are rarely purchased all over the year except during the months of September and October.

Advantages

- Advertisers buy heavier weight than competitors for a relatively shorter period of time
- Little waste, since advertising concentrates on the best purchasing cycle period
- Series of commercials appear as a unified campaign on different media vehicles

Pulsing

Pulsing combines *flighting* and *continuous scheduling* by using a low advertising level whole year round and heavy advertising during peak selling periods. Product categories that are sold year round but experience a surge in sales at intermittent periods are good candidates for *pulsing*. For instance, under-arm deodorants, sell whole year, but more in summer months.

Advantages

- Covers different market situations
- Advantages of both continuity and *flighting* possible

5.3.2 Media Selection

Selection of a suitable medium for advertising is really a complex problem to the advertiser. There are a number of kinds and classes of media in the modern advertising. Hence, the advertising media selection means not only the choice of the right classes of media out also the individual medium within the class or classes. Besides there is no single medium that is best suited for all advertisers. In reality, a medium which is best suited for one may be almost useless for another. The medium once employed for advertising a particular product itself may be found unsuited subsequently. Therefore, the right choice of a medium calls for a careful analysis. If the medium is unsuited the whole amount of money spent on the advertising campaign shall turn to be a waste.

The advertiser, therefore, while selecting the media, should consider the following factors:

- *Class of the audience*: Firstly, the advertiser must note the class of the audience to be influenced by the medium. The audience can be classified into different groups by their social status, age, income, educational standard, religion, cultural interests. They may also be divided into men and women.
- *Extent of coverage*: Secondly, the advertiser must consider the number of audience to be covered by the medium. Every media has a general as well as an effective circulation. The general circulation is made up of the total number

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of people who read or subscribe to the media. The effective circulation is the number prospective customers who read it and the number of those who influences sales, though they may not buy for themselves. Effective circulation must be considered while estimating the number of people to be covered. The extent to which the medium reaches the same audience as that covered by some other media i.e., the percentage of over-lapping must also be taken into account.

- *Nature of the product:* Nature of the product itself is a principal factor governing the selection of the medium. Products can be classified into various kinds - consumer's products and manufacturer's products etc.
- *Nature of the competition:* The nature of the competition exerts greater influence of the selection of the media. If the competition is stiff utmost care is needed in the selection of medium and a larger advertising budget is also required. In many cases, where the advertising copy is similar or the choice of the media solely determines the effectiveness of the campaign as compared with that of the other competitors.
- *Reputation of the medium:* Newspapers and magazines can offer a beautiful illustration for the reputation of the media. There are a few newspapers and magazines which have international reputation with a high readership. Advertisements in such magazines and newspapers are generally recognized and believed in as true. Such advertisements also add prestige to the product.
- *Cost of the media:* Cost of the medium in most cases, is an important factor in the selection of the medium. Advertisements in certain media are expensive. For instance, TV and Radio advertisements. Magazines and newspaper advertisements are generally considered as less expensive. Yet, certain magazines and newspapers, having larger circulation and high reputation charge higher rates. The rates also differ depending upon the space occupied and the preferential positions. The first page of a newspaper is rarely missed by the reader. Hence they have more attention value, than the advertisements presented anywhere inside the newspaper.
- *Time and location of buying decisions:* The location of the audience and the time by which it should reach them must also be looked into. This consideration also enables the advertiser to keep his retail outlets in the proximity of the customers.

5.4 PERCEPTUAL MAPPING

Perceptual mapping is a diagrammatic technique used by asset marketers that attempts to visually display the perceptions of customers or potential customers. Typically the position of a product, product line, brand, or company is displayed relative to their competition.

Perceptual maps can have any number of dimensions but the most common is two dimensions. The first perceptual map below shows consumer perceptions of various automobiles on the two dimensions of sportiness/conservative and classy/affordable. This sample of consumers felt Porsche was the sportiest and classiest of the cars in the study (top right corner). They felt Plymouth was most practical and conservative (bottom left corner).

