

SYLLABUS

MODULE 1

Role of IMC in marketing process, IMC planning model, Marketing and promotion process model. Communication process, steps involved in developing IMC programme, Effectiveness of marketing communications

Advertising: Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC

MODULE 2

Advertising Agency: Type of agencies, Services offered by various agencies, Criteria for selecting the agencies and evaluation.

MODULE 3

Advertising objectives and Budgeting: Goal setting – DAGMAR approach, various budgeting methods used.

MODULE 4

Media planning: Developing Media plan, Problems encountered, Media Evaluation-Print, Broadcast media, Support media in advertising.

Media strategy: Creativity, Elements of creative strategies and its implementation, Importance of Headline and body copy.

MODULE 5

Direct Marketing: Features, Functions, Growth, Advantages/Disadvantages, And Direct Marketing Strategies.

Promotion: Meaning, Importance, tools used, Conventional/unconventional, drawbacks, push pull strategies, Co-operative advertising, Integration with advertising and publicity

Public relation/ Publicity:- Meaning, Objectives, tools of public relations, Public relation strategies, Goals of publicity, Corporate Advertising – Role, Types, Limitations, PR Vs Publicity.

MODULE 6

Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing.

MODULE 7

International Advertising: Global environment in advertising, Decision areas in international advertising

Internet advertising: Meaning, Components, Advantages and Limitations, Types of Internet advertising

Industrial advertising: B 2 B Communication, Special issues in Industrial selling.

MODULE I

Role of IMC in Marketing process

MC is defined as customer centric, data driven method of communicating with the customers. IMC is the coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together.

EVOLUTION OF IMC

- During 1980's companies realized the need for strategic integration of promotion tools
- Calls for synergy among the promotional tools by acquiring PR, sales promotion and direct marketing companies & branding themselves as IMC agents and offering one stop shopping for all their client's promotional activities.

American Association of Advertising Agencies defines IMC as

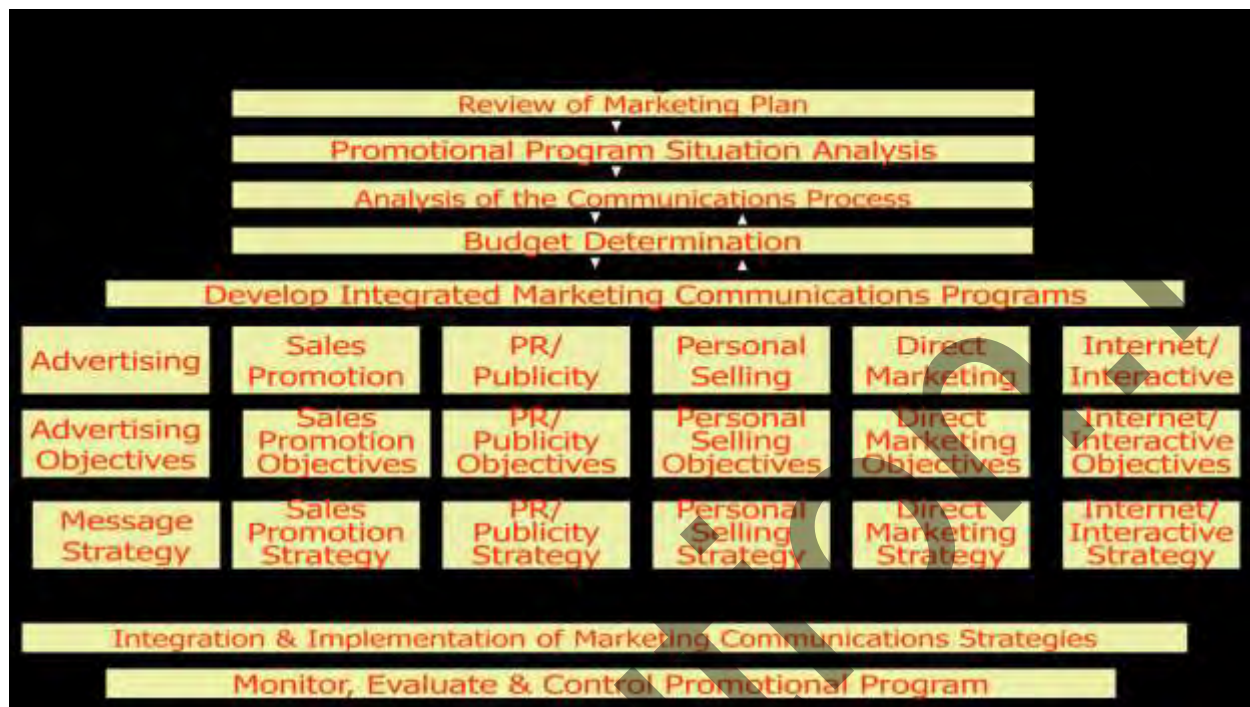
"A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines."

This discipline combines general advertising, direct response, sales promotion and public relations to provide clarity, consistency and maximum communications impact.

REASONS FOR THE GROWING IMPORTANCE OF IMC

- A shift of marketing – from media advertising to other forms of promotion particularly consumer – and – trade oriented sales promotion.
- Less reliance on advertisement focused approaches
- A shift in marketplace power from manufacturers to retailers
- Rapid growth and development of database marketing
- Demand for greater accountability
- Rapid growth of internet and the nature of how companies do business, communicate & interact with consumers.

PROMOTIONAL MIX/ COMMUNICATION MIX / TOOLS FOR IMC



The Marketing Plan

A document that describes the overall marketing strategy and programs developed for a company, product or brand. The plan includes:

- To examine the overall marketing plan
- Role of advertising in promotion
- To do competitive analysis
- Assess the environmental influence
- Monitoring and evaluating the success of marketing activities.

IMC Program Situation Analysis:

Internal Factors

- Assessment of the firm's promotional organization and **capabilities**
- **Review** of the firm's previous promotional programs

- **Assessment** of firm or brand image and implications for promotion
- Assessment of relative **strengths** and **weaknesses** of product/service

External Factors

- Environmental analysis
 - Technological Political/Legal
 - Demographic Socio/Cultural
 - Economic
- Competitive Analysis
 - Direct and indirect competitors Position relative to competitors
 - Size of competitors' advertising/ promotional budgets
 - IMC strategies being used by competitors
- Customer Analysis
 - Who buys our product or service?
 - Who initiates and makes the decision to purchase and who influences the process?
 - How is the purchase decision made?
 - What attributes or criteria are important to customers?
 - What are customers' perceptions of and attitudes toward our company, product/service or brands?
 - What factors influence the decision making process?
 - Contact points where customers can be reached?

Budget determination

- Setting a tentative objective for marketing communication
- Allocating tentative budget, deciding on the budget strategy
- Calculating the cost of promotion activities, percentage of sales revenue to allocated towards promotional activities.

Promotion can be the co-ordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods & services or promote an idea.

Promotional Mix:

