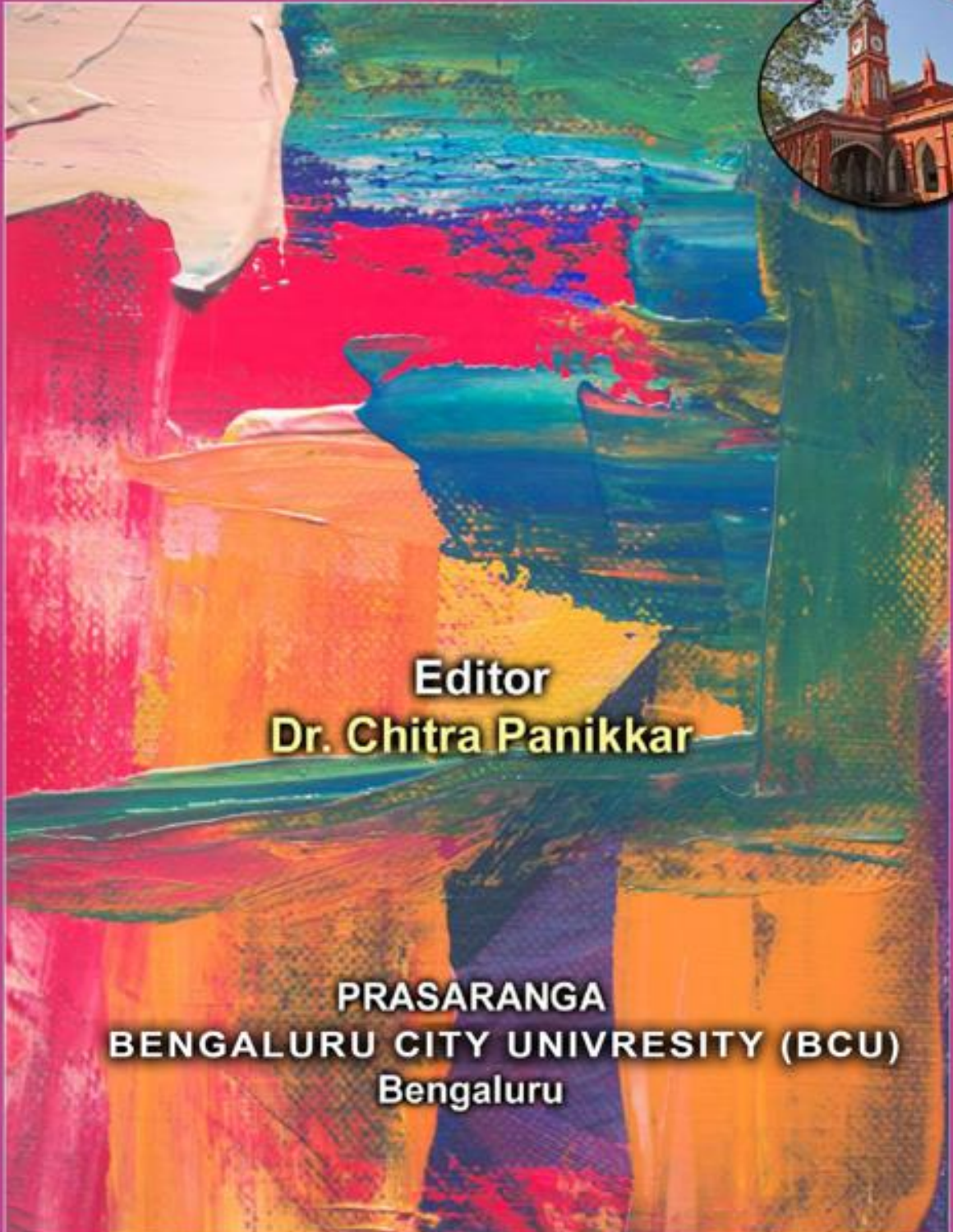


Word and Image 5



Editor
Dr. Chitra Panikkar

PRASARANGA
BENGALURU CITY UNIVRESITY (BCU)
Bengaluru

Word and Image – 5

Communicative English Handbook

For

V Semester Communicative English

Paper 9: Advertising and New Media

And

Paper 10: Entrepreneurship Development

Editor

Dr. Chitra Panikkar



BENGALURU CITY UNIVERSITY

Bengaluru 560001

Word and Image - 5: Communicative English Handbook for V Semester BA Communicative English under Faculty of Arts is prepared by the Members of the Text Book Committee, Bengaluru City University (BCU).

*© Bengaluru City University
First Edition: 2021*

*Published By:
Bengaluru City University Press
Bengaluru City University (BCU)
Central College Campus
Bengaluru -560 001.*

FOREWORD

*I am happy to present **Word and Image -5** the handbook designed for V Semester BA Communicative English Course (Vocational). It has been prepared by a committee of teachers from various colleges of Bengaluru City University. The objective of the syllabi is to acquaint students to Advertising and New Media and Entrepreneurship Development Programme. The introduction of these two papers in the fifth semester enhances the competence of the students and aids in their professional journey.*

I congratulate Dr. Chitra Pannikar, Chief Editor of the handbook and the Chairperson and Members of the Text book Committee on their efforts in the preparation of the material.

I thank the Director of Bengaluru City University Press and their personnel for bringing out the Text Book on time.

I hope the text will motivate the teachers and the students to make the best use of it.

Prof. Lingaraja Gandhi
Vice-Chancellor
Bengaluru City University
Bengaluru-560001.

PREFACE

The Communicative English Handbook for V Semester Communicative English, **Word and Image-5**, introduces undergraduate students to the world of advertising and creates an awareness about the requirements and process of being entrepreneurs. The Communicative English Course aims at keeping the students up-to-date with the nuances and writing trends for different platforms of media.

Semester V comprises two papers: (1) Advertising and New Media, and (2) Entrepreneurship Development Programme. The layout of the syllabus is oriented towards providing students with an overview of the domain of advertising and the writing skills that are required to create attractive advertisements. The handbook also has the syllabus and references for EDP.

I wish to thank the Vice Chancellor and the Registrar of BCU for their consistent support. I would like to thank the Chairperson and her team of teachers who have meticulously put together a meaningful and relevant syllabus, and a handbook that gives students an overview of one of the important aspects of consumer behaviour. In the era of start-ups and zeal in youngsters to set up their own establishments, the EDP segment will guide students in the path to become informed and educated entrepreneurs. I also thank the publisher, who helped us bring out the book on time.

Dr. Chitra Pannikar
Chairperson
UG BOS in English
Bengaluru City University

Members of the Board of Studies

Dr. Chitra Panikkar

Chairperson

Board of Studies in English, UG

Bengaluru City University (BCU) Bengaluru-560 001

Members

Dr. Ramadevi. M.

Government Arts College,

Dr. Ambedkar Veedhi, Bengaluru- 560 001.

Prof. M. Shivaprasad

Vivekananda Degree College,

Dr. Rajkumar Road, Bengaluru-560 055.

Prof. Mah Jabeen

B.M.S College for Women,

Bengaluru- 560 004.

Prof. C.P. Usharani

S.J.R.College of Arts, Science and Commerce,

Race Course Road, Bengaluru-560 009.

Dr. Macquillin. C.D

H.K.E.S Veerendra Patil Degree College,

Sadashivanagar, Bengaluru-560080.

Dr. R. Rajaram

St. Joseph's College of Commerce (Autonomous),

Bengaluru 560 025

Dr. N.S. Gundur

Tumkur University,

Tumkur -572 102.

Prof. Kannan

Akkamahadevi Women's University,

Jnana Shakthi Campus, Tonvi, Vijayapura - 585 101.

Members of the Text Book Committee

Manjula Veerappa

Chairperson

Associate Professor

Vijaya College, Jayanagar, Bengaluru-560 011.

Member, Board of Studies

Dr. Rama Devi

Professor, Government Arts College,

Dr. Ambedkar Veedhi, Bengaluru-560 001.

Members

Vasudha A R

Assistant Professor

St. Anne's Degree College for Women,
Halasuru, Bengaluru 08

Naureen Aziz

Reader

Jyoti Nivas College Autonomous,
Koramangala, Bengaluru 34.

Dr Nazia Obed

Assistant Professor

Government Arts College,
Bengaluru 01.

Shirisha Balagam

Assistant Professor

St. Francis College,
Koramangala, Bengaluru 34.

Anuragh Gowtham K

Assistant Professor

Vijaya College, Jayanagar,
Jayanagar, Bengaluru 11.

Prakruthi Badrinath

Assistant Professor

Nobel School of Business,
J P Nagar, Bengaluru 78.

Introduction
And
Note to the Facilitator

Word and Image- 5 is prescribed for the students of Communicative English, of Bengaluru City University. Communicative English is a subject in which students are trained in the fundamentals of communication with an emphasis towards writing for the media. The course aims to develop the student's proficiency in English, and develop the required skills, knowledge, and attitude that will equip them to meet the challenges in the domain of media and communication.

This book has been designed to acquaint students to the world of advertisements and entrepreneurship development. The syllabus is designed to be taught in 45-48 hours per semester per paper.

The book *Word and Image- 5* comprises of contents for the two papers prescribed by BCU. The papers for the fourth semester are: Paper 9: Advertising and New Media and Paper 10: Entrepreneurship Development Programme.

Assessment Pattern:

THEORY			
Paper	Final Exam Marks	Internal Marks	Total
Paper 9: Advertising and New Media	70	30	100
Paper10: Entrepreneurship Development Programme	70	30	100

PRACTICAL COMPONENT			
Paper 9: Advertising and New Media	35	15	50
Paper10: Entrepreneurial Development	35	15	50
On the Job Training Report	50	No Internal Assessment	50

Paper 9: Advertising and New Media

Programme Objectives

- To familiarise them with the role and importance of advertising in society.
- To enable them to understand the role of advertising in the business world.
- To give them an understanding of advertising strategies and budgets.
- Identify and understand the various advertising media.
- To discuss the meaning and nature of different types of advertising for various platforms.

Programme Outcomes

- Will be acquainted with the evolution of advertisements.
- Will be able to comprehend the creation of an ad campaign.
- Will be able to develop an advertising message that draws the attention of the prospective buyer.

- Will be equipped to design an advertising campaign consistent with the goals of an organization.
- Ability to make effective presentations.

Paper 10: Entrepreneurial Development

Programme Objectives

- To inform students about the various opportunities and means of being self-employed.
- To help students understand the qualities of an entrepreneur.
- To create awareness and understanding about the contribution of financial, human and material resources in the making of a successful business.

Programme Outcomes

- Articulate the concept of an entrepreneur.
- Identify the sources and methods of funding.
- Know the ways to manage finance and human resource.
- Prepare a project plan and a business plan.

On The Job Training

Programme Objectives

- To enable students to experience and gain the required job skills to work in a media house/corporate sector/ advertising agency/movie/television production unit.
- To practically apply the knowledge gained in the previous semesters.

- To aid students to realize the demands and expectations at the work front and build adaptability.
- To explore the various employment options.
- To understand the use of English language in media.

Programme Outcomes

- Note and observe personal and work-related experience in the internship period and prepare a report.
- Develop adaptability and job skills through adequate exposure.

*** Content for the handbook has been drawn from various books and websites.

Manjula Veerappa
Associate Professor
Chairperson
Communicative English Text Book
Bengaluru City University

Contents

Paper 9: Advertising and New Media

	Page No.
Module 1	13
Introduction	
Module 2	22
Types of Advertising	
Module 3	51
Copy Writing	
Module 4	68
Advertising and positioning on You Tube and Social Media	
Module 5	78
Brand Building:	
Model Question Paper	92
Practical Component	94

Paper:10 Entrepreneurship Development Programme

Entrepreneurship Development Programme Syllabus	96
Model Question Paper	98
Practical Component	100

Module 1

Introduction to Advertising

Advertising

Advertising refers to the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way towards what is advertised. Gardner defines advertising as “Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production”.

Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charity organisations, or to vote for political candidates etc. In many countries advertising is the most important source of income for the media, (e.g., newspapers, magazines, television, radio stations) the channel through which it is promoted or propagated. Advertising has become a large and important service industry in non-communist countries.

History of Advertising:

In the ancient and medieval world advertising as such existed by word of mouth. The first step towards modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing.

The great expansion of business in the 19th century was accompanied by the growth of the advertising industry; it was that century, primarily in the United States, that saw the establishment of advertising agencies. The first agencies were

brokers for space in newspapers. But by the early 20th century agencies became involved in producing the advertising message itself, including copy and artwork, and by the 1920s agencies had come into being that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media.