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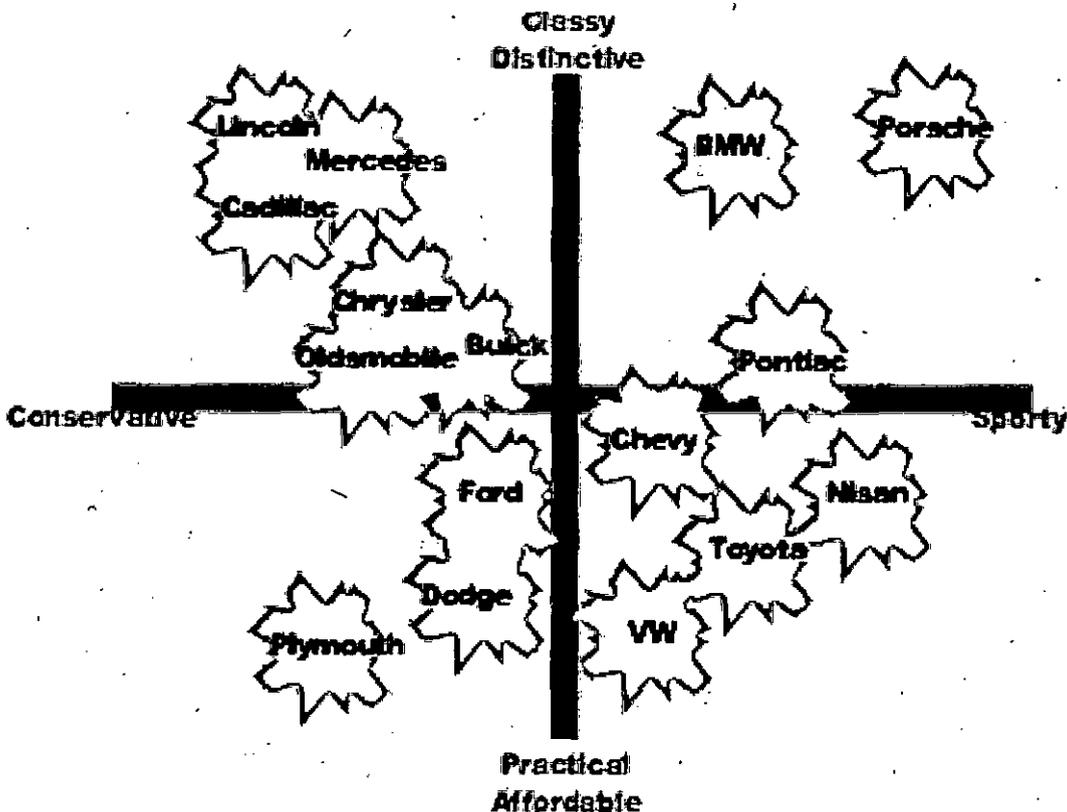


Fig.5.1: Product Map of Competing Products

Cars that are positioned close to each other are seen as similar on the relevant dimensions by the consumer. For example consumers see Buick, Chrysler, and Oldsmobile as similar. They are close competitors and form a competitive grouping. A company considering the introduction of a new model will look for an area on the map free from competitors. Some perceptual maps use different size circles to indicate the sales volume or market share of the various competing products.

Displaying consumers' perceptions of related products is only half the story. Many perceptual maps also display consumers' ideal points. These points reflect ideal combinations of the two dimensions as seen by a consumer. The next diagram shows a study of consumers' ideal points in the alcohol/spirits product space. Each dot represents one respondent's ideal combination of the two dimensions. Areas where there is a cluster of ideal points (such as A) indicates a market segment. Areas without ideal points are sometimes referred to as demand voids.