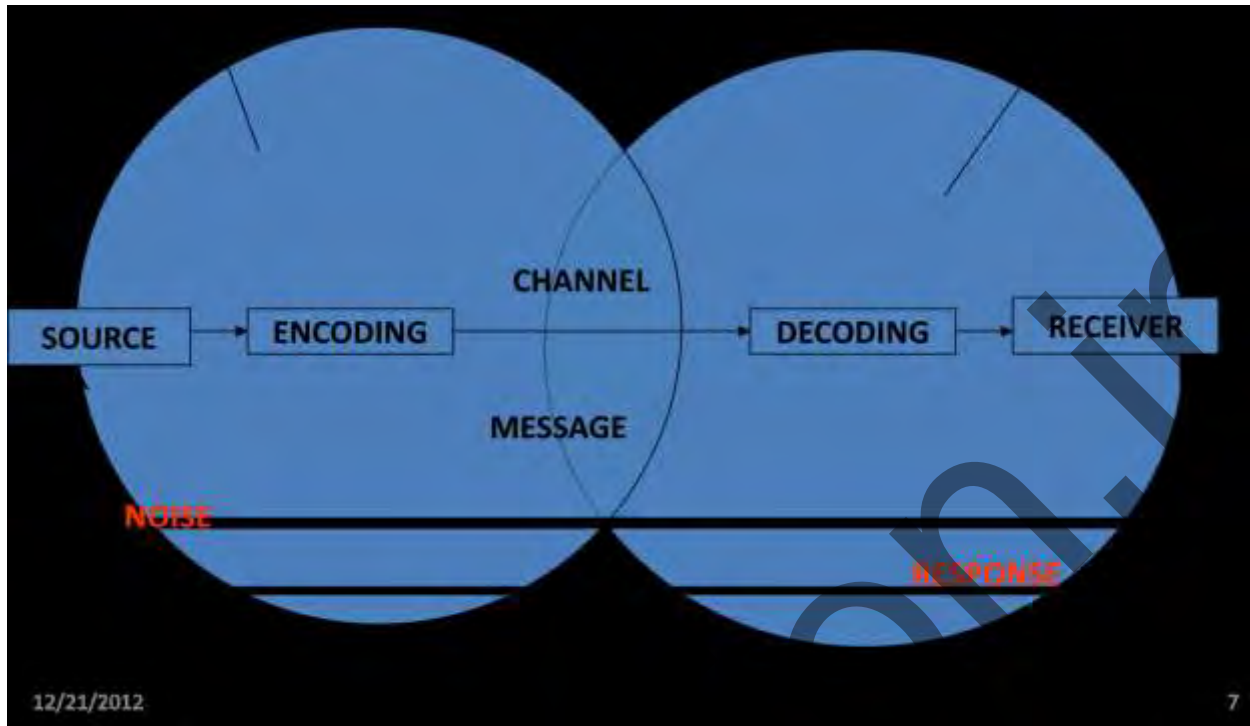
- Advertising
- Direct Marketing
- Sales promotion
- Personal selling
- Public relations
- Interactive marketing

Marketing & Promotion Process Model

Communication Process:

**SENDER'S FIELD OF EXPERIENCE
EXPERIENCE**

RECEIVER'S FIELD of



SOURCE FACTORS

Source refers to person directly / indirectly involved in communicating the marketing message.

ATTRIBUTES of source:

- Credibility Internalization
- Applying expertise
- Applying trustworthiness
- Using corporate leaders as spokespeople

Limitation: Sleeper effect

- Attractiveness Identification
 - Similarity is a supposed resemblance between the source and the receiver of the message.
 - Familiarity refers to the knowledge of the source through exposure

- Likeability is the affection for the source as a result of physical appearance.
- Limitations:
 - Overshadowing of the product
 - Overexposure
 - Risk to advertiser
 - Target audiences' receptivity
- Power compliance
 - Perceived control: the source must be perceived to be able to administer positive/negative sanctions to the receiver
 - Perceived concern: the receiver must think the source cares about whether or not the receiver conforms.
 - Perceived scrutiny: the receiver's estimate of the source's ability to observe conformity is also important.

MESSAGE FACTORS

Promotional managers should consider not only the content of the message but also: - the structure of the information for presentation & the type of message appeal

Message Structure:

- Message Structure:
 - Order of presentation
 - Primacy effect
 - Recency effect
 - Conclusion Drawing
 - Message Sidedness
 - One sided message
 - Two sided Message

- Refutation
- Verbal Vs Visual Message

Advertiser's most important creative strategy decisions involves the choice of an appropriate appeal. Ads are designed to the rational logical aspect of consumer's decision making process / or to evoke some emotional feelings.

CHANNEL FACTORS

It is the medium used to deliver the message to the target audience

- Personal Vs Non Personal channels
- Effects of alternative mass media:-
 - Differences in information processing
 - Effects of context and environment
- Clutter

Develop Integrated Marketing Communications Program

- Advertising
- Determine objectives and budget
- Message development
- Called "Creative Strategy"
- Determine basic appeal
- Determine main message
- Media strategy
- Communication channels
 - Type of media . . .
 - Newspapers/Magazines
 - Radio/Television

- Outdoor/Specialty
- Select specific media
- Specific papers, magazines, TV programs, radio stations, billboards, or other media

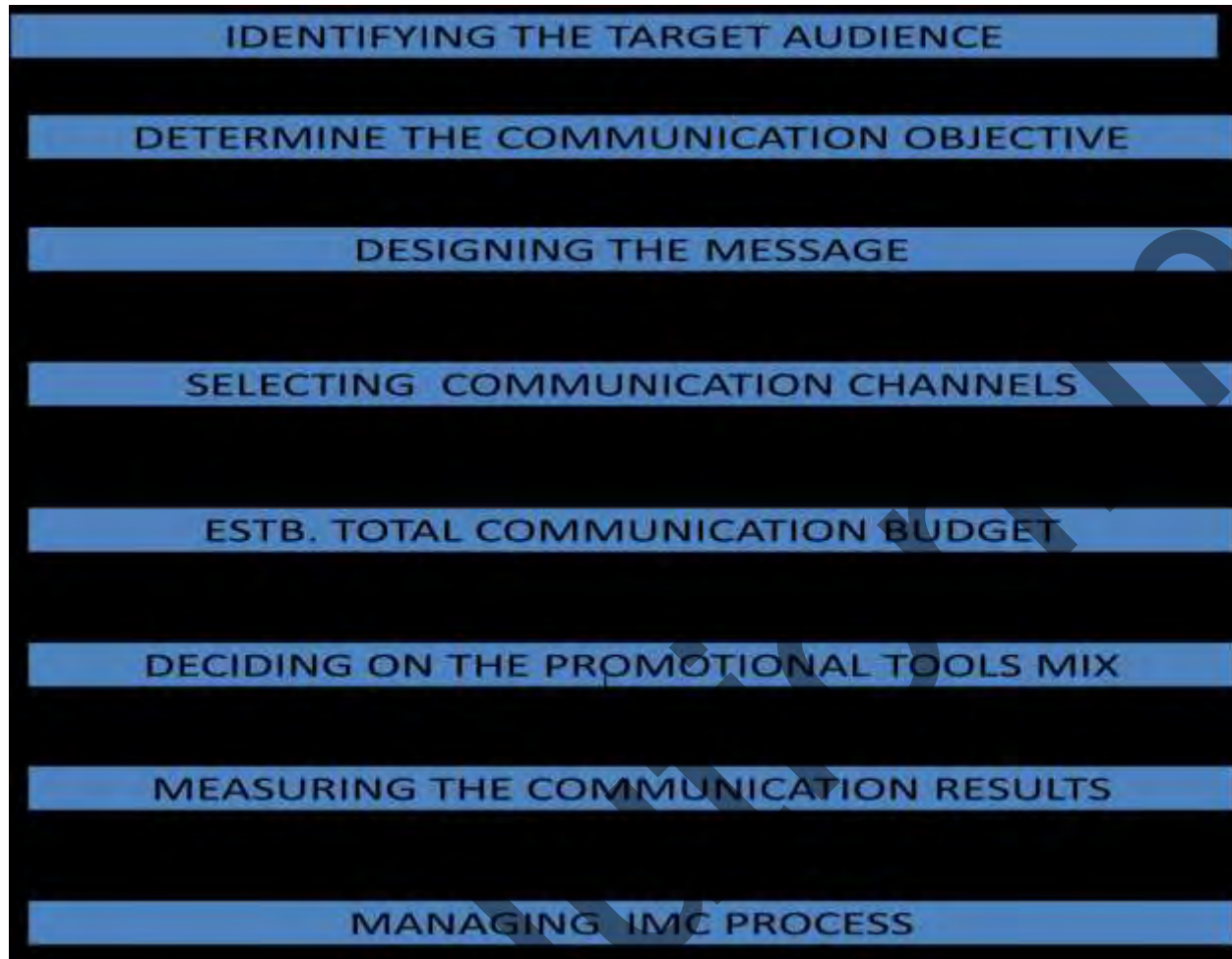
Integrate and Implement Marketing Communications Strategies

- Integrate promotional mix strategies.
- Create and produce ads.
- Purchase media time and space
- Design and implement direct marketing programs
- Design and implement sales promotion program
- Design and implement public relations/publicity programs
- Design and implement interactive/
- Internet marketing programs

Monitor, Evaluate and Control Integrated Marketing Communications Program

- Evaluate promotional program results and determine effectiveness
- Take actions to control and adjust promotional programs

STEPS IN DEVELOPING EFFECTIVE COMMUNICATION



Functions of Advertising

1. Advertising is a way of communicating information to the consumer.
2. It is the economical means by which manufacturer/marketer can communicate to the audience.
3. Advertising is an inseparable part of free speech.
4. Advertising improves the economies of developing/developed nations.
5. Advertising is an essential and integral part of marketing mix.