Advertising developed in a variety of media. Perhaps the most basic was the newspaper, offering advertisers large circulation, a readership located close to the advertiser's place of business, and the opportunity to alter their advertisements on a frequent and regular basis. Magazines, the other chief print medium, may be of general interest or they may be aimed at specific audiences (such as people interested in outdoor sports or computers or literature) and offer the manufacturers of products the chance to make contact with their most likely customers. Many national magazines publish regional editions, permitting a more selective targeting of advertisements. In western industrial nations television and radio became the most pervasive media. Although in some countries radio and television are state-run and accept no advertising, in others, advertisers are able to buy short "spots" of time, usually a minute or less in duration.

Advertising spots are broadcast between or during regular programs, at moments sometimes specified by the advertiser and sometimes left to the broadcaster. For advertisers the most important fact about a given television or radio program are the size and composition of its audience. The size of the audience determines the amount of money the broadcaster can charge an advertiser, and the composition of the audience determines the advertiser's choice as to when a certain message, directed at a certain segment of the public, should be run. The other advertising media include direct mail, which can make a highly detailed and personalized appeal; outdoor billboards and posters; transit advertising, which can reach the

millions of users of mass-transit systems; and miscellaneous media, including dealer displays and promotional items such as matchbooks or calendars.

In the 21st century, with an intensely competitive consumer market, advertisers increasingly used digital technology to call greater attention to products. In 2009, for example, the world's first video advertisements to be embedded in a print publication appeared in *Entertainment Weekly* magazine. The thin battery-powered screen implanted in the page could store up to 40 minutes of video via chip technology and automatically began to play when the reader opened the page.

For an advertisement to be effective, its production and placement must be based on the knowledge of the public and skilled use of the media. Advertising agencies serve to orchestrate complex campaigns whose strategies of media use are based on research into consumer behaviour and demographic analysis of the market area. A strategy will combine creativity in the production of the advertising messages with shrewd scheduling and placement, so that the messages are seen by, and will have an effect on, the people the advertiser most wants to address. Given a fixed budget, advertisers are in a quandary about the choice to be made: they can have their message seen or heard by many people fewer times, or by fewer people many times.

There is no dispute over the power of advertising to inform consumers about the availability of products. In a free-market economy effective advertising is essential to a company's survival, for unless, consumers know about a company's product, they are not likely to buy it. It is often argued that the consumer must pay for the cost of advertising in the form of higher prices for goods; against this point it is argued that advertising enables goods to be mass marketed, thereby bringing prices down. It has been argued that the cost of major advertising

campaigns is such that few firms can afford them, thus helping these firms to dominate the market; on the other hand, whereas smaller firms may not be able to compete with larger ones at a national level, advertising at the local level or online enables them to hold their own. Finally, it has been argued that advertisers exercise an undue influence over the regular contents of the media they employ—the editorial stance of a newspaper or the subject of a television show. In response it has been pointed out that such influence is counteracted, at least in the case of financially strong media firms, by the advertiser's reliance on the media to convey a message; any compromise of the integrity of a media firm might result in a smaller audience for the advertisement.

Features of Advertising:

1. **Communication:** Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.
2. **Information:** Advertising informs the buyers about the benefits they would get when they purchase a particular product.
3. **Persuasion:** The advertiser expects to create a favourable attitude which will lead to favourable actions. Any advertising process attempts at converting the prospects into customers.
4. **Profit Maximisation:** Advertising does not attempt at maximising profits by increasing the cost but by promoting the sales.
5. **Non-Personal Presentation:** Advertising is non-personal in character, it is not meant for anyone individual but for all.
6. **Consumer Choice:** Advertising facilitates consumer choice. It enables consumers to purchase goods as per their choice and budget requirement.
7. **Art, Science and Profession:** Advertising is an art because it represents a field of creativity. Advertising is a science because it has a body of organised knowledge and it is a profession as it has its professional bodies and code of conduct for members.

Objectives of Advertising:

Advertising has three primary objectives: to inform, to persuade, and to remind.

- **Informative:** creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products.
- **Persuasive:** tries to convince customers that a company's services or products are the best, and it works to alter perceptions and enhance the image of a company or product. Its goal is to influence consumers to take action and switch brands, try a new product, or remain loyal to a current brand.
- **Reminder:** reminds people about the need for a product or service, or the features and benefits it will provide when they purchase promptly.

Other objectives of advertising:

1) Introduce a product

The most common reason advertising is used is to introduce new products in the market. These can be done by existing brands as well as new brands, example introduction of the latest iPhone or Samsung smartphone in the market and you will find a lot of advertisements for these new products. The objective of advertising here is to tell customers – “Here is the new product we have launched”

2) Introduce a brand

There are many start-ups in the market today and many of them are services. Services are generally marketed as a brand rather than marketing their individual service product. Thus, Uber will market its own brand and introduce that Uber has started servicing customers in a new market.

3) Awareness creation

The most important job of advertising is to attract the attention of the consumer or buyer, thereby creating awareness too. Advertising has to capture the attention of people and make them aware of the products or their features in the market.

4) Acquiring customers or Brand switching

One of the major objectives of advertising and the first objective of many advertising campaigns is to acquire more customers. This is also known as making the customers switch brands. This can happen by passing on a strong message so that the potential customer leaves the brand which he is tied to and moves to your brand.

5) Differentiation and value creation

A customer can only differentiate between services based on the value the firms provide over that of its competitors. If a competitor is just advertising the features, whereas your firm advertises the promises and commitments that it will keep, naturally more customers will “trust” your brand over others. This is the reason that advertising is used commonly to create value and to differentiate one brand from another.

6) Brand building

When a brand regularly advertises and delivers quality products and full fills the promises it makes, automatically the value of the brand is built. Brands like P&G and HUL regularly invest funds in building a good brand value for the parent brand. By doing so, even if one brand is affected, the parent brand is untouched. Recently Maggi (India) faced numerous problems which lead to a ban on the product. The reason for the ban was where Maggi was due to high lead content. However, this did not affect the parent brand Nestle much and neither affected its other brands like Nescafe which had done their own brand building and were independent of the parent brand.

Techniques of Advertising:

1. Promotions and Rewards

If consumers get nothing out of connecting with the brand, why would they even bother? Integrate coupons, games, sweepstakes, contests, and free gifts with purchases to get potential customers excited about the brand. Participation is a major technique for advertising.

2. Use Statistics and Data

Consumers nowadays want the facts before trusting or investing in a brand. Advertisers should use numbers, statistics, data, and actual real-life examples to show off how great their product really is.

3. Endorsements

In the age of the digital influencer, endorsements are very important. Look into how you can work with social media influencers and celebrities to advertise your products by talking about their own experiences with the product on their respective platforms. Example: Sourav Ganguly for Fortune Rice bran Oil (after his heart attack, Amitabh Bachchan for Awareness of Hepatitis).

4. Repetition

One can build identity awareness through repetition. This is simply the process of mentioning the brand's name or product name multiple times during ads, in specific media ads like videos or audio.

5. Ask the Right Questions

Many advertisers use the "questioning" technique to get responses from consumers for their products. Asking questions piques interest. For example, a skincare brand could use questions like "Who uses the most organic ingredients

in their products?” or “Who gives women the self-confidence and the results they need?”

6. Appeal Emotionally

Consider the emotional needs of your customers. Some common emotional appeals include the need for security, becoming more attractive, changing old habits, gaining acceptance, etc. Some fear-based appeals include the fear of being avoided, getting old, falling ill, death, etc.

7. Use Interesting Characters

Whether you’re utilizing stationary display ads or video ads, it’s always a smart move to use an interesting character. Such characters add elements of recognition as well as story value to advertising campaigns. Even if you’re not a fan of cereal, you probably can point out many animal character mascots for major cereal brands. Examples: Fido Dido for the 7-Up ads, Cartoon of a girl in the Amul butter ads.

8. Be More Human

Personification is a technique that aids in creating ad campaigns that are more engaging and relevant to audiences. This involves lending the product or service emotion, thought, or speech.

9. Get Everyone on the Bandwagon

The “bandwagon” approach involves convincing consumers to join a group of people who have purchased your product in order to be “on the winning side.” Use numbers and encourage brand ambassadors to get the point across.

10. Connect with Customers

This should be a given, but there are methods for properly connecting with consumers. One could use an influencer or celebrity, a musical jingle, powerful emotions, or desirable evidence of results to create a psychological bond with customers. Think of how many major sports brands have used emotional imagery of competition and winning in their ad campaigns.

Scope of Advertising:

Advertising has become an essential marketing activity in the modern era of large-scale production.

1. **Introduces New Products:** It helps in introducing new products of companies in market. Advertising management through managing all advertising activities induce people to know about or try new products.
2. **Creates Awareness:** Advertising enables in creating wide awareness of a brand's products among audience. It is one of those main channels through which a company communicates all information regarding features, uses and advantages of the product in the market.
3. **Increase Sales:** Advertising plays a significant role in boosting the sales of business organizations. Advertising activities facilitate mass sales for companies by reaching out to large customers and convincing them to buy the product or the service.
4. **Mass Production:** Advertising facilitates large-scale production.
5. **Enhances Goodwill:** Managing of all advertisement activities results in improving the brand's image in the market. It is the means through which companies show their presence among the customers. Customers consider those brands superior that spend more on keep them abreast about their products. It builds the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs.

6. Persuades Customers: It assists in bringing more and more customers to business. Advertising focuses on attracting large people by circulating well defined promotional message/s among customers. It convinces them to purchase the brand products by explaining to them all benefits.

7. Faces Competition: The process of advertising helps in facing the tough competition in market. In any given market, there are a number of brands selling the same variety of products/ services. Advertising activities enable business in differentiating their products among customers by explaining to them all features and benefits over the other available products.

8. Generates Employment: It has also led to the generation of plenty of employment opportunities. There are many people who are working in various advertisement agencies. Companies pay fees to these agencies for the promotion of their products.

9. Research: Advertising stimulates research and development activities.

10. Supports Media: Advertising provides an important source of revenue to the publishers, radio, television stations etc.

Challenges of Advertising:

A great deal of time, planning, and effort is required to face the advertising problems of today:

1) Budget Constrain:

Except for multinational companies or global brands, almost all businesses go with a limited budget, especially for advertising. Entrepreneurs make all efforts with the hope that customers will take notice of their products. However, it requires finding the right techniques, audience, and platform to handle the limited resources effectively. Those who begin with very ambitious goals may risk their money, while those who are very cautious may spend very little, thus ending up with their efforts going unnoticed.

2) Compelling Content:

The challenge begins in crafting the right message and transforming it into something that looks or sounds new. To give a business a voice, one needs to identify the audience first. What would they like to hear? Would this type of message spark their interest? Do they need to know about this? Compelling content - this is the main challenge for every advertiser and what every business owner hopes to have in his advertisement. Nowadays, people look around, research, and rationalize before making a purchase. There should be a sincere effort while creating the ideal content and detailed solutions to answer the needs of the target customers.

3) Choosing the Right Method:

There is no perfect formula for advertising because the methods depend on the type of audience that you have. Choosing the suitable advertising technique for your business will involve a series of tests until you find the right one. It can be tricky, but you need to decide whether you're going to place your ads on the internet, radio, print, outdoor, or TV. Sometimes it could be a combination of two or three methods that brings in more customers for you.

4) Measuring effectiveness:

One of the hardest parts of advertising is identifying the effectiveness of the campaign. This becomes more difficult if the business is running different advertisements at the same time. The worse thing could be running the ad without verifying if it actually gets the job done. Money could be wasted on a tiny newspaper ad space that may be enough to pay for an outdoor poster that everyone could see. It could also be a social media ad that does not generate enough clicks. To check if the advertisement is working, set a time frame for a particular ad and observe if it affects your sales.

5) Facing stiff competition:

With limited resources, it can be tough to keep up with the competition. In fact, to get noticed, you do not have to blend yourself in. Analyse the factors which distinguish your business from the big companies, and know that you can offer a more personalized service. An honest, reliable, and commendable service is a good way to set your business apart from the competition. Give your customers a great buying experience, and do not be afraid to ask for recommendations because this is the best form of advertising that you could ever have.

Factors Influencing Advertisements:

1) Population Growth:

An increase in population naturally increases the demand too. Increase in population causes increase in the markets, increasing the consumers, who have increased demand for goods, in kinds, varieties, preferences etc. Thus, the producers have to meet the changing demands of people.

2) Increasing Households:

The growth in the demand for household products is more than it is to the total population at any time. Today families are sub-divided and this increases the number of families and their demands.

Example: Automobiles, refrigerators, electrical appliances, television sets etc.

3) Disposal Income:

Automation in industries, births of many new firms etc. open the door of employment. Thus, people have increased their income and in turn aim for more satisfaction and more comforts. When the income continues to increase, the purchasing power also increases.

4) Surplus Income (discretionary income):

Some people have surplus income left (after meeting the expenses on essential items). This surplus amount will be spent on non-necessary products or luxury goods. Such items are selected by people, if they can satisfy their needs and desires.