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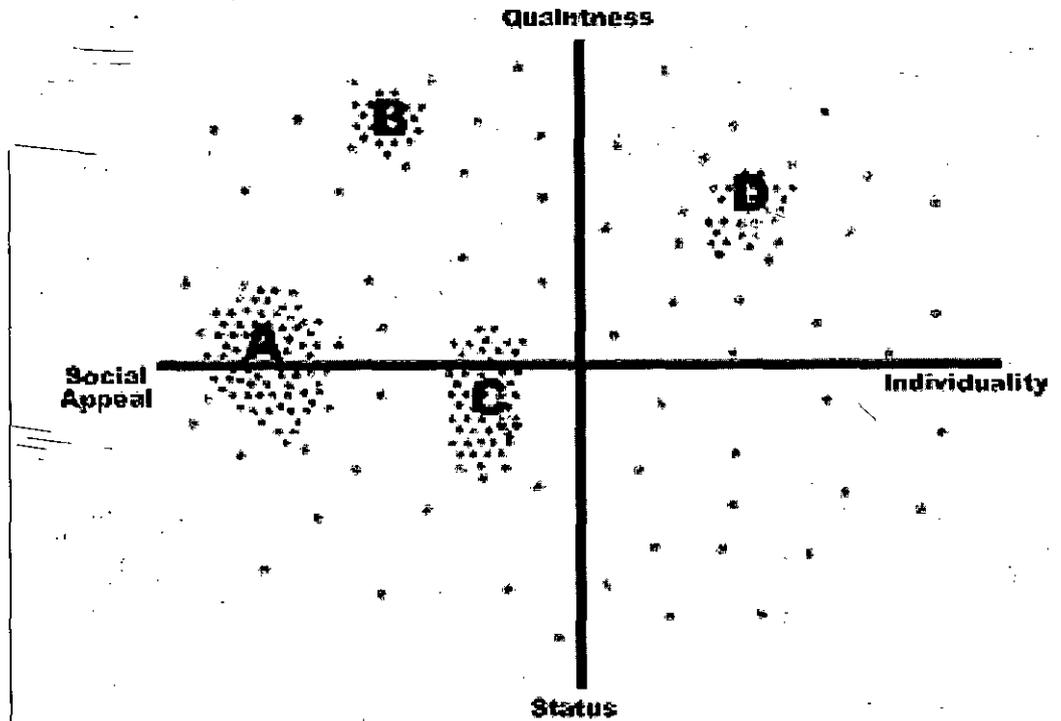


Fig.5.2: Perceptual Map of Ideal Points and Clusters

A company considering introducing a new product will look for areas with a high density of ideal points. They will also look for areas without competitive rivals. This is best done by placing both the ideal points and the competing products on the same map.

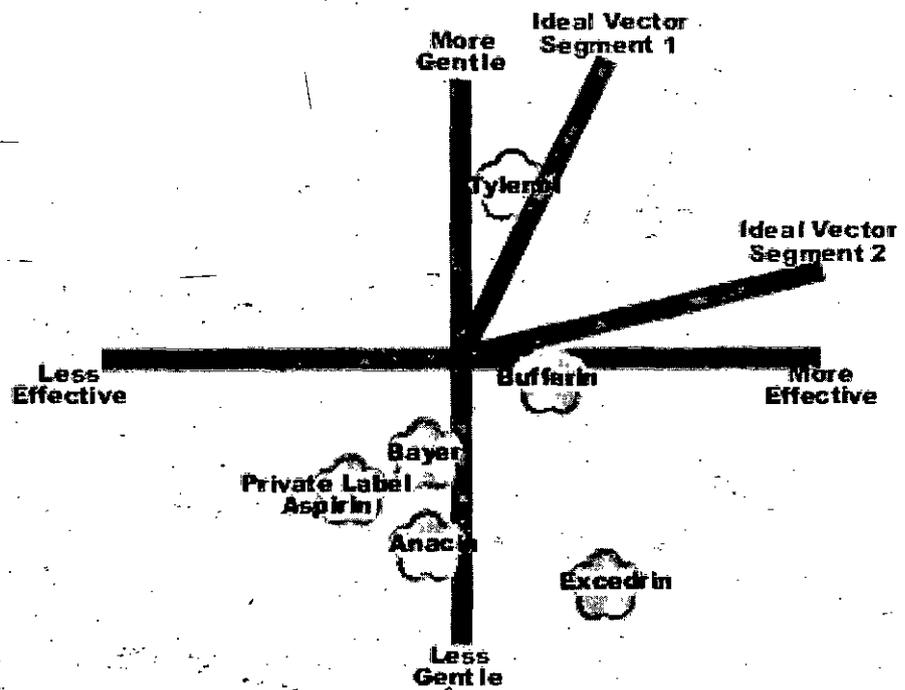


Fig.5.3: Perceptual Map of Competing Products with Ideal Vectors

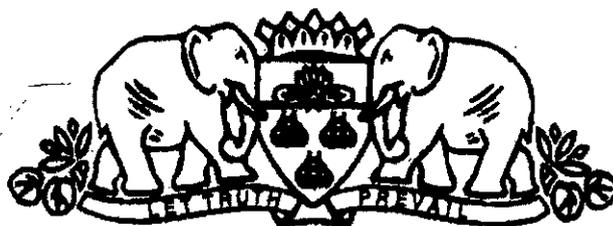
Some maps plot ideal vectors instead of ideal points. The map below, displays various aspirin products as seen on the dimensions of effectiveness and gentleness. It also shows two ideal vectors. The slope of the ideal vector indicates the preferred ratio of the two dimensions by those consumers within that segment. This study indicates there is one segment that is more concerned with effectiveness than harshness, and another segment that is more interested in gentleness than strength.