Purpose of Advertising

- Facilitates communication with the consumers.
- Persuades prospective buyers to buy a product/service.
- Advertising contributes to the economic growth.

- Acts as a catalyst for change.

Role of Advertising

In a broader perspective the role of advertising can be as that of a

- Information provider
- Brand image builder
- Facilitates innovation
- New product launch
- Facilitates growth of media.

Types of Advertising

The type of Demand it attempts to appeal:

- Primary Demand
- Selective Demand

Objective Based Demand:

- Institutional
- Product
- Public Service Advertising

1. Informative
2. Persuasive
3. Reminder Oriented

The audience to which it is directed:

- Consumer advertising
- Industrial advertising
- Trade advertising (wholesaler / retailer)
- Non-profit advertising
- The timing of the response it elicits:

- Direct
- Indirect

The number and type of sponsors of the advertisement:

- Single sponsor ads
- Co-operative ads (Horizontal/Vertical)

The extent of its geographical coverage:

- Local
- Regional
- National

Advertising according to the medium it utilizes:

- TV
- Radio
- Magazine
- Outdoor
- Periodical
- Newspaper
- Direct mail

Advertising Vs Marketing Mix

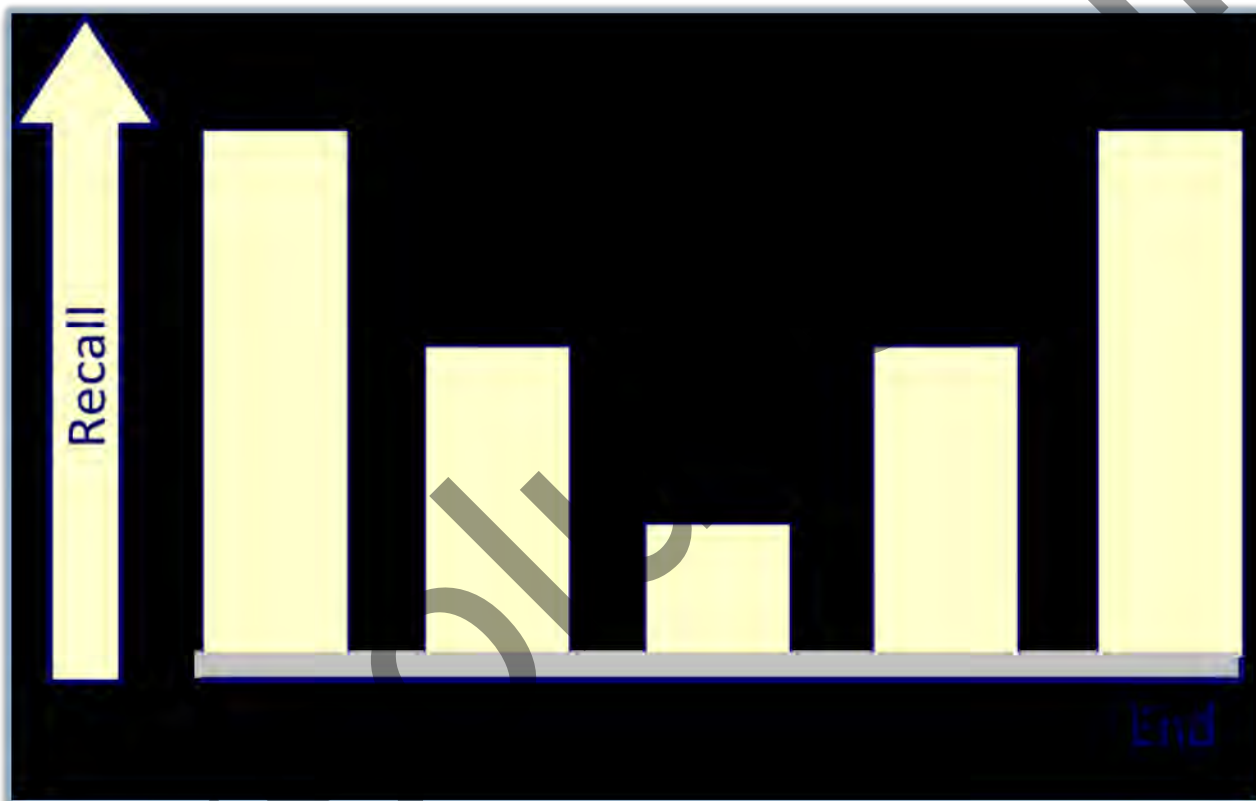
- Product
- Price
- Place
- Promotion

Advertising appeal in various stages of PLC

Message Appeals:

- Comparative Advertising
- Fear Appeals
- Humor Appeals

Message Recall and Presentation Order



Pros and Cons of Humor:

Advantages	Disadvantages
Aids attention and awareness	Does not aid persuasion in general
May aid retention of the message	May harm recall and comprehension
Creates a positive mood and enhances persuasion	May harm complex copy registration
May aid simple name and simple copy registration	Does not aid source credibility
May serve as a distractor and reduce	May wear out faster

the level of counter arguing	
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MODULE II

Advertising Agency

An **advertising agency** or **ad agency** or **advert agency** is a service based business dedicated to creating, planning, and handling advertising (and sometimes other forms of promotion) for its clients.

Types of Agencies

- Full-Service Agency
- Media Specialists
- Creative Boutiques

Full-Service Agencies

- Full Range of Marketing, Communication and Promotion services
 - Planning, creating, producing advertising
 - Performing research
 - Selecting and purchasing media
- Non-Advertising Services
 - Strategic market planning
 - Sales promotion
 - Internet and interactive
 - Public relations and publicity
 - Production of trade show materials
 - Package design

Typical Full-Service Agency Organization



Agency Services

Account service

- the link between agency and client
- Managed by the account executive

Marketing services

- Research department designs and executes research programs
- Media department analyzes, selects and contracts media time and space

Creative services

- Creation and execution of ads
- Copywriters, artists, other specialists

Creative Boutiques

Agencies that specialize in the creative process of advertising

- Provide only creative services
- other functions provided by the internal client departments or outside agency such as media buying service

Full-service agencies may subcontract with creative boutiques

Media Buying Services

- Specialize in analyzing and buying media, especially broadcast time
- Agencies and clients may develop media strategy
- Media buying organizations implement the strategy and buy time and space

Agency Compensation

The Commission System

- Agency usually receives 15 percent
- Commissions are paid by the media
- Commission system is controversial
- System is becoming less common

Fee Arrangement

- Fixed fee method
- Fee-commission method

Cost-Plus Agreements

Incentive-Based Compensation

Percentage Charge

Participants in the IMC Process

- Advertiser or Client
- Advertising Agency
- Media Organizations
- Marketing Communications Specialists
- Direct Marketing Agencies

- Sales Promotion Agencies
- Interactive Agencies\
- Public Relations Firms
 - Collateral Services

Organizational Options for Clients

- Centralized System –

Advertising and promotion placed alongside other marketing functions such as sales, research and product planning

- Decentralized System

Separate marketing, sales, advertising and promotion departments for various product lines or businesses of the company. Often use product or brand management system

- In-House Agencies

Advertising agency set up within the company and is owned and operated internally

Functions of an Advertising Manager

- Planning and Budgeting
- Administration and Execution
- Coordination with other departments
- Coordination with outside agencies and services
- Planning and Budgeting

Client Organization for IMC *the Centralized System*

Advantages

- Better Communications
- Fewer Personnel
- Continuity of Staff
- more top management input

Disadvantages

- less Goal Involvement
- Longer Response Time
- Problems with multiple product lines

Client Organization for IMC the Decentralized System

Advantages

- Concentrated Managerial Attention
- Rapid Problem Response
- Increased Flexibility

Disadvantages

- Ineffective Decision Making
- Internal Conflicts
- Problems with fund allocation
- Lack of Authority

In-House Agencies

Advantages

- Cost savings
- More control
- Better coordination

Disadvantages

- Less experience
- Less objectivity
- Less flexibility

Reasons for Using an Outside Agency

Obtain services of highly skilled specialists

- Artists
- Writers
- Media analysts
- Researchers
- Others with specific skills

Obtain an objective point of view

- Free of internal policy constraints and biases
- Broad range of experience, having worked with:
- Diverse marketing problems
- Various types of clients

Criteria for selecting an advertising agency

- What rates they charge
- What their previous track record is
- Where their expertise lies
- How big is the agency?
- How personal is the service

Agency Evaluation Process

Financial Audit –

Focuses on how the agency conducts its business and includes verification of costs, expenses, number of personnel hours charged to an account and payments to suppliers and media

Qualitative audit –

Focuses on the agency's efforts in planning, developing, and implementing the client's advertising and promotion program and the results achieved.