5) Technological Development:

Advancement in science and technology can be seen on a daily basis. New inventions of products take place often. Some technological advancement may outmode the existing products; in turn the whole industry may come to a standstill. People always prefer to have the latest model. A number of new products, in the place of old ones, are being introduced into the market often. Consumers are at liberty to choose from the new products.

6) Mass Communication:

The growth of mass communication media-Newspapers, magazines, radio, television etc. facilitates the buyers to learn about the new products available for sale. The buyer gets information about the new products, faster and more effectively before the products come to the market.

7) Credit Purchases:

Credit purchases through hire-purchase schemes and instalment schemes are common today. Credit purchase pushes sales. The customers can enjoy the facilities and this widens the market.

8) Changing Social Behaviour:

The social pattern is changing. It is essential for any product or service to keep pace with the change in order to survive in the market. The western style has tremendously affected in developing countries, including India. The demand for

electronic entertainment goods and consumer products has changed tremendously in the last 20 years.

9) Transport Facilities:

The fast and easier transport facilities have resulted in urban-rural interaction regularly and also global tours are becoming very common. These have helped to change consumer's attitude towards marketing activities. The demand for frost free refrigerators, high quality soaps, moisturizing creams, fuel-efficient cars, battery operated machines; remote controlled electronic machines are increasingly in demand everywhere. Buyers and consumers are searching for better products.

10) Increasing Competition:

With rapid industrialization, the manufacturing base has widened and a large number of organisations, are manufacturing consumer products thereby increasing competition, consumers have the option to select a suitable product or brand which could meet their requirements. Thus, the marketing activity of all competing products has become an important day-to-day matter and the same cannot be ignored.

Emergence of Ad agencies:

An advertising agency is an independent company set up to render specialized services in advertising in particular and in marketing in general. It is a business dedicated to creating, planning, and handling advertising and sometimes other forms of promotion and marketing for its clients. An ad agency is generally independent from the client; it may be an internal department or agency that provides an outside point of view to the effort of selling the client's products or services, or an outside firm. An agency can also handle overall marketing and branding strategies promotions for its clients, which may include sales as well.

These firms are not agents in the legal sense, but are independent companies. Advertising agencies started as space brokers for the handling of the advertisements placed in newspapers. Over the years, the functioning/functions of the agencies have changed. Their main job today is not to aid media but to serve advertisers.

In order to understand the journey of advertising agencies, the period of study is divided into two segments: 1. Pre-Internet 2. Post-Internet

Pre-Internet era

This era was all about newspaper and magazine commercials. The business was simple back then. Companies or individuals used to buy various ad slots at discounted prices from the newspapers and sell them to big brands with a markup. It was during this era, that the first advertising agency came into existence. The first advertising agency in the history of marketing companies was established in 1786 by Mr. William Taylor in London. It is said that it was Volney B. Palmer, who made the concept of agencies go viral. She opened her first agency in America in the 1840s. Back then, Palmer's agency was just buying ad slots from newspapers. Hence, she was only a broker with no control over the creative aspect of the advertisements. Advertising agency N.W. Ayer & Son, not only sold ad slots at a markup but was also involved in planning, visualizing, writing, and executing the entire marketing plan for businesses.

Post-Internet era

The post-internet era was totally different. With globalization and no barrier to entry, numerous companies came into existence, which simply meant more competition. One way to move ahead of the competition was great advertisements, and this is what made the concept of digital advertising agencies to mushroom all over the world.

In the post-internet era agencies or marketing companies are not just restricted to online media buying. Their services involve creating ads, content, graphics, blogs, video, etc. and deploy them on various content promotion channels.

The agencies are responsible for understanding the marketing goals of a company and designing the complete campaign around the same. With new technologies coming in, the whole advertising ecosystem seems to have expanded in ways that were unknown in the pre-internet era.

Recent Trends in Advertising:

Internet Advertising:

Display (Banner) advertisement

Social Media advertisement

Search Engine Optimisation

Mobile advertising (SMS, E-mails, etc.)

T.V Advertising:

Creating some social message, awareness

Aggressive

Focusing on target audience rather than overall public

Creative and innovative

Introducing series/sequence of some fictitious characters

Involvement of kids

Recent Trends in Advertising in India:

- Digital media is eroding the market dominance of television and print media
- Increased emphasis on developing advertising strategies and digital campaigns

- Accelerated entry of foreign business and foreign advertising agencies selling foreign products
- Focus on high quality content
- Advertising through corporate websites, blogs, e-commerce etc.
- Ad blocking has posed threats to intrusive pop-ups and networks
- Huge acceptance of online video ads and advertising on mobile games
- Use of digital platforms such as social networking websites, social bookmarking websites, listing websites, forums, YouTube, search engines etc.
- Use of digital marketing tools such as e-mail marketing, search engine optimisation, search engine marketing, mobile marketing etc.

Advertising Ethics:

Ethics means a set of moral principles which govern a person's behaviour or how the activity is conducted. Thus, ethics in advertising means a set of well-defined principles which govern the ways of communication taking place between the seller and the buyer. Though there are many benefits of advertising but then there are some points which don't match the ethical norms of advertising.

An ethical ad is one which doesn't lie, doesn't make fake or false claims and is in the limit of decency. The main area of interest for advertisers is to increase their sales, gain more and more customers, and increase the demand for the product by presenting a well decorated and colourful ad. They claim that their product is the best, possessing unique qualities, better than the competitors, more cost effective, and more beneficial. But most of these ads are found to be false, misleading customers and unethical. Ethics in Advertising is directly related to the purpose of advertising and the nature of advertising.

Ethics also depends on what we believe. If the advertisers make the ads with the belief that customers will understand, persuade them to think, and then act on

their ads, then this will lead to positive results and the ad may not be called unethical. But at the same time, if advertisers believe that they can fool their customers by showing any impractical things like just clicking fingers will make your home or office fully furnished or just buying a lottery ticket will make you a millionaire, then this is not going to work out for them and will be called as unethical.

Advertisers should start taking responsibility of self-regulating their ads by:

- Designing self-regulatory codes in their companies including ethical norms, truth, decency, and legal points.
- Keeping track of the activities and remove ads which don't fulfil the codes.
- Informing the consumers about the self-regulatory codes of the company.
- Paying attention to the complaints coming from consumers about the product ads.
- Maintaining transparency.

When all the above points are implemented, they will result in:

- Making the company answerable for all its activities
- Reducing the chances of being pinpointed by critics or any regulatory body.
- Gaining confidence of the customers, make them trust the company and their products.

Assignment:

I Answer the following in about two -three sentences each:

1. What is advertising?
2. What are the three main objectives of advertising?
3. What is an ad agency?
4. What is the meaning of advertising ethics?

II Answer the following in about 250-300 words:

1. Give a brief account of the history of advertising.
2. What are the essential things for an advertisement to be effective?
3. Discuss the objectives of advertising in detail.
4. Bring out the various techniques of advertising.
5. Write a note on the scope of advertising.
6. Discuss the numerous challenges in the process of advertising.
7. Write a note on the various factors that influence advertising.
8. Discuss ethics in advertising.

Module 2

Types of Advertising and Advertising Media

Advertising is an important segment of a company's marketing strategy. Companies use advertising to share information about their products or services through various media. The advertising industry has evolved with technology, moving from the traditional print to broadcast to digital advertising, which is the modern format. With technology, companies devise new ways to target consumers and track the effectiveness of their advertising campaigns.

Advertising can be classified according to their functions and role. Some of the important classifications of advertising are:

1. Social Advertising:

The objective of social advertising is advertising for social cause. Social advertising is undertaken by non-commercial organisations such as Trust, societies, associations, NGO, government to promote vaccination, pulse polio drives etc. Example: Advertisements for collecting donations for victims of natural calamities, sales of tickets for a charity show etc.

2. Political Advertising:

Political advertising is undertaken by political parties to motivate the general public in favour of their ideology. Political advertising is undertaken extensively before or during elections. The motto is to woo voters. Political advertising promote plans and policies of the concerned party and it also tries to expose weaknesses of the opposition with a view to convince the voters to vote for their party candidates.

3. Advocacy Advertising:

Advocacy advertising relates advertisements that promote the use of family planning methods, conservation of scarce resources, maintaining green environment etc.

4. Retail Advertising:

Retail advertising is the advertising by retailers. The objectives of retail advertising are: to sell the stock/ to establish and identify business/ to attract customers. Retail advertising is done through window display, neon signboards, posters, leaflets etc.

5. Financial Advertising:

Financial Advertising is that which is focused on raising capital. This kind of advertising is used by banks and financial institutions.

6. Public Relations Advertising:

The basic objective of public relations advertising is to establish cordial and healthy relations with the customers/patrons/general public. It is a part of institutional advertising. Companies convey changes in their policies, developmental activities etc.

7. Institutional Advertising:

Institutional advertising is to build manufacturers reputation in the minds of the public in general. The advertising message is directed to tell about the company, its people, its contribution in promoting social welfare activities, in promoting consumer satisfaction, its achievements etc.

8. Primary Demand Advertising:

Primary demand advertising is to create demand for a new product or service.

9. Product Advertising:

Product Advertising refers to the advertising of tangible products.

10. National Advertising:

Advertising by manufactures of branded goods, for which, advertising messages are communicated to consumers across the country.

Advertising Media:

Advertising has evolved into a complex form of communication, with literally thousands of different ways for a business to get across a message to the

consumer. Today advertisers have a variety of choices at their disposal. The selection of right media is important for achieving the objectives of advertising. Advertising media is a means of delivering a definite message. It is a means through which the advertising message or information is passed on to the prospective customers, readers, viewers, listeners or passers-by. For instance, a producer seeks through advertisement media to keep in touch with old customers as well as to attract new customers.

Selection of a right type of advertising media is very important. The media that is selected must fulfil these objectives:

- a) Reach the largest number of people possible.
- b) Attract their attention.
- c) Economical.

Advertising media can be broadly categorised into:

- a) Print
- b) Radio
- c) Television
- d) Outdoor
- e) Aerial
- f) Digital
- g) Mobile

a) Print Ads:

Newspaper Advertising:

Newspaper advertising promotes a product/ service/ business to a wide range of customers. There are two types of print ads- display advertisements and classified ads. Display ads are placed throughout the paper, while classified ads are in a specific section under specific headings.

Advantages of Newspaper Ads:

1. Good coverage as they reach a large geographical area in a very short time.
2. Flexibility- design, size and appeal can be tailored to meet the requirements of the advertiser.
3. Public response is very quick.
4. Frequent advertisements in the newspapers, enhances its visual appeal.
5. Provides geographic selectivity.

Disadvantages of Newspaper Ads:

1. Life of a newspaper is very short.
2. Ineffective- The advertisement is carried even to those places where there is no market for the product.
3. Lacks audio effects.
4. May be ineffective or less popular where people are illiterate, ignorant or poor.



Magazine Ads:

Magazines are classified into general interest magazines and specialist magazines. Advertising in a specialist magazine will reach the target audience/consumer/customer quickly and easily.

Sample ad in a Magazine:



Posters:

Posters are a large type of print ad. Posters can function as an advertisement at bus stops or around a town. You can also use them in your store to market a specific product, service, or special events. The advertising message for a poster can be whatever you need.

Sample Poster:



Banner:

A banner is a piece of material with a design, message and photo and is usually hung in strategic public places to increase brand awareness or spread the word at corporate events such as tradeshows and exhibition. It is one of the ways to make your message unmissable.

Creating a Banner:

- a) Decide on the placement: Before you start designing a banner, bear in mind the intended placement of the banner and the purpose behind designing it. This will affect the entire design, colour scheme and the message placement on the banner.
- b) Pick a size: Size of the banner depends on the placement and the purpose.
- c) Good quality images and graphics to be used: Pictures speak louder than words and so ensure you are saying the right things with the images you use.
- d) Economy with words: Less is more. Make the statements easy to read- direct, short and readable from a distance.
- e) Use large fonts and images so that people can see your banner from a distance.
- f) Contrast your background and text colours to increase readability.
- g) Focus one main message that people can understand quickly.

Sample Banner:



Direct mail, Catalogues and Leaflets:

Direct mail means writing to customers directly. The more precise your mailing list or distribution area, the more of your target market you will reach. A direct

mail approach is more personal, as you can select your audience and plan the timing to suit your business. A cost-effective form of direct mail is to send your newsletters or flyers electronically to an email database. Find out more about direct mail.

Catalogues, brochures and leaflets can also be distributed to your target area. Including a brochure with your direct mail is a great way to give an interested customer more information about your products and services.

Flyer:

It is a small piece of paper advertising a product or event, which is distributed among to a lot of people.

b) Radio

Radio Ads:

Radio advertising is buying commercials to promote products or services, it all starts with capturing the listener's attention. Advertisers pay commercial radio stations for airtime and, in exchange, the radio station broadcasts the advertiser's commercial to its listening audience. Advertising on the radio is a great way to reach your target audience. If your target audience listens to a particular station, then regular advertising can attract new customers. The concept of radio advertising is always evolving, the advent of music streaming services and niche podcasts have rendered the radio spot more relevant than ever.