Perceptual maps need not come from a detailed study. There are also intuitive maps (also called judgmental maps or consensus maps) that are created by marketers based on their understanding of their industry. Management uses its best judgment. It is questionable how valuable this type of map is. Often they just give the appearance of credibility to management's preconceptions.

When detailed marketing research studies are done methodological problems can arise, but at least the information is coming directly from the consumer. There is an assortment of statistical procedures that can be used to convert the raw data collected in a survey into a perceptual map. Preference regression will produce ideal vectors. Multi dimensional scaling will produce either ideal points or competitor positions. Factor analysis, discriminant analysis, cluster analysis, and logit analysis can also be used. Some techniques are constructed from perceived differences between products, others are constructed from perceived similarities. Still others are constructed from cross price elasticity of demand data from electronic scanners.

Case Study: Advertising Strategies of The Times of India

The Times of India (TOI) is one of the leading newspapers in India. It is the largest circulated English newspaper in India. It represents the growing influence of Indian middleclass and the value of English education in the country. The Chief Manager of advertising at The Times of



THE TIMES OF INDIA

India was evaluating effectiveness of its campaign in building *The Times of India* as a national brand. Most of the advertising in the past has been functional in nature. It has concentrated on promoting *The Times of India* as a brand with functional elements like 'largest circulated' English newspaper; most upmarket newspaper; the newspaper with a grip on future and other relevant functional attributes which are common for a newspaper. Recently they have shifted to emotional platform where the newspaper is being projected as something that chronicles the aspirations of Indians. It reflects struggle, turbulence, success and failure in an Indian's life. He was wondering whether such an advertising campaign will help in changing the outlook of people towards the newspaper. He needs to evaluate the rationale and come up with answers to few of the questions.

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India as a Nation of Newspaper Readers

There are 300 newspapers in India. The Times of India is the largest English newspaper in India and second largest English broadsheet newspaper in the world. There are more than 8 million readers who pick up TOI everyday in India. This represents a growth of almost 30% to the previous year and defies the gloomy outlook towards newspaper industry due to advent of television in India. It is the regional king in most of the cities in India. The Times of India offers the largest reach among newspapers in socio-economic categories most coveted by advertisers- sec A and sec B and eight of every ten readers belong to sec B class. It is ranked as the six best newspapers of the world. Just ten years ago, this newspaper had sold only 845000 copies and today its circulation has gone well above three million copies a day. The company has followed a World War-II strategy called pincer movement strategy. It is based on twin thrust of editorial value additions and audacious pricing. More readers chose The Times of India because it give them more for less.

The Times of India-The Newspaper Product

The Times of India as a newspaper offers a buffet of contents spread over a diverse range of interesting. From hard, political analysis to soft trend related news reports, to spiritual and metaphysical stories. News is developed and interpreted with a more local focus and an equally strong global context. There is a strong emphasis on encapsulating news in lucid info graphs and illustrations. Cartoons and caricatures are used to create humour and cheer them for the day ahead. News stories are kept short and crisp to save the reader's time. A typical paper runs into anywhere between 24 and 32 pages and carries daily city centric life style and other supplements such as Delhi Times, Bombay Times, Kolkata Times and related supplements like Education Times (Education), Ascent (Careers) and Times Property (Real Estate). The supplements recognize the reader's widening scope of interests. Across the main newspaper and the supplements, there is a strong emphasis on local content. Individual editions reflect the local character of their geographic region while being true to the brand philosophy to the core. In May 2002, TOI came out with a slicker launch in International standards. In 1992, with an invitational price offer, the cover price was halved and the content in the newspaper was dramatically increased. Primed up local coverage, additional pages for sports, business and entertainment with colour, graphics, cartoons became the key elements of Times of India new editions. In June 2003, The TOI offered its hindi newspaper Navbharat Times (NT) with the English newspaper at a special price of ₹ 75 per month. It was a great scheme as existing readers of Navbharat Times got an opportunity to read the English newspaper for only a small amount. Moreover, people could buy a package for their family. Both the newspapers have different editorial feel and frequently varying viewpoints. So the reader got a chance to have different perspective of exposure. In less than 30 days, The TOI-NT combo could move 200,000 orders. In July 2003, TOI offered its second combo offer TOI with Economic Times at the same attractive price of ₹ 75