Why Agencies Lose Clients?

- Poor performance
- Poor communication
- Unrealistic demands
- Personality conflicts
- Personnel changes
- Changes in size
- Conflict of interests
- Changes in strategy
- Declining sales
- Payment conflicts
- Policy changes

How Agencies Gain Clients?

- Referrals
- Solicitations
- Presentations
- Public Relations
- Image and Reputation

Direct Response Agencies

Agencies that specialize in providing direct marketing services to their clients

Services include:

- Data Base Management
 - Direct Mail Programs
 - Research
 - Media Services
 - Creative & Production
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Sales Promotion Specialists

Agencies that specialize in developing and administering sales promotion programs

Services include

- Promotion Planning
- Creative
- Research
- Design and Production
- Contests/sweepstakes
- Refunds and rebates

Public Relations Firms

Firms that develop and implement programs to manage an organization's publicity, image and affairs with consumers and publics.

- Strategy Development
- Program Planning
- Generating Publicity
- Lobbying
- Public Affairs
- Image portrayal
- Damage control

Interactive Agencies

Agencies that specialize in the development and strategic use of various interactive marketing tools.

Services include:

- Development of strategy for Internet and other interactive marketing tools
 - Interactive Media Creation
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- Web sites
- Web banner ads
- Digitized content (audio, video, animation)
- CD-ROMs
- Kiosks
- Event Marketing Companies

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MODULE III

Advertising objectives and Budgeting

Goal Setting:

Focus and Coordination

They help to orient everyone involved toward one, common goal.

Plans and Decisions

They serve as criteria for developing plans and making decisions.

Measurement and Control

They provide the standards and benchmarks for evaluating results.

Types of Objectives

Marketing Objectives

Statements of what is to be accomplished by the overall marketing program within a given time period.

- Need to be quantifiable such as sales volume, market share, profits, or ROI.
- Need to be realistic, measurable and attainable

IMC Objectives

Statements of what various aspects of the IMC program will accomplish based on communication tasks required to deliver appropriate messages to the target audience.

Problems with Sales Objectives

- Sales are a function of many factors, not just advertising and promotion.
- Effects of IMC tools such as advertising often occur over an extended time period.

- ❑ Sales objectives provide little guidance to those responsible for planning and developing the IMC program

Many Factors Influence Sales



When Sales Objectives Are Appropriate

- For promotional efforts that are direct action in nature and can induce an immediate behavioral response.
- ❑ Sales promotion
 - ❑ Direct response advertising
 - ❑ Retail advertising for sales or special events
 - When advertising plays a dominant role in a firm's marketing program and other factors are relatively stable
 - When sales effects of an IMC variable can be isolated.

Sales Objectives are Appropriate for Direct Response Advertising

Communication Objectives

The primary goal of an IMC program is to communicate and planning should be based on communications objectives such as brand awareness, knowledge, and interest, attitudes, image and purchase intention

Advertising and Movement toward Action



Inverted Pyramid of Communications Effects



DAGMAR Approach

Define

Advertising

*Goals for
Measuring
Advertising
Results*

An advertising goal is a communication task that is specific and measurable.

The communication task has four stages:

- Awareness: "I know it"
- Interest: "I know what need it satisfies"
- Desire: "I will buy it"
- Action: "I have purchased it"

DAGMAR Difficulties

Legitimate Problems

- Response Hierarchy Problems

Doesn't always define the process people use to reach purchase/use.

- Attitude - Behavior Relationship

Attitude change doesn't always lead to change in actions or behavior.

- Questionable Objections
- Sales Objectives Are Needed

Sales are all that really counts, not communications objectives.

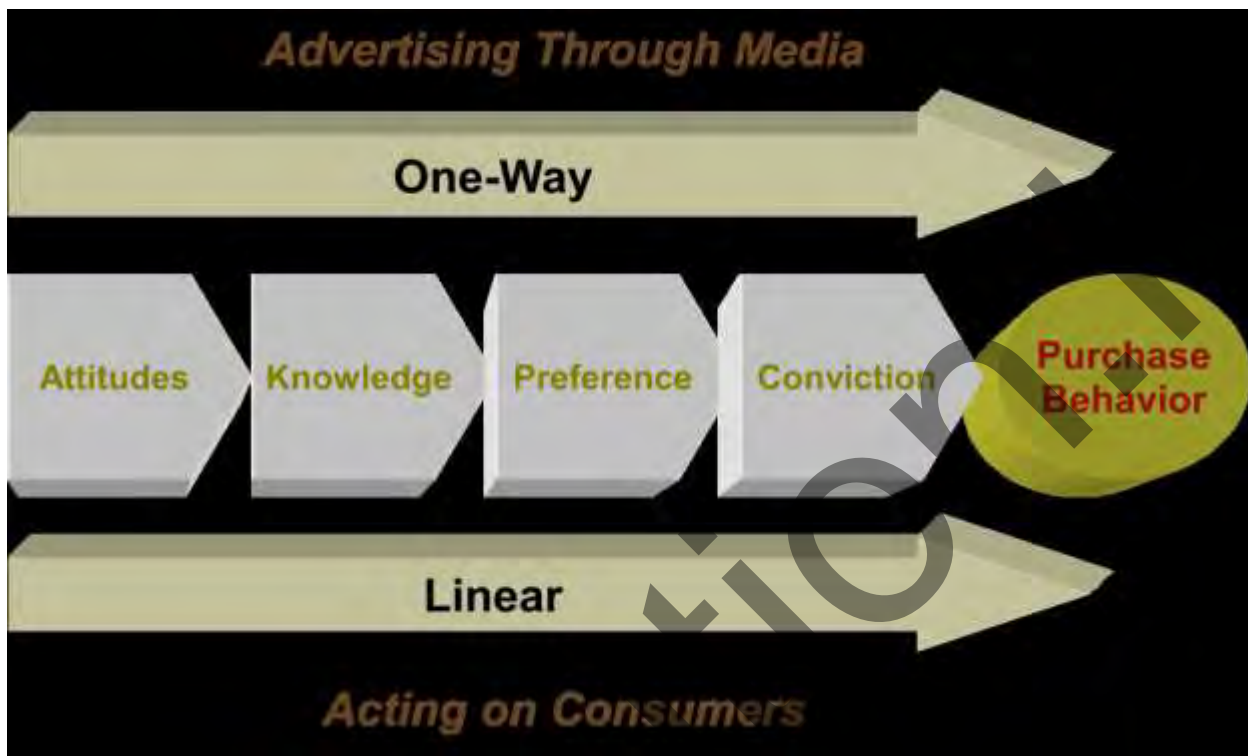
- Costly and Impractical

The research and efforts cost more than the results are worth.

- Inhibition of Creativity

Too many rules and structure curb genius.

Advertising-Based View of Communications



Budgeting Decisions

Budgeting decisions involve determining how much money will be spent on advertising and promotion each year and how the monies will be allocated

Two major decisions

- Establishing the size of the budget
- Allocating the budget

Marginal Analysis



BASIC Principles of Marginal Analysis

Increase Spending . . . IF:

The increased cost is less than the incremental (marginal) return.

Decrease Spending . . . IF:

The increased cost is more than the incremental (marginal) return.

Hold Spending Level. . . IF:

The increased cost is equal to the incremental (marginal) return.

Problems with Marginal Analysis

□ Assumption:

Sales are the principal objective of advertising and/or promotion.

□ Assumption:

Sales are the result of advertising and promotion and nothing else.

Various budgeting methods used

There are two Approaches in Advertising Budgeting:

1. Top Down: Budget is fixed
2. Bottom Up: It is objective & task method

Top-down approach purely based on top management discretion Subjective and judgmental in nature.