A radio ad should include music, sound effects, a sonic logo, and may be a voice over narration. Potential customers could be hearing the radio commercial in the traditional AM or FM radio, or audio ad via new streaming formats such as Spotify, podcasts etc. Streaming platforms are taking the traditional radio advertising practice of reaching the targeted audience to the next level. Podcasts have become a popular platform for advertising, studies have shown that ads delivered in podcasts are effective.

Advantage and Disadvantages of Radio Ads:

a) Tracking ability:

Radio advertising has a tracking ability which allows you to see if the ad is being effective on a daily and weekly basis. Radio ad can be moved to a different radio slot if the results are not satisfied within the period that you have set.

b) Ability to reach audience anywhere:

Radio is the only mass medium that people use while driving, cleaning the house or out in the garden.

c) Low production cost:

No hair and make-up cost, no lights, camera, action costs on elaborate sets and all the other costs that go into creating a television commercial.

d) Targeted reach:

Knowing which radio station your target audience listens to will allow you to get your message to them effectively and frequently. Linking your radio ad to a competition, this way you can get great listener engagement. Listeners can call-in to participate in the competition and as a result, remember your ad.

e) Limited spots:

Everyone wants to get their ad aired during peak times, it can get difficult to secure yourself a spot in these slots.

f) Lack of visual appeal:

Radio makes use of just one sense (hearing), meaning that your ad has to be so effective that it stirs up the imagination of the listeners and evokes emotions.

Creating a Radio Advertisement:

Depending on the type of radio advertisement you require, you will need a voice-over artist, some music, script and a recording studio or device. The radio advertising message must be clearly understood and aim to stimulate the audio senses in order to stir the imagination of the listener. People should not have to

work too hard to understand what you're trying to convey. The most important aspects of a radio ad are:

The Radio Ad Script: The script has to be short, engaging and to the point.

Radio Ad Message: You have less than 30 seconds to get your message across. You need to make sure it's clearly defined. Keep your message as simple as possible. What problem are you solving? What is going to make the listener tune back in once the music has stopped and the ads have begun? Your language and voiceover artist need to appeal to your audience. How can the product or service you're pitching help the listener? How can it be translated in a way that will make the listener care?

Radio Ad Call to Action: What do you want the listener to do? Visit your website? Find you on Instagram? You have to tell the listeners what you want them to do next, whether the action is a phone call, ordering online or visiting a store.

Write for the Ear and the Eye

It is assumed that the radio ad script is just for the ears of radio listeners. However, sound is not a passive sense. With the right script, you can use sound to invoke images that make your message more alluring.

Integrate sound effects, a jingle, storytelling into your ad and use voice actors to convey a the required tone. These will help to create images that drive recall and retention.



AGENCY: MKBYDESIGN ADVERTISING
CLIENT: Coca-Cola
PRODUCT: RADIO
TITLE: "Sipping Happiness"
LENGTH: 30 Second Spot
DATE: 4/24/14
NARRATOR: Female Child
VOICE DIRECTION: Light/Playful/Wholesome
MUSIC: "Ho Hey" by the Lumineers

FEMALE: It feels good to make someone happy.

FEMALE: Did you know Coke has been sharing happiness with the world for almost a hundred years?
(SFX): WHOOO!

FEMALE: So start sharing! With your Mom, Your Dad, Your Neighbor!

FEMALE: Sharing happiness has never tasted so good.
(SFX): SIP, AHHH!

FEMALE: Enjoy life, enjoy Coca-Cola.

RADIO ADVERTISEMENT- (15 Sec)

The Australian Sandwich Party

PERSON ONE: Education

SFX: CRUNCH!

PERSON ONE: Communication

SFX: CRUNCH!

PERSON ONE: Immigration

SFX: CRUNCH!

PERSON ONE: Health

SFX: CRUNCH!

PERSON ONE: Employment

SFX: CRUNCH!

PERSON ONE: Wellbeing

SFX: CRUNCH!

VO: Is your sandwich looking this good!

PERSON ONE: Vote the Australian Sandwich Party

VO: This Ad was brought to you by the Australian Sandwich Party Wollongong.

c) Television Ads:

A television advertisement is a span of television programming produced and paid for by an organization. It conveys a message promoting, and aiming to market, a product or service. Television has an extensive reach and advertising through this medium is effective to capture a large market. It has a potential advertising impact unmatched by any other media. Television advertisements have the advantage of sight, sound, movement and colour to persuade a customer to buy a product/service and is therefore a more effective media when compared with radio. Commercial television advertising was introduced in India on January 1, 1976.

Advantages of Television Advertising:

1. It is a combination of radio and cinema; it is a powerful audio-visual media.
2. It makes the message more attractive and impressive.
3. Geographical/language selectivity: an advertiser can place the advertisements as per his/her requirements.
4. It has a wide coverage.

Disadvantages of Television Advertising:

1. Expensive advertising media.
2. Message is short-lived.
3. Requires long term planning and also lacks flexibility.

d) Outdoor Ads:

Billboards and Hoardings

These are used for large outdoor advertising boards usually seen in areas with high traffic. They are used to advertise products or services to pedestrians, commuters and drivers.

Billboards are the most common form of Out-Of-Home (OOH) advertising. They are available in traditional poster formats, which consists of multiple sheets that

make up a larger image, and digital versions, which can take the form of animations and video, as well as still pictures. They're often situated at roadsides to catch the attention of drivers, pedestrians and commuters, but they can also be found on the sides of buildings, in shopping centres and even in bus shelters. Billboards are designed to capture the attention of people from a distance. The time spent by a person reading these is very short, and to attract attention. They have a very short time to achieve this because the reader is not stationary and is on the move. Hence designers make use of bold and eye-catching, bright colours and eye-catching one-line slogans in large attractive fonts.

There are a variety of billboard types, some of them are:

Print billboards

Digital billboards

Mobile billboards

Bulletin billboard

Vinyl billboards

Painted billboards

Three-dimensional billboards.

Billboard designs should be effective and eye-catching. Billboards have to tell a story, message should be bold and loud, colourful and should leave a lasting impression.

Sample Billboards:



Sample Hoardings:



Digital Signage:

It is used on billboards, MUPIs, window displays, bus stops, or any other stand that has a screen. The efficiency of this type of advertising resides in its capability to grab the attention of potential clients during the most mundane parts of their day.

Vehicle Ads:

Vehicle advertising presents an on-the-go advertisement in the form of a printed graphic either placed on the side of the vehicle in question, or as a vinyl wrap covering its body. This is an effective and popular type of outdoor advertising due to the increased exposure it offers. The vehicle i.e., car, taxi, bus, or van is

constantly on the move, and so the advertisement is able to reach a large number of people.

Sample Vehicle ads:



Sandwich Boards Advertising:

This kind of advertisement is carried by a woman/man with two posters hung on her/his two sides. The person carrying it is known as a sandwich wo/man as s/he is sandwiched between the two boards. S/he moves form one street to another and attracts the attention of the passers-by.

Samples Ads:



e) Aerial Ads:

Aerial advertising is public advertising that takes place in the sky using airplanes, helicopters or balloons. Airplanes towing banners, skywriting, drones and air balloons, hot air balloons and flogos (foam balloon) are some of the popular forms of aerial advertising.

Samples Ads:



f) Digital:

Being on the internet can be a cost-effective way to attract new customers. You can reach a global audience at a low cost. Many customers research businesses online before deciding whom to buy from. A well-designed website can entice customers to buy from you. There are a number of ways you can promote your business online via paid advertising or to improve your search engine rankings. Other ways to advertise your business online include promoting your products or services on social media sites, blogs and search engines and other websites that your target audience visits.

E Mailer:

Mailers are advertisements a company sends through the mail to either potential customers or former customers who the company would like to return to their business. Mailers can remind your customers of your business at strategic times, such as during festivals, the holiday season or after they just made a purchase. Today emails are the popular and frequently used mailers.

How to create an email mailer?

1. Craft a strong subject line:
2. Subject line has to pique the interest of the recipients. It should capture their attention so they open the email and continue reading.
3. Write an attention-grabbing pre-header:
4. An email pre-header is a preview of what the email is about, similar to the meta description of a web page. It's the second thing recipients see.
5. Be concise.
6. Keep your email on-brand:
7. On opening the mail, the recipients should know the email was sent from your company.
8. Use the layout to enhance your email's user experience.
9. Personalize every email.
10. Incorporate unique visual content.
11. Use emojis.
12. Add an "unsubscribe" button.
13. Design an email signature.

Display Advertising:

Display advertising is a kind of online exhibit that uses images and text. The most popular forms of these kinds of ads are banner ads, landing pages and popups. Display ads are found on websites and publisher web pages and redirect a user's attention to the brand's product.

Search Engine Marketing and Optimization (SEM) & (SEO):

SEM and SEO promote content and increases visibility through online searches. In SEM, instead of paying for the ad, advertisers pay each time users click on their ad to their website. In SEO, they use various tactics like linking, targeting keywords and creating high-level content that other sites will link to in order to drive traffic.

Social Media Ads:

Placing online ads, promoted posts and sponsored stories on social media are a popular way to reach the target without paying a heavy amount. Facebook and Twitter are the most popular social media platforms for companies to reach potential new customers with LinkedIn a popular avenue for B2B traffic.

Remarketing:

Remarketing is a kind of online advertising that uses online cookies to track followers around the internet, in order to target them again. These users are targeted once they leave the website by subtle hints (ads), reminding them about their previous interest.

Native Advertising:

Native advertising is strategic and intentional when it comes to placement and audience targeting. It is based on audience's online habits and history and will show ads that may be relevant to them. They are sponsored listings that are integrated and camouflaged into the feed.

Mobile Advertising:

Mobile advertising is the promotion of products or services through mobile devices. Mobile advertising ranges from short message service (SMS) text to interactive advertisements.

Kinds of Mobile Advertising:

In-app ads: This is the most successful ad format of today's mobile ecosystem. In-app ads are installed directly within an active app interface such as a mobile offer wall. Since users spend roughly 89% of their browsing time running apps, it's the core advertising channel for marketers to reach new customers.

Static interstitial ads: Static interstitials tend to take up the whole screen, but the trade-off is that they appear during natural pauses in an app's usage. When used effectively, they have a higher click-through rate than traditional banner ads.

Video ads: Video ads aren't mutually exclusive with interstitials, native ads, and other forms of mobile advertising.

Rewarded video ads: Rewarded videos are similar to standard video ads, but they also provide some benefits to users for engaging with them. For example, a rewarded video placement might offer in-app currency, in-game bonuses, or some other type of premium content.

Playable ads: A highly engaging ad format in the mobile games space, playables are interactive advertisements that simultaneously act as game demos. It is a great method for introducing users to app content before a full download. When presented effectively, customers will click on the storefront link to continue the experience. The best playables are short, sweet, and offer a small taste of what to expect from gameplay.

Mobile web ads: Mobile web ads are deployed on websites.

Banner ads: Banner ads lie in highly-concise designs and mobile web environments.

Native ads: Used by big players like Twitter, Facebook, Reddit, and more, native ads are designed to look just like the surrounding content. \

Assignment:

I Write short notes on:

- a) Social Advertising
- b) Outdoor advertising
- c) Ariel ads
- d) Retail Advertising
- e) Mobile ads

II Answer the following in about 250-300 words:

- 1) Write a note on the different advertising media.
- 2) How are advertisements classified?
- 3) What do you understand by Radio Advertising? Explain its merits and demerits.
- 4) What is Television Advertising? Give its Merits and Demerits.
- 5) What do you understand by Outdoor advertising media?
- 6) What are the different forms of Outdoor advertising media? Explain its merits and demerits.

Module 3

Copy Writing

Copywriting is the process of choosing the right words and the technique of arranging the words to promote business, product, service, idea, or a person. It is a method of writing persuasive marketing and promotional materials that motivate people to take some form of action, such as make a purchase, click on a link, donate to a cause, or schedule a consultation. The selection of words and its presentation and the script will depend upon the media through which it is conveyed: newspaper, magazine, hoarding, radio, television, or internet, the script will vary accordingly. However, whatever is the type of media, the purpose of copywriting is the same i.e., promotion and it should be persuasive enough to be instantly attention grabbing.

Difference between copywriting and other types of writing:

The singular difference between copywriting and other writing is its intent, copywriting aims to sell something. That something might be a product (a camera). It might be a service (education). Or it might be a brand (Biba). Nonetheless, if copywriting is involved, that copywriting is designed to sell something.

Copywriting asks the reader to do something, such as buy a product, visit a website, or call a toll-free number to place an order. If a piece of text does not ask the reader to do anything, it is probably not copywriting. Creative writing entertains, technical writing explains, news writing informs, but copywriting asks readers to do something.