Bottom-up approach Based on advertising objectives to be achieved Objective and data oriented in nature

Top-Down Budgeting



1. Top-Down Approaches

a. The Affordable Method

- What we have to spare. What's left to spend?

This approach means that the advertising budget will be decided on the basis of whatever money is left after all other fixed and unavoidable expenses have been allocated. New entrepreneurs have no other option but to follow this method when they are short of funds

b. Arbitrary Allocation Method

No system. Seemed like a good idea at the time.

c. Percentage of Sales Method

Set percentage of sales or amount per unit.

d. Competitive Parity Method

Match competitor or industry average spending.

This is the most controversial method and few executives admit that they use it while preparing the budget. In this approach an advertiser bases his budget decision primarily on the expenditures of competitors. That is they try to keep pace with their competitor's advertising budgets.

e. Return on Investment Method

Spending is treated as a capital investment.



2.
Bottom-
Up
Budgeting

a. Objective and Task Method

This method is gaining more popularity because it provides a more logical basis for deciding advertising appropriation. The objective task method concentrates on the marketing/advertising objectives that are pre-decided and ask these questions: what is the role of advertising in obtaining these objectives? How much should we spend to achieve these objectives?

Thus under this method a company launching a new product will decide to spend more money as it has to create immediate awareness amongst consumers.(for example Ranbaxy will spend more on its new product Olean). For an existing well know brand, the company may spend less on advertising (for example Ranbaxy will spend less to advertise its product Garlic Pearls.)

As it is obvious in the above example, the objective task approach directs the efforts of manufactures to think through the objective while setting the budget.

b. Payout Planning

Payout Planning Payout plan determines investment value of advertising Follows a 3-year Plan 1st Year promotion expenses are high and hence low or negative profits 2nd year it goes Break-even 3rd year it starts showing profit .To determine how much to spend, marketers develop a payout plan that determines the investment value of the advertising and promotion appropriation

Allocating the IMC Budget

Factors Affecting Allocation to Various IMC Elements

- Client/Agency Policies,
- Size of Market
- Market Potential
- Market Share Goals
- Market Share and Economies of Scale

- Organizational characteristics

MODULE IV

Media Planning & Media Strategy

Problems Encountered in Media Planning

- Lack of information
- Inconsistent terms
- Serious time pressure
- Measurement problems

Developing the Media Plan

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Brand and Category Analysis:

BDI=Brand development Index

CDI=Category development Index

High market share Good market potential	Low market share Good market potential
High market share Monitor for sales decline	Low market share Poor market potential

High BDI	
The market usually represents good sales potential for both the product and the brand.	The product category shows high potential but the brand isn't doing well; the reason should be determined.
The category isn't selling well but the brand is; may be a good market in which to advertise but should be monitored for sales decline.	Both the product category and the brand are doing poorly; not likely to be a good place to advertise.

Media Terminologies:

- **Media Planning** - A series of decisions involving the delivery of messages to audiences.
- **Media Objectives** - Goals to be attained by the media strategy and program.
- **Media Strategy** - Decisions on how the media objectives can be attained.
- **Media** - The various categories of delivery systems, including broadcast and print media.

- Broadcast Media - Either radio or television network or local station broadcasts.
- Print Media - Publications such as newspapers and magazines.
- Media Vehicle - The specific message carrier, such as the Washington Post or 60 Minutes.
- Coverage - The potential audience that might receive the message through the vehicle.
- Reach - The actual number of individual audience members reached at least once by the vehicle in a given period of time.
- Frequency - The number of times the receiver is exposed to vehicle in a specific time period.

Developing & Implementing Media Strategy

- The media mix
- Target market coverage
- Geographic coverage
- Scheduling
- Reach versus frequency
- Creative aspects and mood
- Flexibility
- Budget considerations

Effects of Reach and Frequency

1. One exposure of an ad to a target group within a purchase cycle has little or no effect in most circumstances.
2. Since one exposure is usually ineffective, the central goal of productive media planning should be to enhance frequency rather than reach.
3. The evidence suggests strongly that an exposure frequency of two within a purchase cycle is an effective level.
4. Beyond three exposures within a brand purchase cycle or over a period of four or even eight weeks, increasing frequency continues to build advertising effectiveness at a decreasing rate but with no evidence of decline.
5. Although there are general principles with respect to frequency of exposure and its relationship to advertising effectiveness, differential effects by brand are equally important
6. Frequency response principles or generalizations do not vary by medium.
7. The data strongly suggest that wear out is not a function of too much frequency. It is more of a creative or copy problem.

Marketing Factors Important to Determining Frequency

- Brand history
 - Brand share
 - Brand loyalty
 - Purchase cycles
 - Usage cycle
 - Competitive share of voice
-

- Target group

Message or Creative Factors Important to Determining Frequency

- Message complexity
- Message uniqueness
- New vs. continuing campaigns
- Image versus product sell
- Message variation
- Wear out
- Advertising units

Media Evaluation

- Clutter
- Editorial environment
- Attentiveness
- Scheduling
- Number of media used
- Repeat Exposures

Broadcast media: Television Characteristics

Advantages

- Mass coverage
 - High reach
 - Impact of sight, sound, and motion
 - High prestige
-

- Low cost per exposure
- Attention getting
- Favorable image

Disadvantages

- Low selectivity
- Short message life
- High absolute cost
- High production costs
- Clutter

Radio Characteristics

Advantages

- Local coverage
- Low cost
- High frequency
- Flexible
- Low production costs
- Well-segmented audience

Disadvantages

- Audio only
-

- Clutter
- Low attention getting
- Fleeting message

Print media:

Magazines Characteristics

Advantages

- Segmentation potential
- Quality reproduction
- High information content
- Longevity
- Multiple readers

Disadvantages

- Long lead time for ad placement
- Visual only
- Lack of flexibility

Newspapers Characteristics

Advantages

- High coverage
- Low cost
- Short lead time for placing ads

- Ads can placed in interest sections
- Timely (current ads)
- Reader controls exposure
- can be used for coupons

Disadvantages

- Short life
- Clutter
- Low attention-getting capabilities
- Poor reproduction quality
- Selective reader exposure

Support Media:

Outdoor Characteristics

Advantages

- Location specific
- High resolution
- easily noticed

Disadvantages

- Short exposure time requires short ad
 - Poor image
 - Local restrictions
-

Direct Mail Characteristics

Advantages

- High selectivity
- Reader controls exposure
- High information content
- Opportunities for repeat exposures

Disadvantages

- High cost/contact
- Poor image (junk mail)
- Clutter

Internet / Interactive Media Characteristics

Advantages

- User selects product information
- User attention and involvement
- Interactive relationship
- Direct selling potential
- Flexible message platform

Disadvantages

- Limited creative capabilities
-

- Web snarl (crowded access)
- Technology limitations
- Few valid measurement techniques
- Limited reach

Creativity is a phenomenon whereby something new and valuable is created (such as an idea, a joke, an artistic or literary work, a painting or musical composition, a solution, an invention etc.).

Creative Process

- Immersion: Concerned with ad problems
- Ideation: Concerned with pilling up alternatives
- Incubation: Thinking period on ideas
- Illumination: Flashing stage of ideas
- Verification: Testing and verifying

Elements of creative strategies and its implementation

1. Rational Appeal
2. Emotional Appeal

Rational appeal concentrates on function features, benefits & utility.

Emotional Appeal concentrates on social or psychological need or want of customers.

Importance of Headline and body copy

A headline's purpose is to quickly and briefly draw attention to the story. It is generally written by a copy editor, but may also be written by the writer, the page layout designer, or other editors

Without a powerful headline, your message stands little chance in an increasingly competitive marketplace. If your headline doesn't capture attention and pull prospects inside, the rest of your marketing effort is meaningless.

- 1. Headlines Are Natural Attention-Getters**
- 2. Headlines Serve As Valuable Guides**
- 3. Headlines Prepare the Reader for What's Coming**
- 4. Headlines Simplify the Learning Curve**
- 5. Headlines Allow You to Deliver Your Biggest Bang Up-Front**

Body copy

In the body copy of your advertisements, this is where you want to sell the reader on taking action. And this is different from creating a good headline. Your headline's job is to get the reader to read more, and this is where your body copy comes into play.

Now obviously what you say in your body copy will vary depending on the size of the ad that you run. If you run a full page ad, you have ample space to sell your reader on buying something, or contacting you for your free offer. But if you run a display or classified ad, your ad space is totally limited - so what you say in this small space is incredibly important.

Try to use bullet points, numbers, testimonials, or any kind of proof of credibility that will allow you to look like you know what you're talking about. With good body copy, you can convince a reader to act upon your call to action -- which is what I will talk about in another post.

MODULE V

Direct Marketing, Promotion & Publicity

Introduction

Direct marketing is concerned with establishing an individual relationship between the business offering a product or service and the final customer.

Direct marketing has been defined by the Institute of Direct Marketing as:

The planned recording, analysis and tracking of customer behavior to develop a relational marketing strategies

The process of direct marketing covers a wide range of promotional activities you may be familiar with.

Features:

- Direct-response adverts on television and radio
- Mail order catalogues
- E-commerce (you bought this marketing companion following tutor2u's direct marketing campaign!)
- Magazine inserts
- Direct mail (sometimes also referred to as "junk mail")
- Telemarketing

Of the above direct marketing techniques, the one in most widespread use is direct mail.

Direct mail is widely thought of as the most effective medium to achieve a customer sales response.

Functions

- The advertiser can target a promotional message down to an individual level, and where possible personalize the message.
- There are a large number of mailing databases available that allow businesses to send direct mailing to potential customers based on household income, interests, occupation and other variables
- Businesses can first test the responsiveness of direct mailing (by sending out a test mailing to a small, representative sample) before committing to the more significant cost of a larger campaign
- Direct mailing campaigns are less visible to competitors – it is therefore possible to be more creative, for longer
- However, direct mail has several weaknesses:

- A piece of direct mail is less “interactive” than a television or radio advert, although creative packaging can still stimulate customer response
- Lead times to produce direct mailing campaigns can be quite long
- There is increasing customer concern with “junk mail” – the receipt of unsolicited mail which often suggests that the right to individual privacy has been breached.

Advantages

There are some advantages to direct marketing campaigns. Typically, direct marketing campaigns request responses from potential customers, making the results tractable and allowing companies to quickly determine if the campaign is successful. Direct marketing campaigns are also beneficial to test consumer responses with a small campaign before scaling up and launching a full, expensive campaign. This method of marketing also builds brand loyalty as some customers enjoy receiving information on deals and discounts, and easily become repeat customers.

Disadvantages

Direct marketing also carries disadvantages. One of the main disadvantages of direct marketing is the demand from consumers to end unsolicited contact from companies. Consumers do not appreciate privacy intrusion or the sheer mass of communication, referred to as spam or junk mail, received on a daily basis. Other disadvantages include generating poor quality leads and failing to bring a high number of repeat customers.

Direct Marketing Strategies

- Identify prospects
- Decide when a customer needs a specific offer.
- Enhance customer loyalty
- Stimulate repeat purchases

Access to a customer database is the first step. The next set of criteria includes enhancing customer value through one or more of the following factors:

- Customized product and service solutions
- Personalized interaction before or during the actual transaction
- The development of expertise within an industry or based on specific issues
- Individualized distribution processes accompanied by customized marketing offerings

Meaning

Promotion: Any form of communication a business or company uses to inform, persuade, or remind people about products and to improve its image

Importance:

- Developing & Managing an Advertising Program
- Deciding on Media & Measuring Effectiveness
- Sales Promotion
- Public Relation
- Principles of Personal Selling

Tools used for Promotion:

- Advertising
- Sales Promotion
- Personal Selling
- Publicity/ Public Relations
- Visual Merchandising

Conventional v/s Unconventional:

Conventional advertising can make a brand popular for years. The public tends to view television advertising and major newspaper advertising as a sign that a company is doing well. However, some unconventional advertising methods can allow your small business to sneak into the consciousness of your potential customers. You have to learn to walk the line between being gimmicky and reaching people in unusual, but credible ways.

Push Pull strategies

- A push strategy places the product in front of the customer to make sure the consumer is aware of the existence of the product. This can work well when manufacturers have an established relationship with customers or when the product is an impulse purchase-type item.
- Push strategies include trade shows, showrooms, getting retailers to stock a product, and creating a supply chain to facilitate distribution.

- A pull strategy motivates customers to actively seek out a specific product and it best for new products or in the case when a manufacturer has a strong and visible brand.
- Pull strategies include mass media advertising, referrals, customer relationship management, and sales promotions.

Co-operative advertising

Agreement between a manufacturer and a member of distribution chain (distributor, wholesaler, or retailer) under which the manufacturer shares a certain percentage of the member's advertising and promotion costs, or contributes a fixed sum.

Agreement between two or more marketers with complementary products (such as cosmetics and toiletries) or different seasonal sales cycles (such as raincoats and winter coats) to promote or sell each other's products with their own. Also called cooperative marketing or co-marketing.

Integration with advertising and publicity

Advertising specialties are a good way for a company to increase awareness of its name, phone number, and or brands. It can be a way to keep the company's name or logo in front of the customer for hours every day (e.g., on a mouse pad, mug, or pen). I know a very successful air conditioner/refrigerator/stove repairperson.

The advantage of publicity, besides the fact that it is free, is that it tends to more credible than advertising. On the other hand, there is no guarantee that the media will find the story newsworthy. Also, they might change the press release around so that it does not help the organization in any way. One product that received an incredible amount of publicity was Viagra. Sometimes, a film – especially one that is controversial – can generate a great deal of publicity.

Public relation/ Publicity

Meaning

Recently in the marketing world, the terms “publicity” and “public relations” are often thought of and discussed in the same breath. These terms are also often used interchangeably. However, they shouldn't be. They are in fact quite different – a difference many people do not fully understand. KPS³ would like to shed some light on this mystery.

Publicity is simply just one arrow in the quiver that is public relations. Publicity is the effort to garner media coverage or exposure about a brand, product, event, etc.

Its focus is narrow. Public relations, on the other hand, is the higher level development of an over-arching strategy for furthering a marketing or communications goal of an organization. It is often associated with the term “reputation management.”

It is true that publicity is a tool that PR professionals can use, but it is only a single tool. If your PR firm is limited to just creating publicity, then you do not truly have a PR firm.

Other aspects of PR (beyond publicity) might include: community outreach, corporate social responsibility programming and sponsorships, government relations, grassroots communications and engagement efforts, “public” presentations and other tools used to position the organization as thought leaders, new media tactics, and many more.

Public Relations objective Include:

1. Press relations.
2. Product promotions.
3. Internal and external corporate communications.
4. Lobbying to promote, defeat, or circumvent legislation and regulations.
5. Advising management about public issues and company positions and image.

Publicity:

The generation of information by a company to the news media; has a narrower focus than public relations.

Public Relations Tools Are:

- *Press release
- *Video news releases (VNRs) ,, Press conference
- *Exclusives
- *Interviews
- *Community involvement - sponsor events ,, Company newsletter

Strategies of Public Relations

- Credibility
 - Low cost
 - Breaks through the clutter
 - Image building
-

- Get over consumer resistance

Goals of Publicity

Everybody claims that they "just want more publicity," but to be effective you must have a message that the press will find newsworthy and timely. The word "message" sounds very big and daunting, but do not worry. The message can be as simple as announcing a gala screening, or as grand and complex as raising awareness of the value of arts education in public schools. No matter what the message is, it must be timely and newsworthy to garner press attention. And you have to be confident in your message and let it lead your efforts at all times.

Event-based publicity is somewhat easier to do, given its short-term nature. Getting broader, organizational attention is a much tougher achievement. By doing a good job with the short-term goals, you can develop the relationships necessary for the long run, when you will need deeper, harder-hitting stories.

Corporate Advertising

Promoting the firm by enhancing its image, assuming a position on a social issue, or seeking involvement from the market

Types of Corporate Advertising

Image advertising

... Promote the organization's image through ads, sponsorship, recruiting

Advocacy advertising

... Promote a position on an issue rather than the firm directly

Cause-related advertising

... Sponsor of a charity or non-profit organization

Limitations, Role of Corporate Advertising

*Boost employee morale and improve relations

* Give investors information and reduce uncertainty

*Help diversified companies establish an identity

*Helps position the firm and reach target markets not reached through other forms of advertising

PR Vs Publicity

Publicity is the act of getting ink. Publicity is getting unpaid media to pay attention

PR is the strategic crafting of your story. It's the focused examination of your interactions and tactics and products and pricing that, when combined, determine what and how people talk about you.