Copywriting also differs from other kinds of writing in its tone. Marketing copy tends to be informal rather than formal. Rules of grammar may be or may not be followed. It can be a word, a couple words or sentences.



Copywriting also has a sense of urgency. The perception one gets in reading an effective marketing copy is that the consumer faces a challenge or a problem, that there are consequences one wants to avoid, and that the advertiser has a solution. Copywriting tends to end with an imperative phrase. Call now! Buy today! The style adapted in copywriting is to use simple words, short sentences and short paragraphs.

Types of Copywriting

There are five main types of copywriting: print, outdoor, online, broadcast, branding.

1. Print: Print copywriting, as the name implies, is copywriting that appears on printed sheets of paper. Print copywriting includes:

- newspapers
- magazines
- brochures, factsheets, specification sheets and other sales collateral
- point-of-purchase displays
- promotional messages in theatre programs
- promotional messages in retail flyers
- direct mail
- case studies
- catalogues
- telephone directories (such as the Yellow Pages)

2. Outdoor: Outdoor copywriting is promotional messages that appear in public spaces. Outdoor includes:

- billboards
- bus shelter ads
- ads on the sides of buses
- subway ads
- portable sign ads (the type placed on the side of the road in front of a business)
- elevator ads
- signage (visual graphics i.e., graphics that communicate information to the public eg. A row of billboards along a roadway advertising a health drink company, insurance companies, colleges and nearby restaurants)
- vehicle signage
- telephone booth ads

3. Online: Online copywriting is promotional messages that appear on, or are sent through, the Internet. Internet copywriting includes:

- banner ads on websites and social media platforms (such as Facebook, Instagram)
- online text ads (such as Google AdWords)
- online display ads
- promotional messages sent by email
- mobile ads (that appear on smartphones)
- text ads (that appear in texting apps on smartphones)
- e-commerce product pages

4. Broadcast: Broadcast copywriting is promotional writing that is broadcast to an audience using electronic means. It includes:

- radio ads
- television ads
- television infomercials

5. Branding: Branding copywriting is promotional writing that promotes an organization or an event, as opposed to a product or a service. Brand copywriting includes:

- company naming
- product naming
- service naming
- slogans
- taglines
- themes for conferences, conventions and other meeting

Elements of Copywriting

There are some important elements required to develop a convincing ad. Following are the significant elements:

Heading – Heading gives the first impression and leaves an imprint on the readers’ mind; therefore, it should be eye-catching. The heading should tell what the ad is about in a very succinct manner, ranging from 3 to 30 words.

Body copy – Body copy is the text of a print ad, excluding the headline, logo, or subscript material. The body copy should be written in such a way that it appears to be a continuation of the heading. Details of all the features and benefits that is claimed should be provided. The language should be promising and trustworthy.

Slogans – Think of "*The ultimate driving machine*" (BMW); "*Just do it*" (Nike); "*Because I'm worth it*" (L'Oréal), what comes to your mind? The moment, you hear the slogans, you link it with the respective brand not only because you have heard it many times, but also because of the use of precise

words. A well-written and effective slogan is a trustworthy brand representative. However, the slogan should be small and crispy giving meaning to your brand.

Taglines – Tagline is a slogan or phrase that visually conveys the most important product attribute or benefit that the advertiser wishes to convey. Generally, a theme to a campaign. Taglines are usually used for literary products to reinforce and strengthen the audience's memory of a literary product. For example, “she went in search of answers, and discovered a love she never expected,” Book Name “Faithful” and Writer - Janet Fox. Thus, tagline tells the gist of the products for marketing purpose. Like, a slogan, it should be small and eye-catching.

Jingle Lyrics – More often accompanied with background music, jingle lyric is a short slogan, tune, or verse written to be easily remembered (especially used in advertising). For example, Fanta: "Wanna Fanta, Don't You Wanna?" It should be small, crisp, and rhythmic (like a song) so that it registers with people at once and they remember it.

Scripts (for audio and video ad) –Scripts are the descriptions of an ad that narrate the dialogues, actions, expression, and movements of characters. Since, script is a complete guideline of an advertisement, it should be written meaningfully, orderly, and nicely.

Others – (White Paper, Press Release, & other written material such as emails, articles, and blog (for the internet)): These are all promotional write-ups written purposefully to promote a particular product/service. So, while writing white paper, press release, articles, blog, or even an email you need to focus or emphasize ONLY on one product that you want to promote. You need to describe all features and offers of the respective product in simple and plain language.

Enhancing Copywriting:

Typography:

From the dulllest PowerPoint presentations to the greatest scientific discoveries, humankind has relied on the written word to convey and preserve information, opinions and ideals. While ancient monks spent lifetimes painstakingly hand-copying books, the printing press eliminated this arduous process – leading to the creation of different typefaces, fonts and a standardised presentation of words.



Typography is a technique in which one can use language in an organised manner to promote their brand. It may be for the website or for any other form of

advertisement. The way the language is organised can be of an exclusive type of font, the size of the font, the way the words or characters are spaced and even different type of typefaces which the brand or the company uses.

Typography is a powerful brand tool which helps the reader to focus on the content itself. The content should be so clear that the focus should be on the content rather than how it looks. Effective copywriting and creative typography help create harmony and cohesion throughout your brand.

Finding and applying the best typography is half the battle won and the other half is using that type to put your message across, effectively and where copywriting comes in.

Word Expression:

Words are the most important and remarkable aspect for selling any product/service, words sell. As a copywriter, one has to be really good while using words for copywriting. Ad designer can be very creative while using words in a most extraordinary way. Words attract people towards the product. Eg. It is a known fact that Maggie cannot be cooked in Two Minutes, but those words ring a bell in all those people who have seen the ad.

While framing ads the copywriter need not follow the rules of grammar. They have the liberty to frame sentences creatively using common to the most hackneyed words in an effective way with a deep impact on the psychology of the customer. Powerful words are the key to leave a lasting impression on the minds of the customers.

Tagline:

A tagline is defined as “a catchphrase or a slogan, especially as used in advertising, or the punchline of a joke.

When it comes to marketing, **a tagline is the business' mantra**; it tells people who you are and what you stand for in concise words.

The purpose of a tagline is to create a positive, memorable phrase that sticks in your customer's head and helps them identify your brand and your marketing message.

Crafting a Good Tagline:

1.Keep it Simple:

Most successful slogans are only 3-6 words long and get the point across without much thought. Ideally, a tagline should be six words or fewer. Eg. Fevicol ka mazboot jodi hai Tootega nahi!, Hero Honda: Desh ki Dhadkan.

2. Give it Meaning:

A tagline shouldn't be made just because some famous companies have one. If a company is going to invest the mental energy and marketing budget to craft a catchphrase, it should truly bring meaning to the brand.

3. Clarity:

There should be no guessing as to what the tagline means. In addition to being simple, it should clearly state the mission or purpose of the company without any guesswork.

4.Focus on the Benefits:

Customers care about benefits, not features — and that goes for the tagline as well. It should tell audience the main benefit of the brand or product without sharing “features.” For example, convenience is a benefit, whereas a removable part for easy cleaning is a feature.

5. Narrate a Story

Storytelling is a huge part of marketing and business. The stronger the story, the easier it is to make more sales.

Signature Line: Is the link placed under the name that can be clicked on and used to direct people to the website. Signature Lines have become the fastest

growing advertising strategy for people who want to get the word out about their business. The signature line can be utilized to attach a signature to your email, by doing this, you are able to market and promote the web site every time you send an email message, as it will be contained within the email.

Logo: A logo is a drawing or image that a company or an organisational group or a person uses to mark the identity, i.e., who they are, which companies' may use them on their letterheads, adverts, and the products they sell. Logos may consist entirely of words or one word, we call a logotype or wordmark.

Art of Copywriting:

Copywriting is the art of creative and persuasive writing that goes a long way to sell the product or an idea. One of the most traditional, but successful techniques of copywriting is "AIDA" i.e. Attention, Interest, Desire, and Action.

Techniques of Copywriting:

The following words are to be used:

- Use of Action Words – Such as watch, look, ask, get, etc.
- Use of Buzzwords – Normally buzzwords are eye-catching such as now, today, etc.
- Use Exciting or Emotive words – Such as amazing, wonderful, beautiful, etc.
- Use Alliteration – Use meaningful words of similar sound. For example, don't be vague, ask for Haig.
- Use Colloquial words – Colloquialisms in copywriting is pretty popular and effective. For example, 'Pick 'n Choose.'
- Use Punctuation – Proper use of punctuations and grammar is an important aspect so that you can pass the right message.

Writing Headlines and Subheading:

- Try to keep headline as small as possible (5 to 10 words are ideal).
- Use meaningful and striking words to make heading persuasive.
- Try to use brand name in the headline.
- Stick with the typeface in a headline.
- Pay Attention while Writing Subheading
- Subheading should support the headline.
- It should be appealing so that the reader is impressed to read the body copy.
- Use minimum, but meaningful and fascinating words in subheading.

Writing Body Copy:

- Try to keep the sentences in present tense.
- Use simple and familiar words.
- Keep the sentences small, and do not lose the link between the sentences.
- Use singular noun.
- Use active verbs.
- Convey message as if it is a new information to grab attention.
- Avoid using clichés and superlative words.

Don'ts of Copywriting:

- Using any vague word or sentence.
- Excessive use of adjectives.
- Copying others' sentences (Copyright issue).
- Using unfamiliar words; may not reach the target audiences.
- Promise something, which is not there.
- Be wordy.

- Hurt others sentiments and feelings.

Creative Brief:

A creative brief is a document used by creative professionals and agencies to develop creative deliverables: visual design, copy, advertising, web sites, etc. The document is usually developed by the requestor and approved by the creative team of designers, writers, and project managers.

A creative brief must be directional and inspirational. Directional elements refer to marketing elements (target market, objectives, message, etc.) and inspirational elements refer to tone of voice, feeling of the advertisement.

In advertising agencies, creative briefs are written after the client briefs the agency (client brief). After receiving the client brief, the account manager is responsible to sort the data out to come up with a creative brief (may be in collaboration with creative director).

The creative brief, consisting of a series of simple questions asked by the creative team and answered by the requestor, becomes the template for the creative execution. As the creative develops, there may be potential for it to move off track. If this happens, team members can refer back to this mutually agreed upon document to see where the divergence began. Within an advertising agency environment, it is typically the responsibility of the account manager to ensure that the creative execution is "on-brief".

Creative briefs can come in many flavours and are usually tailored to the agency or group that is developing the creative deliverable. They know which questions (and answers) are of paramount importance to them in order to deliver a high-quality creative execution.

In the past, creative briefs were superfluous and included graphics, charts, newspapers scraps or illustrations and photos. With the arrival of computers, more and more agencies moved to digital briefs, using text editors, presentation

software and digital design tools to design and produce the briefs. Collaborative software made it possible for creative teams to collaborate with their clients and other specialists involved in the brief online.

The precise nature of a creative brief varies from company to company; however, a creative brief must contain:

- Background: what is the background of the project? Why is it being done?
- Target audience: what do they already think about this subject? Is there anything that should be avoided?
- Profile of the typical user or consumer
- Key insight: what has been learned about the market's attitude to the company, brand or product
- Objectives: What has to be accomplished? How will this be measured and success understood?
- Single message: What is that one thing which has to be told to the audience? What is the single thing they should remember about the offering? How will they believe what we say?
- Desired customer behaviour? (e.g., trial, purchase, recommend)
- Tone (eg. serious, light-hearted, humorous)
- Mandatories: Mandatory elements such as the client's logo, address, phone number and so forth.
- Deliverables: What has to be used, to give audience the message? What is the best way or place to reach these audience?
- Timeline: How soon is this needed? When is it expected to be done? How many rounds (revisions) will this project undergo?
- Budget: How much can be spent to get this developed? Is there any budget needed to publish/flight the creative?
- Approvals: Who needs to give the "okay"?