If you send out a boring press release, your publicity effort will probably fail, but your PR already has.

A publicity firm will tell you stories of how they got a client ink. A PR firm will talk about storytelling and being remarkable and spreading the word. They might even suggest you don't bother getting ink or issuing press releases.

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MODULE VI

Monitoring, Evaluation and Control

Measure Ad Effectiveness

- Avoid costly mistakes
- Evaluate alternative strategies
- Increase efficiency of advertising in general
-

Reasons Not to Measure Effectiveness

- Cost of measurement
- Problems with research
- Disagreement about what to test
- Objections of creative personnel
- Lack of time

Methods used for evaluation

- What to test
 - Source factors
 - Message variables
 - Media strategies
 - Budget decisions
- When to test
 - Pre-testing
 - Post-testing
- Where to test
 - Laboratory tests
 - Field tests
- How to test
 - Testing guidelines
 - Appropriate tests

Pretest measurements

- The pre tests are done before the campaign is implemented
- Pretesting may occur at a number of points, from as early on as idea generation or rough execution to testing the final version before implemented.

Pretesting

1] Laboratory Methods

- Consumer juries
- Portfolio tests
- Physiological measures
- Theater tests
- Rough tests
- Concept tests
- Reliability tests
- Comprehension tests
- Reaction tests

2] Field Methods

- Dummy ad vehicles
- On-air tests

1. Laboratory methods

- Under this method people are brought to a particular location where they are shown ads and /or commercials.
- The major advantage of this is control. Changes in copy formats, colors etc. can be done easily with inexpensive.
- The major disadvantage of this is the lack of realism

2. Field methods

- Under field tests the testes of ad or commercial is tested under natural viewing situations, complete with realism of noise, distractions and the comforts of home.

The testing process

1. Concept generalization research (focus groups)

2. Rough prefinished art, copy, and /or commercial testing (comprehension, reaction tests, consumer juries)
 3. Finished art or commercial pretesting (portfolio tests, analysis of reliability, and dummy advertising vehicles, theater tests, on air tests)
 4. Market testing of ads or commercials (post testing)
1. Concept generalization research
 - Which is conducted very early in the campaign development process in order to explore the targeted consumer's response to a potential ad or campaign.
 - Positioning statements copy, headlines, and/or illustrations may be under scrutiny.
 - The material to be evaluated may be just a head line or a rough sketch of the ad. The colors to be used, typeface, package designs, and even point of purchase materials may be evaluated.

2. Rough prefinished art, copy, and /or commercial testing

- Because of the high cost associated with the production of an ad or commercial advertisers are increasingly spending on more money testing a rendering of the final ad at early stages.
- The most commonly used tests are comprehension and reaction tests,

Comprehension and reaction tests

- Comprehension and reaction tests are designed to assess the responses.
- One key concern for the advertiser is whether the ad or commercial conveys the meaning intended.
- The second is the reaction the add generates.

Consumer juries

This method uses consumers representative of the target market to evaluate the probable success of an ad. Consumer juries may be asked to rate a selection of lay outs or copy versions presented in paste-ups on separate sheets.

3. Finished art or commercial pretesting

At this stage, a finished advertisement or commercials is used; since it has not been presented to the market, changes can still made.

The methods used in print media include

- Portfolio tests,
- Analysis of readability and
- Dummy advertising vehicles.

The methods used in broad cast media include

- Theater tests,
- On air tests.

a. Portfolio tests

Problems with portfolio tests

Factors other than advertising and presentation may effect recall

- Interest in the product or product category
- The fact that respondents know they are participated in a test
- Interviewer instructions

b. Readability tests

- This method eliminates the interviewer bias
- Avoids gross errors in understanding
- Norms offer an attractive standers for comparison

c. Dummy advertising vehicles

- Here the recall, readership, and interest-generating capabilities of the ad are addressed
- It provides more natural setting than portfolio tests
- One of the disadvantage is testing effect is not eliminated, and product interest still bias the results.

Pretesting finished broadcast ads

Methods used

- Theater tests
- On air- tests
- And physiological measures

Theater tests

Participants vary from 250 to 600

In theater tests in addition to product/brand preference, the form may request other information

- Interest in and to the commercial
- Overall reaction to the commercial as measured by an adjective checklist
- Recall of various aspects of the commercial
- Interest in the brand under consideration
- Continuous reactions throughout the commercial

The advantages of pretesting

- Feedback is relatively inexpensive
- Any problems with concept or the way to be delivered are identified before delivered and identified before large amounts of money spent on the development.

The disadvantages of pretesting

- The disadvantage is that mock-ups, story boards or animates may not communicate nearly as effectively the final product. The mood-enhancing and /or emotional aspects of the message are very difficult to communicate in this format.
- Time delays- many marketers believe being first in the market offers them a distinct advantage over competitors so that they forgo research to save time and ensure this position.

Market testing of ads (post testing)

Posttest of print Ads

- Inquiry tests (bingo cards)
- Recognition tests
- Recall tests

Inquiry tests

- Used in both consumer and business to business market testing, these tests are designed to measure advertising effectiveness on the basis of inquiries generated from ads appearing in various print media often referred as bingo cards
- They may take in the form of the number of coupons returned, phone calls generated, direct enquires through reader cards.

Disadvantages: time constraints, lack of a need for product

Advantages: inexpensive to implement

Recognition tests

The advertiser assess the impact of an ad in a single issue of a magazine, over time, and/or across different magazines.

Here the advertiser measures:-

- Noted score: the percentage of readers who remember seeing the ad.
- Seen associated score: the percentage of readers who recall seeing or reading any part of the ad identifying the product or brand.
- Read-most score: the percentage of readers who report reading at least half of the copy portion of the ad.

Advantages:

- The pulling power of various aspects of ad can assessed
- The effectiveness of competitor's ad can be assessed
- Alternative executions can be tested
- Know the degree of involvement of customers to the ad campaign

Disadvantages:

- False claiming
- Interviewer sensitiveness
- Reliability of recognition tests

Recall tests

Test magazines are placed in participants homes and respondents are asked to read the magazine that day. A telephone call is conducted the second day to assess recall of ads, recall of points and consumer impressions of the adds.

The measures are:-

- Proven name registration: the percentage of respondents who can accurately recall the ad.
- Idea communication- the number of sales points the respondents can recall.
- Favorable buying attitude- the extent of favorable purchase reaction to brand or corporation

Post tests for Broadcast commercials

- Day after recall tests
 - Persuasive measures
 - Diagnostic Tests
 - Test marketing
 - Single Source Tracking Studies
-

- Day after recall tests

Disadvantages:

- Limited samples
- High costs
- Security issues
- May favor unemotional appeals because respondents are asked to verbalize the message
- Program content may influence the call
- A prerecruited sample

Persuasive measures

A measure of commercial persuasive effectiveness is gathered by asking consumers to choose a brand that they would want to win in drawing and then after exposure they will ask again.

Diagnostics

The measure is designed to garner viewers' evaluations of the ads, as well as how creative is understood and how well the position is communicated rational and emotional reactions to the ads are also examined

Test marketing

- The markets chosen are representative of the target market.
- The various factors are tested the effects of various budgets sizes, special offers
- The advantage is that realism
- The disadvantage is that the cost and time, Fear of competitors may discover and intervene in the research process

Single source tracking studies

- Single source tracking methods track the behavior of consumers from the television set to the super market.
- Here the participants who are having a cable TV is selected and given a card, to use when they are purchases is going.
- Here the selected participants are divided in to two groups some will expose the ad. And some other alternative ads are too sent to them.

Advantages: control and ability to measure directly the ad's effects on sales.

Disadvantages: Short term sales effects. Overcrowded information, high cost of collecting information.

Tracking studies

- This tests was done on regular intervals.
- This was used to measure the effectiveness of advertising on awareness, recall, interest, attitudes towards the ad/brand as well as purchase intentions.
- This was done through personal interviews, mall intercepts, and mail surveys.