Creative Brief – Template

Sample 01

Project:
Client:
Background/Project Overview –
Objective/Purpose Overview –
Target Audience –
Tone –
Strategy

Sample 02

 Hush Puppies®	HUSH PUPPIES BRIEF <u>ADT/001/IMC</u> <u>Group-5(M2)</u>	
BRAND STATEMENT The Hush Puppies is a lifestyle brand that provides shoes, eyewear, watches and clothing for both men and women.		Brand statement
PROJECT BACKGROUND Hush Puppies history is rooted in innovation from inventing the first truly casual shoes to developing technologies that make the shoes more comfortable, lightweight and worry free. The brand strives to constantly evolve Hush Puppies world renowned comfort, bringing customers the most advanced technologies available in footwear today. The project consists in developing an advertising marketing campaign of the Hush Puppies shoes that provide comfort and relaxation just by wearing them, because these characteristics are invaluable and enables them to find one more reason to relax.		Campaign context and background
TARGET AUDIENCE Males and Females between 20 - 40 years where the audience should be belonging to ClassA, ClassB and chunk of ClassC whose rate of life requires: comfort, functionality and style. People wearing these shoes should need to feel natural, relaxed, authentic, with a young spirit, free, simple and healthy.		Audience demographics & psychographics
ADVERTISING OBJECTIVE New campaign to increase brand awareness and demand of the Hush Puppies shoes.		Campaign goals
CONSUMER MESSAGE Shoes made as per your lifestyle and choices.		“Driving idea”
KEY CONSUMER BENEFIT Provides comfort, functionality and style that touches the lives and imaginations.		Key message
BENEFIT SUPPORT <ul style="list-style-type: none">• Whether it is water, stain and scuff resistant <i>WorryFreeSuede</i>, or the newest exclusive technology, <i>WaveReflex</i> featuring extreme flexibility and technologies like <i>Zero G</i>, <i>Bounce</i>, etc. Hush Puppies strives to provide benefits that enables to find one more reason to relax.• Dual-density foam footbed with contoured arch for better grip and elegant shoe designs.• Handstitched and Environmental aware products.		Product details
COMPETITION AllenCooper, LeeCooper, Blanca, NavyFont, RedTape, Adidas, Nike, Puma and others(as well as other premium Bata product lines too is a setback).		Competition
ADVERTISING TONE Trustworthy, Comfortable, Durable, Modern, Innovative		Brand voice and communication channels
ADVERTISING MEDIUM In-store & Outdoor Advertising, Magazines Advertisement and Social Network Advertisements.		
MANDATORY ELEMENTS Hush Puppies Logo, Real Product Image, Attention drawing Text or TagLines, Price and Technology(s), Values and Benefits, Availability(retailers,online & physical stores), Company Website.		Other requirements

Checklist for Copywriting:

There are certain essential factors one has to keep in mind while Copywriting and the following are some of them:

Know the Target Audience: This is one of the basic one needs to know while writing an Ad. Without knowing the background of the Audience, age, their needs, their tastes one cannot write an effective Ad.

Keep it Simple: It is always better to use simple and understandable language while copywriting. Using jargons and complicated words may not be very helpful to attract audience towards the ad of the product which the company is trying to sell.

Apply Psychology: Even before writing a copywrite one has to do through research on people's needs, emotions, interests, their background, and what they are looking for etc and write based on all these.

Make or create real life stories: Stories are the most impressive parts of sales and this motivates people to come forward and buy products. For Ex: Fab India pays the weavers the highest part of their profits.

Importance towards the company's goal: The writer has to keep the goal in mind while drafting the copywrite and all the important points of the company has to projected in the forefront to attract the audience.

Be specific and precise: The words which are used while writing should be impressive, attractive, precise and specific. It should bring in a picturesque image in the mind of the audience with few words. There can be a touch of phrasal words or idioms, the words can be rhythmic when expressed aloud, it has to create an impression on the buyer.

Assignment:

I. Answer the following:

1. Define Copywriting and state the difference between other types of writing.
2. Write a note on different types of copy writing.
3. Explain Print copywriting.
4. What is outdoor copywriting, elaborate with suitable examples.

5.How is online copywriting different from radio and television ads.

6.Write a brief note on Broadcast copywriting.

7.What is branding?

8.What are the important elements of copywriting?

II. Write short notes:

1.Slogans

2.Taglines

3.Jingle Lyrics

4. Scripts

5.Blogs

6.Typography

7.Word expression

8.Tagline

9.Signature line

10.Logo

III. Write a Creative Brief for the following:

1. Newly launched brand of cosmetics

2. Women`s foot wear

3. Cycles

4. Toys store

5. Baby essentials

6. Ayurvedic Mini Lipsticks

IV. Create a Brand Name, Logo and Tagline Line for the following. (Draw and colour creatively)

1. Ice creams

2. Home cleaning products

3. Meat & sea food

4. Beauty & personal care
5. Tooth paste
6. Pet supplies
7. Pickles
8. Spices & masalas
9. Ready meals & mixes
10. Health drinks

Module 4

Advertising and Positioning on You Tube and Social Media

Advertising and positioning on You Tube and social media are no longer just a trend but a prerequisite for any business. Being the second largest search engine, You Tube can help improve the search engine optimisation (SEO) and overall brand presence. YouTube is one of the most popular video sharing services in the world, and it provides many opportunities for marketers to promote products and services in video format with a modest budget. It combines a strategic principle — SEO — with one of the most resource-intensive forms of media — video.

Points to remember while advertising on You Tube:

1) Creating engaging content is essential but it is not the only factor for success. There are several things you can do to optimize your videos to rank highly on both YouTube and within the Google search results.

The first step to becoming a YouTube marketing pro is creating and optimizing the video's metadata. Metadata gives viewers information about the video, which includes the video's title, description, tags, category, thumbnail, subtitles, and closed captions. The right information in the video's metadata ensures that it is properly indexed by YouTube and appears when people are searching for videos like yours. Be succinct and straightforward when filling out the metadata

2) Title: Optimizing the video's title and description is very important. Titles are what people read first when scrolling through a list of videos, so make sure the title is clear and compelling — it should arouse curiosity among searchers about the content or make it should be made obvious that the video will provide a solution to the searchers problem.

Keyword research is to be done for a better understanding of what viewers search for. Include the most important information and keywords at the beginning of the title. Lastly, keep titles to around 60 characters to avoid the text from being cut off in the results pages.

3) Description: YouTube will only show the first two to three lines (about 100 characters) of the video's description. To read beyond that, viewers will have to click "Show more" to see the rest, so, include important links or call for action (CTA is a marketing term that refers to the next step a marketer wants its audience or reader to take) at the beginning of the description and write the copy so that it drives views and engagement.

The transcript of the video can be included in the description. Video transcripts can greatly improve the SEO because the video is usually full of keywords. A default channel description that includes links to the social channels, video credits, and video-specific time stamp can be added. #Hashtags can be included in the video titles and descriptions.

4) Tags: Highlight the keywords in the tags. Tags associate the video with similar videos, which broadens its reach. When tagging videos, tag the most important keywords first and try to include a good mix of more common keywords and long-tail keywords.

5) Category: After the video is uploaded, YouTube will allow the uploader to choose a video category under Manage Videos. Video categories group the video with related content on the platform.

YouTube allows you to sort your video into one of the following categories: Film & Animation, Autos and Vehicles, Music, Pets and Animals, Sports, Travel and

Events, Gaming, People and Blogs, Comedy, Entertainment, News and Politics, How-to and Style, Educations, Science and Technology, and Non-profits and Activism.

6) Thumbnails: Video thumbnails are the main images viewers see when scrolling through a list of video results, and yours can have a large impact on the number of clicks and views your video receives. YouTube will auto-generate a few thumbnail options for the uploaded video.

7) SRT file (Sub Rip Subtitle file): Not only do subtitles and closed captions help viewers, but they also help optimize the video for search by giving you another opportunity to highlight important keywords. You can add subtitles or closed captions by uploading a supported text transcript or timed subtitles file. You can also provide a full transcript of the video and have YouTube time the subtitles automatically, type the subtitles or translation as you watch the video, or hire a professional to translate or transcribe your video.

8) Cards and End Screen: YouTube encourages users to incorporate cards and end screens in their videos to poll viewers, link to external sites, or direct people to other videos. Cards are small, rectangular notifications that appear in the top right-hand corner of both desktop and mobile screens. You can include up to five cards per video, but if you're including multiple cards, be sure to space them out evenly to give viewers time to take the desired action. Once you've created your card, drag it to the spot in the video you want it to appear. Your changes will be saved automatically.

End screens allow you to extend your video for 5-20 seconds to direct viewers to other videos or channels on YouTube, encourage viewers to subscribe to your

channel or promote external links, such as ones that direct to your website. End screens encourage users to continue engaging with your brand or content.

9) YouTube Analytics: It is important to understand who your audience is and how they're engaging with your videos. YouTube Analytics can tell you a lot the success of your videos. The view report will tell you how many people have watched your video, how much time did they watch the video for. Getting lots of views is great for branding and advertising, but that shouldn't be the main measure by which you judge whether or not your video was successful. High engagement, good view duration, and growing subscription to your channel can be more rewarding than views. Quality viewers are more important than quantity. YouTube also provides insight into the demographic breakdown of your audience i.e. gender and location. YouTube's geographic insights can provide a helpful look into whether or not your videos are reaching the right people. It gives you information about who your audience is, what they like, and what kind of content you should be creating to be successful.

The Playback locations report shows the sites your videos are being viewed on. This page also gives estimated minutes watched and average view duration, but this time broken down by location.

Device's report will tell you what devices and operating systems people are watching your videos on. Computer, Mobile phone, Tablet, and Game console all have their own breakdown for you to get deeper into this data.

Along with these, YouTube analytics also tell you how many liked or disliked your video, how many marked it as favourite, comments received and number of times the video is shared.

Advertising on social media:

Social media is the collection of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media. Online space has become a source of socializing, entertainment, information, and moving activities from an offline environment to an online one, the best example being the period during lockdowns due to the novel coronavirus pandemic.

Paid social media advertising has become one of the most effective ways of promotion. With specific targeting options, retargeting, and monitoring features, ads are your go-to marketing practice for fast and easy business growth.

Points to be noted before running a social media campaign:

1) Goal Establishment: The first thing to do before starting a new ad campaign is to write down the objectives. There will be clarity on what you want to achieve, and you will be able to measure your success as the ad campaign unfolds.

Objectives can dictate the way you're building your ads – starting from targeting, text, creatives, budget etc. For example, Facebook Ad Manager will ask about the overall goal of your ad campaign. Based on your choice, your ad options will change. So, pay attention to your objectives and set yourself up for success from the beginning of your ad campaign.

Types of Campaign objectives:

These three categories represent different stages of a customer's journey. Starting from being unaware of a business to eventually purchasing from that business.

Top of Funnel (Tofu) Middle of funnel (Mofu) Bottom of funnel (Bofu)

Aims:

- To get people interested in your products and services and are related to brand awareness, reach, impression and views.
- Seeks to bring more engagement and make people interact with business.
- Centres around conversations and aims to make potential customers act (purchase a product, subscribe to a newsletter)

2) Knowledge of Target Audience

Targeting a specific niche audience is much more effective than targeting a number of people. Even though your ads won't appear on everybody's social media feeds, you will reach audiences with a higher conversion rate.

Moreover, targeting a specific audience also has financial benefits. Rather than paying a significant amount of money to run broadly targeted social media ads that won't bring results, you can invest in running targeted campaigns that will increase your ROI (return on investment) levels.

Social media has come a long way. For example, look at the targeting criteria Facebook allows for social media ads:

- Location
- Demographics
- Interests
- Behavior
- Connections

3) Use Retargeting Tools: Retargeting means that you can target customers who clicked on the ad. The chances of them doing the desired action you had planned through the ad campaign is accomplished, it could be buying the product/service or subscribing to your newsletter. Let's take Facebook Pixel for example. When a customer clicks on your ad and reaches your website, the pixel associates them to their Facebook profile and targets them again the next time they're active.

4) Choose The Best Social Media Platform: Before starting an ad campaign on social media, you need to keep in mind that each platform has a different set of subtleties, such as popularity, content format (text, images, or videos), and audience type (different demographics, interests, behaviours).

People use different social media platforms for different reasons. For example, YouTube is a source of entertainment. Pinterest is mostly used to look for recipes, quotes, outfit ideas etc., LinkedIn is platform for networking, finding new employment, and business opportunities.

The most important details to be borne in mind while choosing social media platforms are:

- Your target audience
- Your ad campaign objectives
- Your social media advertising budget

A social media ad is made up of:

- a) Format – Image or video
- b) Ad creative – Media, Primary Texts, Headline, Description, Website URL, Display link, call to action
- c) Tracking – Website events, URL parameters

While creating a social media ad, the following points are to be kept in mind:

1) Keep your audience in mind while writing. You will have to create a copy that makes use of the target audience's pain points and interests. Focus on how your products and services can benefit your customers. Adjust your tone: Does your target audience prefer a friendly approach? A humorous one? Or maybe they react better to a more formal and professional type of content.

2) Use strong call to action: CTA represents the desired action you want your audience to make. So, make it direct, simple, and visible. To direct attention towards the CTA, you can also add an emoji.

3) Make it visual: the brain processes images 60,000x faster than text. Visuals are very powerful and are very effective in terms of engagement. Statistics show that using visuals in Facebook posts increases the engagement rate by 2.3 times. Visuals can also increase sales. A study revealed that people are 80% more willing to buy a product after seeing it in a video. One doesn't need expensive equipment or great skills to make engaging visuals. With lots of free stock photos available and affordable design tools like Canva, one only needs a laptop and a little creativity to master social media visuals.

4) Link to relevant Pages: Direct people to the most relevant page of your ad campaign. If you want to sell more products, link to your product page, if you want people to subscribe to your newsletter, link to your newsletter.

5) Draw Inspiration from Your Organic Posts: To make sure you design the best social media ads, you can head over to your analytics, search for the best performing content, and use them as templates for your social media ads.

6) Customise Your Ads for Mobile Devices: Your social media ads should be designed for mobile devices. Majority of the people access websites and apps from their smartphones. So, investing in mobile-friendly ads is wise. To custom your ads for mobile devices, you have to adjust your visuals to look good from a small device. And if you want to make the most out of mobile ads, you can use geofencing (users who are in a specific zip code will receive ads based on their location) to target your audience.

7) Test the Advertisement: Creating engaging posts is a must. A great practice used in marketing is A/B testing. This requires showing ads to small targeted groups and comparing their performance. Based on the results of the testing, the top-performing ad is the one that is going to be used in the paid social media campaign.

8) Allocate a Budget: The most important thing to keep in mind while building your budget is to invest in what brings you the most value. More specifically, you have to always consider your business goals when investing in media buying

models. For example, if you have a tight budget and your goal is to increase sales, paying for impressions might not be for you. Instead, you can pay for engagement to get people interested in what you have to offer.

Here are the media buying models you can choose from for your social media ad campaigns:

- CPM – cost per thousand
- CPC – cost per click
- CPL – cost per lead
- CPA or CPS – cost per action, cost per sale
- CPI – cost per install

9) Adjust: Objective data helps businesses see exactly the value social media ads brought to the table, and it allows marketers to constantly improve advertising campaigns. The metrics you need to track are called KPIs – key performance indicators. Here are the most important KPIs you should start monitoring:

Reach – How many people have seen your ads

Engagement – How many people liked/commented/shared your content

Conversions – The number of people that did a key action (ex: purchased a product, subscribed to your newsletter, booked an appointment, etc.)

Social media ads are important for businesses of all sizes. With the right advertising strategy, you can make the most out of a modest budget, and continue to invest more, as the financial benefits of running ads grow. It's harder at first, but we all have to start somewhere.

Assignment:

I Answer the following questions:

- 1) What is metadata?
- 2) What all should be included in a description of YouTube ad?
- 3) What is a Thumbnail?

- 4) What is YouTube analytics?
- 5) What are the different types of objectives of a social media campaign?
- 6) Why is it important to customize ads for mobile devices?
- 7) What are the media buying models for a social media campaign?

II Answer the following in 250-300 words:

- 1) What are the things to keep in mind to create an ad in YouTube?
- 2) What are the things to keep in mind to create an ad on social media?
- 3) Create a social media campaign to promote your business.

Module 5

Brand Building

“Your brand is what other people say about you when you’re not in the room.”

Jeff Bezos

We get to know about a product through various means. It can be through advertisements, through special offers along with other products or even through mailers. In the process we get to know that a certain company or an organisation is manufacturing or promoting a product. The product can be an exclusive one and the only one produced from that particular company (Ex: Dell produces only Computers and Computer related products) or it is one of the products produced by the company along with many others (Samsung produces various electronic goods).

Brand is a product produced by a particular company under a particular name. To make this product known to the customers the company has to follow certain norms. The company has to make itself known which is Brand Identity. Brand identity has to be built and this process of identity formation is Brand Building. Brand Building is generating awareness, establishing and promoting a company and its services using various strategies. These strategies bring consumers closer to the brand and provide value for the brand, so that the consumers can know, feel and experience the brand. Brand building is enhancing the brand equity using advertising campaigns and promotional strategies. Branding is a vital aspect of company because it is the visual voice of the company. The aim of brand building is creating a unique image about the company.

The different phases of branding are:

Brand Strategy

Brand Identity

Brand Marketing

Brand Strategy is the first step in the process of creating a brand, it is a blueprint of how you want the world to see your business. It will map how you are different, trustworthy, memorable, and likable by your customer. It will convey your purpose, promises, and how you solve problems for people.

An effective and detailed brand strategy should include:

Brand discovery

Competitor research

Target audience

Brand voice

Brand message and story

Brand Identity is the way that you convey the brand to the public with visuals, messages, and experience. Brand strategy will influence how you present your identity and align it with your purpose. It is the way that your business becomes recognizable.

Brand identity includes your:

Logo

Colours and fonts

Patterns and icons

Guarantee

Website design

Content and messaging

Advertising

Print or packaging

Example:

Cadbury Chocolate



Logo



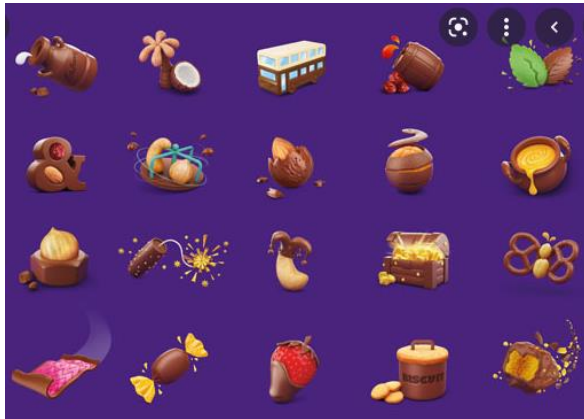
- Colours and Fonts: Purple Colour and Cadbury font



- Patterns and icons



- Website design



- Tagline

SOME TAG LINES BY CADBURY

- ◆ In 1998 – "*Khaane Waalon ko khaane ka Bahana Chhayie*".
- ◆ In 2004, the '*Kuch Meetha Ho Jaaye*', '*Pappu Pass Ho Gaya*', '*Miss Palampur*'.
- ◆ In the year 2010, the '*Shubh Aarambh*'

Brand Marketing is the way that businesses or organizations highlight and bring awareness to products or services by connecting values and voice to the right audience through strategic communication.

Aspects of Brand Building:

1) The brand should have an exclusive: Vision and Mission

Vision and mission statement is a clear expression of what your company is most passionate about, you need to know what value your business provides. Brand vision is the future, aspirational statement that your brand drives towards achieving. Mission statement is the present, a statement of commitment that is a

roadmap for accomplishing your vision. It will inform how you execute your brand building strategies. Logo, tagline, voice, message, and personality should reflect the mission and vision.

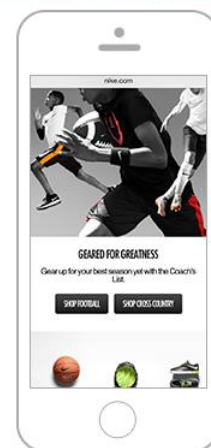
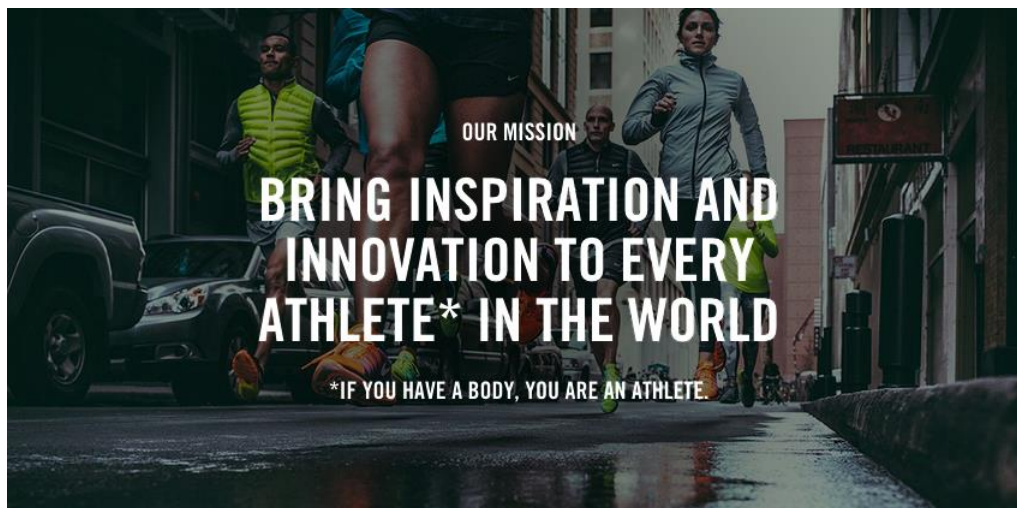
Example:

Nike

Nike's tagline: *Just Do It.*

Nike's mission is: *"To bring inspiration and innovation to every athlete in the world"*.

Nike's mission is seen everywhere. They focus on inclusivity: all types of athletes using Nike products to be their best selves.



Nike goes even further with its brand mission, by adding a footnote to the statement: *“If you have a body, you are an athlete”*. The company has built a reputation and brand following, that it is able to accommodate every “body”.

2) Discover the purpose behind your brand.

The company has to know why it exists? What discerns this company from other companies? What are the major problems the company faces in the process of brand building? How to make people know about the brand which they have to market? Answers for these questions must be found out so that Brand Building becomes easy for the companies. The following questions are to be answered.

What – the products or services you offer to your customers.

How – the things that differentiate you from the competition.

Why – the reason why you exist.

3) Research competitor brands within your industry.

In the process of Brand Building the company has to know why certain brands exist and why certain brands fade away quickly. Research about the main competitors. Example: Tata products have been existence since more than a century whereas Nokia’s mobile phone company established itself very quickly and faded away at the same pace. Hence a company has to study how the big brands of the country have existed for a long period of time and what are the efforts made by these brands to stay in the market and compete with several other products. While at the same time it should also check what made certain brands dissolve totally. It is very important to know the reason behind the failures and the same mistakes should not be repeated.

4) Determine the brand’s target audience.

Brand buyer persona is another very important aspect to be kept in mind while building a brand. A study of behaviour and lifestyle of the consumers is to be

taken into consideration. The company has to reach out to its target audience based on the product. The advertisements should touch the psyche of the buyers effectively based on age, gender, income, education and several other factors.

Brand building also includes varieties and offers of the product on which the brand is built. Focus should be on the quality of the product and the benefits. The customer should be given offers that are unique and no other company matches its variety or quality.

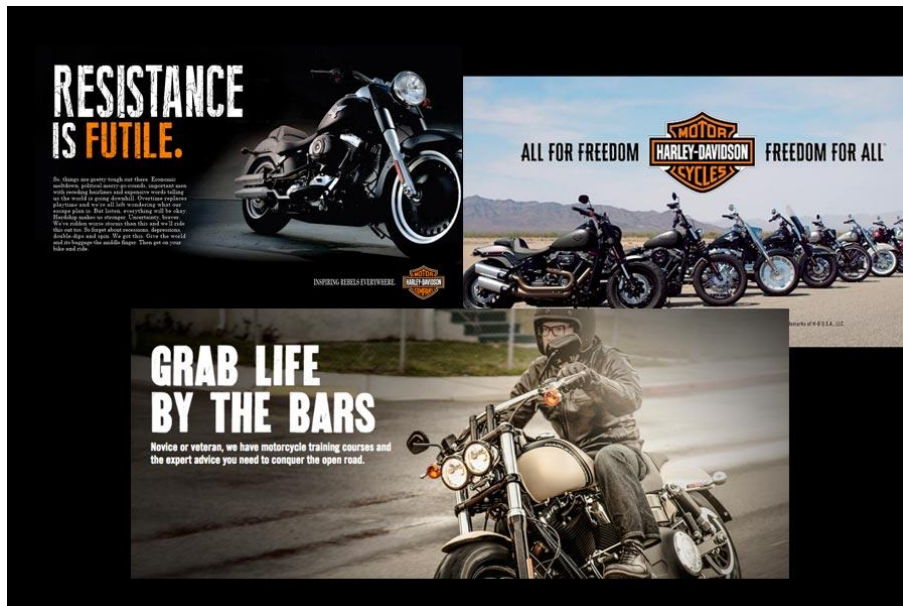
5) Outline the key qualities and benefits of the brand.

Focus on the qualities and benefits that make your company branding unique. Your products, services, and benefits belong solely to you. You will have to provide value that improves consumers' lives.

6) A unique brand voice.

Voice is dependent on the company's mission, consumer and industry. Communication with your customers, and how they respond to you is very important. Brand voice is what establishes a connect with the consumer. Use of right vocabulary, tone, adjectives and exclamations are very important. A brand voice should be: professional, service oriented, conversational, informative, technical, authoritative, friendly.

Example:



Voice is strong, confident and aggressive.