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MODULE VII

International, Internet, & Industrial Advertising

International Advertising

- Decisions involving advertising are those most often affected by cultural differences among country markets.
- Consumers respond in terms of their culture, its style, feelings, value systems, attitudes, beliefs, and perceptions.
- Advertising's function is to interpret the qualities of products in terms of consumer needs, wants, desires, and aspirations, the emotional appeals, symbols, and persuasive approaches.
- Reconciling an international advertising campaign with the cultural uniqueness of markets is the challenge confronting the international or global marketer.

Global environment in advertising:

1. Perform marketing research
2. Specify the goals of the communication
3. Develop the most effective message(s) for the market segments selected
4. Select effective media
5. Compose and secure a budget
6. Execute the campaign, and
7. Evaluate the campaign relative to the goals specified

Global Advertising and the Communications Process

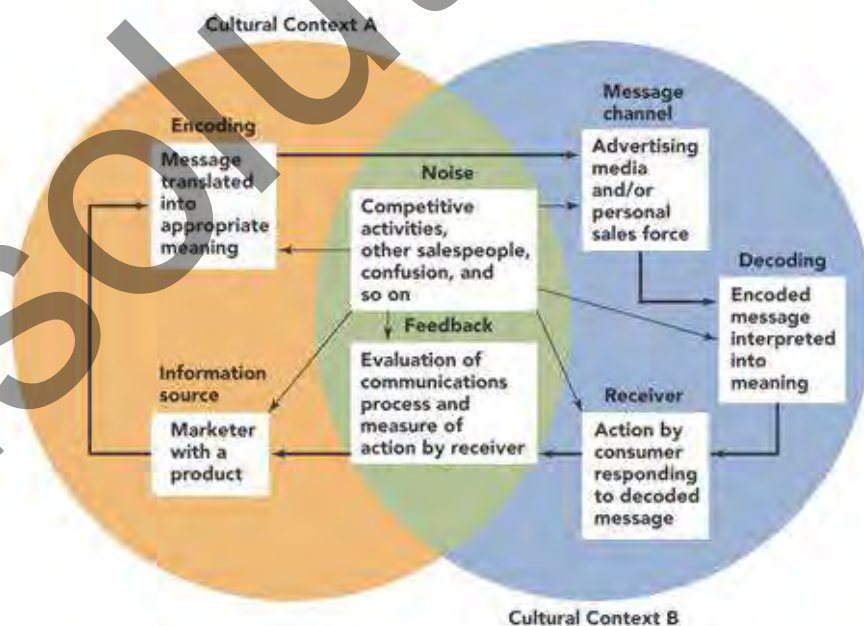
The international communications process consists of the following seven steps:

1. *An information source.* An international marketing executive with a product message to communicate.

2. *Encoding.* The message from the source converted into effective symbolism for transmission to a receiver.
3. *A message channel.* The sales force and/or advertising media that convey the encoded message to the intended receiver.
4. *Decoding.* The interpretation by the receiver of the symbolism transmitted from the information source.
5. *Receiver.* Consumer action by those who receive the message and are the target for the thought transmitted.
6. *Feedback.* Information about the effectiveness of the message that flows from the receiver (the intended target) back to the information source for evaluation of the effectiveness of the process.
7. *Noise.* Uncontrollable and unpredictable influences such as competitive activities and confusion that detract from the process and affect any or all of the other six steps.

International Communications Process

Exhibit 16.4
The International
Communications Process



Legal Constraints

1. Advertising campaigns must comply with legal regulations around the world.
2. Comparative advertising is heavily regulated in other parts of the world.

3. A variety of restrictions on advertising of pharmaceuticals is restricted in many countries.

4. Advertising on television is strictly controlled in many countries, e.g., in Germany, for example, commercials must be spaced at least 20 minutes apart and total ad time may not exceed 12 minutes per hour. Commercial stations in the United Kingdom are limited to 7 minutes per hour.

Decision Areas in International Advertising

There are Decisions involving advertising are those most often affected by cultural differences among country markets some of these include:

1. *Cultural Diversity*: Ad campaigns and product brand names being communicated may mean different things to different cultures.

2. *Media Limitations*: in some underdeveloped countries, there is a shortage of advertising media such as radio stations, print media (newspapers, magazines), and television stations, cable TV, and satellite TV.

3. *Production and Cost Limitations*: In some markets costs are prohibitive to advertise on conventional advertising media; other countries may have low quality paper to print advertising.

4. *Coverage*: In large, less developed countries advertising media such as television may not be geographically dispersed.

5. *Lack of Market Data*: This makes it difficult to reach specific target markets.

6. *Direct Mail*: Even if direct mail is available, it may not work due to high illiteracy rates in some countries.

7. *The Internet*: Though advertising via the internet is fast increasing, the WWW is not widely available in many countries where computers are considered expensive.

Internet Advertising-Meaning

Internet Advertising The fastest growing media outlet for advertising is the Internet. Compared to spending in other media, the rate of spending for Internet advertising is experiencing tremendous growth. However, total spending for Internet advertising remains relatively small compared to other media. Yet, while Internet advertising is still a small player, its influence continues to expand and

each year more major marketers shift a larger portion of their promotional budget to this medium.

Components:

- 1) Narrowly target an advertising message and,
- 2) Track user response to the advertiser's message.

The Internet offers many advertising options with messages delivered through websites or by email.

Advantages & Limitations:

- Information available 24/7
- Customers access at their convenience
- Relatively cost effective
- Target ability
- Message can be timely
- Ads can be interactive

Types:

Website Advertising - Advertising tied to a user's visit to a website accounts for the largest spending on Internet advertising. For marketers, website advertising offers many options in terms.

Creative Types – Internet advertising allows for a large variety of creative types including text-only, image-only, multimedia (e.g., video) and advanced interactive (e.g., advertisement in the form of online games). *Size* – In addition to a large number of creative types, Internet advertisements can be delivered in a number of different sizes (measured in screen pixels) ranging from full screen to small square

The most popular Internet ad sizes include banner ads (468 x 60 pixels), leaderboard (728 x 90 pixels) and skyscraper (160 x 600 pixels).

Placement – The delivery of an Internet advertisement can occur in many ways including fixed placement in a certain website location (e.g., top of page), processed placement where the ad is delivered based on user characteristics (e.g., entry of words in a search box, recognition of user via Internet tracking cookies), or on a separate webpage where the user may not see the ad until they leave a site or close their browser (e.g., pop-under).

Delivery – When it comes to placing advertisements on websites marketers can, in some cases, negotiate with websites directly to place an ad on the site or marketers can place ads via a third-party advertising network, which has agreements to place ads on a large number of partner websites.

Email Advertising – Using email to deliver an advertisement affords marketers the advantage of low distribution cost and potentially high reach. In situations where the marketer possesses a highly targeted list, response rates to email advertisements may be quite high. This is especially true if those on the list have agreed to receive email, a process known as “opt-in” marketing. Email advertisement can take the form of a regular email message or be presented within the context of more detailed content

Industrial Advertising

B 2 B Communication

B2B describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. B2B is also used in the context of communication and collaboration. There are tools within the business so employees can connect with one another.

When communication is taking place amongst employees, this can be referred to as "B2B" communication.

More than 94 percent of all Internet sales are B2B transactions opens up foreign markets to sellers. Largest segment of the business market. The volume of B2B (Business-to-Business) transactions is much higher than the volume of B2C what is the primary reason

Functions of Industrial Advertising

- ‘Behind the scenes’ contribution to standard of living
- Reduces selling costs and increases productivity
- Reach the inaccessible influences
- Encourages the favorable contacts required before purchase is done

Communication must be such to motivate and make eminent sense for hard core technical people to adopt usage of the product for their applications.

Must be conservative in communicating product prowess. It is better to under commit and over deliver

What constitutes good industrial advertising?

- Application of the product
- Technical literature to support claim
- Cost and economy
- Availability
- Offer of more information or demonstration
- Installation service/commercial use trial
- After sales service assurance
- Company name and address

Special Issues in industrial advertising

- Identity of manufacturer, his reputation, credibility, workmanship, infrastructure, resources
- Never deal frivolously with industrial products
- Do not be afraid to use technical jargon
- Use diagrams, illustrations, drawings to explain
- Formatted catalogues are better than qualitative copy