Positive and friendly voice

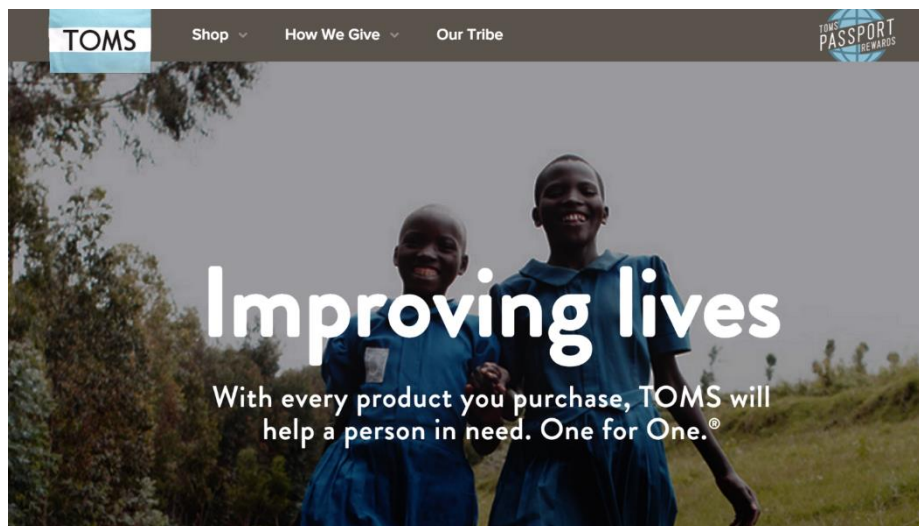
7) Build a brand story or narrative.

Succinctly inform your consumer who you are in your brand voice. Your messaging should be allied with your brand and conveyed consistently, in a simple and lucid manner. It tells who you are? what you offer?

A brand story/narrative establishes a direct emotional connection with consumers. What is of paramount importance while creating a brand story is not what the product can do or offer but why the product is important to the consumer/customer.

Example: TOMS Shoes

“Improving lives. With every product you purchase, TOMS will help a person in need. One for One”.



8) Brand logo and tagline.

When we think of a brand, visuals and words are what come first to the mind. Logo and tagline have a lasting impression on the minds of the consumer. People identify, connect and are attracted to a brand by the logo /tagline. A lot of creativity goes into the creation of a brand logo and tagline. The logo will appear on everything that is related to the brand. It will become identity, calling card, and the visual recognition of the brand.

Examples:



Thums Up, Taste the Thunder

Amul: The Taste of India

Boost: Boost is the secret of our energy

LIC: Zindagi ke sath bhe Zindagi ke baad bhi

Brand Marketing

In the present digital world, the key area of brand building is an attractive website. Website is the most important marketing tool one has to have for business growth. Most of the customers visit the website to know more about the company and the company story has to be very attractive and exceptional. The company's website should be able to load fast and it has to be mobile friendly because most of the customers go back to the website to know about the company and the quality of its products. The interface of the company website speaks a lot about the company itself. This enhances the chances of the company to make a big name while building brand.

Every company aspires to build a brand of international fame. This was difficult a few decades ago. But it is not so in the present digital world. Every human on this earth has accessibility to media in one way or the other. This is a boon for

any company to make people know about their products. The company need not depend on any marketing agency to build a brand name. The company has many sources to build its brand and some of the ways are enlisted below:

Blog:

The company's employees can market their brand by digital content marketing efforts. No one will know the company more than the employees themselves. Hence, they can write about the company and the quality of its products. They can promote their own family members or the customers who have used the products to share experiences and these experiences can be further recorded and published in the form of blogs, which makes a huge difference.

Website:

Website is one of the most effective marketing tools. It has to be user friendly; accessibility should be easy and simple. The user interface makes a big impact on the people as most of the customers visit the website to know in detail about the company, its vision and mission, its social concern, its products, varieties and many other details.

Social Media:

Social networks make a huge difference while marketing. The advertisement in the form of videos, podcasts, case studies, brand ambassadors' interviews etc makes an impact on the people who use social media. This marketing strategy should be consistent and it has to be posted in all trending social media platforms.

E-Mail Marketing:

Many companies have built their brands through E-Mail marketing. In the beginning it can be sent to the close-knit customers and slowly this can be

widened as the market expands asking them to subscribe for the same. This E-Mail subscription can be through

- Pop Ups
- Sidebars
- Slides
- Offers
- Mailers
- Sales Campaigns
- News Letters of the Company

Advertisements:

A brand name can be made known in the most popular methods of paid promotions through advertisements on Television, Print Ads, Online Ads, Hoardings and in Cinema Theatres. Though some of these prove to be costly it definitely makes a difference in making the brand reach even to the last man in the society. Ex: Many people in the rural parts of India may not know what a tooth paste means but they know what Colgate is.

The company has to strive consistently to keep its brand name well known. Some of the companies have used simple techniques and have come a long way in making people know about it. Some companies stick to similar types of products (for Ex: Nestle produces food products and Samsung produces electronic goods) while some other companies have varieties of products (Ex: Tata company: Tata Salt to Titan Watches, to Tanishq Gold Stores, to Tata AIA Life Insurance, to Tata Heavy Motor Vehicles, to Tata Steel and so on).

Content marketing:

It is a form of informing the customers about the products and services offered.

Referral marketing:

Word of mouth advertising, also known as WOM, is one of the most important promotional strategies.

Some of the other popular marketing strategies are: Event sponsoring, Influencer marketing, Promotions, Customer loyalty programs.

Brand Positioning

Brand positioning is the positioning strategy of a brand with the goal to create a unique impression in the minds of the customers and in the market. It is the way a brand differentiates itself from its competitors and also how consumers identify and connect with the brand. Brand positioning can be conveyed through: tone and voice, visual design and the way a company represents itself in and on social media. Brand positioning has to be desirable, precise, clear, and distinctive from the rest of the competitors in the market. The positioning of a brand helps inform consumers why they should choose a particular brand over its competitors.

I Answer the following questions in a sentence or two:

1. What is a Brand?
2. What are the advantages of Brand Building?
3. Mention any two aspects of Brand Building?
4. Give two tips to attract the Target Audience in the process of Brand Building?
5. What is the key arena of Brand Marketing?

II Answer the following in about 200 to 250 words each:

1. What is Brand Building and how is responsible for the growth of a Company?
2. Briefly describe different phases of Branding.
3. How is a Brand's Identity created?

4. What are the different aspects of Brand Building?
5. Mention different ways and platforms through which Brand Marketing is done.
6. Discuss the different phases of Branding. Give suitable examples.
7. Give an example of a very popular clothing brand eg. Myntra and explain its branding policy.
8. Build a brand story and narrative for a popular shoe brand.
9. Design a brand identity and logo for an educational institution.
10. Comment on the importance of brand marketing and the right strategies that a company should adopt.

Model Question Paper
V Semester BA (Vocational)
Paper 9: Advertising and New Media

Max.Marks:70

Time: 3 Hours

Instructions: Answer all the questions

I. Answer any five of the following in one or two sentences each: 5x2=10

1. Define Advertising.
2. Mention one disadvantage of radio ads.
3. What is a tag line?
4. What is a brand?
5. When do we use a banner?
6. What do you mean by digital advertising?
7. What is a logo?
8. Give an example of a social advertisement.

II. Answer any five of the following in about 200-250 words: 5x5=25

1. What are the different advertising media? Explain in brief.
2. Write a note on different types of copy writing.
3. What are the points to be kept in mind while creating an YouTube ad?
4. What role does typeface, point size and colour play in a print advertisement?
5. Write a note on effective advertising.
6. What are the objectives of advertising?
7. Write a note on digital advertising.

III. Write a Creative Brief for any one of the following: 1x5=5

1. Newly launched brand of cycles
2. Grocery store
3. Ayurvedic hair colour

IV. Design /Draft the following for a product or service:

6x5=30

1. Tagline for a Shampoo.
2. Logo for a Hospital
3. TV Commercial for a sanitary napkin
4. Print advertisement for agarbathi
5. Hoarding for Short term courses conducted by an institution
6. Radio advertisement for a Fertiliser company

Practical Component
Paper IX: Advertising and New Media

Time: 2 Hours

Practicals – 50 Marks (35+15)

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

A 10-minute presentation is to be made to promote a product or service or conduct a social awareness drive by using any four platforms (social media is compulsory) mentioned in Module 2.

Note to the teacher:

- Presentation skills sessions are to be held.
- Topic to be discussed with the teacher.
- Individual presentation.
- Marks will be based on content, language, kinesics, presentation, theme and colour scheme.

Assessment

- Content: 10 marks
- Presentation: 10 marks
- Social Media Campaign: 10 marks
- Viva: 5 marks

Paper-10

Entrepreneurship

Development Programme

Entrepreneurship Development Programme

Unit 1: Entrepreneurship

Introduction- Meaning and definition of Entrepreneurship, Entrepreneur, and Enterprise-function of Entrepreneur - Factors influencing entrepreneurship - pros and cons of being an entrepreneur - qualities of an entrepreneur - types of entrepreneurs

Unit 2: Small Scale Industries

Meaning and definition - Product range- Capital investment- ownership patterns- meaning and importance of tiny industries, Ancillary Industries, cottage industries, the role played by SSI in the development of Indian Economy, Problem face bi SSI's and the steps taken to solve the problems- policies governing SSI's.

Unit 3: Formation of Small-Scale Industry

Business opportunity, scanning the environment for opportunities, evaluation of alternatives, and selection based on personal competencies. Steps involved in the formation of small business venture: location, clearances, and permits required, formalities, licensing, and registration procedure. assessment of the market for the proposed project - Financial, Technical, Market, and social feasibility study.

Unit 4: Preparing the Business Plan (BP)

Meaning - importance - preparation -BP E format: Financial aspects of the BP, Marketing aspect of the BP, Human Resource aspects of the BP, Technical aspects of the BP, Social aspects of the BP. Common pitfalls to be avoided in the preparation of a BP.

Unit 5: Project Assistance

Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI- Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for SSI's and Tax Concessions - Assistance for obtaining RAW Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.

Books For Reference:

1. Vasanth Desai: Management of Small-Scale Industry, HPH
2. Mark.J. Dollinger: Entrepreneurship - Strategies and Resources, Pearson Ed.
3. Dr. Venkataramana: Entrepreneurial Development, SHB Publications
4. Udai Pareek and T.V.Rao: Developing Entrepreneurship
5. Rekha and Vibha: Entrepreneurship Development, VBH
6. S.V.S.Sharma: Developing Entrepreneurship, Issues, and Problems
7. B.Janakiraman, Rizwana M: Entrepreneurship Development, Excel Book
8. Srivastava: A Pratical Guide to Industrial Entrepreneurs
9. Anil Kumar: Small Business and Entrepreneurship I.K. International Publishers

Model Question Paper
V Semester BA (Vocational)
Paper 10: Entrepreneurship Development Programme

Max.Marks:70

Time: 3 Hours

Instructions: Answer all the questions

Section A

I Answer any ten of the following in a sentence or two: 2x10=20

1. What is Entrepreneurship?
2. Expand KSFC and SIDO.
3. What is a Sole Trading concern?
4. State any two advantages of Small-Scale Industries.
5. What do you mean by an Industrial Estate?
6. Give the meaning of an Ancillary Industry.
7. What is a feasible study?
8. What do you mean by a Business Entrepreneur?
9. What is a Tiny Industry?
- 10.State any two ways of project appraisal.
- 11.Name the leading organizations working for the promotion of Women Entrepreneurs.
- 12.What is gestation period?

Section B

II Answer any four of the following in about 150-200 words: 5x4=20

1. What are the features of a Partnership firm?
2. Explain the different types of Industrial Estates.
3. Write a note on AWAKE.
4. What are the advantages of Small-Scale Industries?
5. Give a brief note on HR feasibility of a venture.

6. What are the factors to be considered while selecting a location for the establishment by an SSI?

Section C

III Answer any two of the following in about 250-300 words: 15x2=30

1. What are the pros and cons of being an entrepreneur? Discuss.
2. What are the problems faced by Small Scale Industries? Explain.
3. Explain the importance of a business plan.
4. Explain any three ownership patterns followed by SSI.

Practical Component

Paper 10: Entrepreneurship Development Programme

Time: 2 Hours

Practicals: 50 Marks (35+15)

Practical exam to be conducted for 35 Marks.

15 Marks for Internal Assessment.

Students are to submit a proposal for starting a Small-Scale industry (Product/Service) with the following details:

- 1) Acknowledgement
- 2) Declaration
- 3) Certificate from the College
- 4) Certificate from the Guide
- 5) Introduction to Entrepreneurship and Small-Scale Industries
 - a) Entrepreneurship and Skill Development
 - b) Role of Entrepreneurship in Economic Development
 - c) Role of Small-Scale Industries in India
 - d) Problems faced by Small Scale Industries in India
- 6) Project overview
- 7) Business Plan
 - a) About the company (Intended)
 - b) About the product/Service
 - c) Establishment/ Set up

8) Financial Plan

9) Human Resource

a) Administration

b) Management

10) Technical Plan

11) Marketing Plan

12) Conclusion

Note to the teacher:

- This practical component involves team work. The team will comprise of two students.
- The report has to be bound neatly.
- The report has to be submitted before the examination.

Assessment Pattern

- Report: 25 marks
- Viva: 10 marks