

PRESENTATION

ON

CLASS: S.Y.BMS

SUBJECT: ADVERTISING

CHAPTER- 1

INTRODUCTION TO ADVERTISING

PRESENTED BY:

PROF. RAMESH P.GUPTA



INTRODUCTION TO ADVERTISING :

- Advertising is always present, though people may not be aware of it.
- In today's advertising uses every possible media to get its message through. It does this via TV, print (newspaper, magazines, journals etc), radio, press, internet, direct selling, sponsorships, posters, clothes, events and even people (endorsement).
- The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and host of people like brand managers, creative heads and designers who take it to the last mile to the customer or receiver.

CONTINUED...

- A company that needs to advertise itself and or its products hires an advertising agency.
- The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user.
- After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit.

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MEANING :

- The word advertising comes from the Latin word ‘advertere’ meaning ‘to turn the mind toward’.
- This means that advertising should draw the attention of the audience, get them interested in the product or service being advertised.

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DEFINITIONS :

- “Advertising is a means of communication with the users of a product or service. Advertisements are messages **paid** for by those who send them and are intended to inform or influence people who receive them”

- Advertising Association of the UK

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- “Advertising means any **paid** form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.”

- American Marketing Association (AMA)

CONTINUED...

- “Any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor”

- Philip Kotler

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EVOLUTION OF ADVERTISING :

The Evolution of Advertising



Sign



Leaflet



Newspaper



Magazine



Radio



TV



Website



Mobile application

EVOLUTION OF ADVERTISING :



Television



Radio



Billboard



Truck



Internet



Broadcast



Mobile



Newspaper



Social



Clip Video



Mail



Promotion



Live



Magazine



Leaflet



T-Shirt

EVOLUTION OF ADVERTISING :

HISTORY OF ADVERTISING IN INDIA

train her to be an ideal housewife...



buy her an **USHA** sewing machine

www.OldIndianAds.com

You will save time after just one day! Because Usha Sewing Machine has 2000 stitches per minute! It is available in a wide range of models with a choice of hand, foot or electric system.

BETTER BUY USHA YOU CAN'T BUY BETTER.



Whoops! The engine's here! No more!

It's a 1000 cc engine with 1000 cc of power! It's a 1000 cc engine with 1000 cc of power! It's a 1000 cc engine with 1000 cc of power!

Hot a little food! But not on a hot cricket!



Proved! A delicious over-the-top treat!

Happy Healthy Fun!

It's the real thing.



Coca-Cola

The real thing is the real thing. The real thing is the real thing. The real thing is the real thing.



GLUCOSE-D

fresh and glowing with **HAMAM**



Get that Hamam complexion. Fresh. Glowing. Radiant. Hamam's rich, fragrant lather gently refreshes your skin as it cleanses. Use Hamam daily. It always keeps its shape — and lasts and lasts...

HAMAM

A TATA PRODUCT

the longer-lasting toilet soap



Gabbar ki asli pasand

Glucose-D The Real C

THINGS TO REMEMBER :

1. Handbill :

- A small sheet of paper carrying an advertisement message distributed by hand.
- Handbills are very often white, pink and yellow.
- Newspaper dealers do the work of distributing handbills.

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Handbill :



COMPANY LOGO

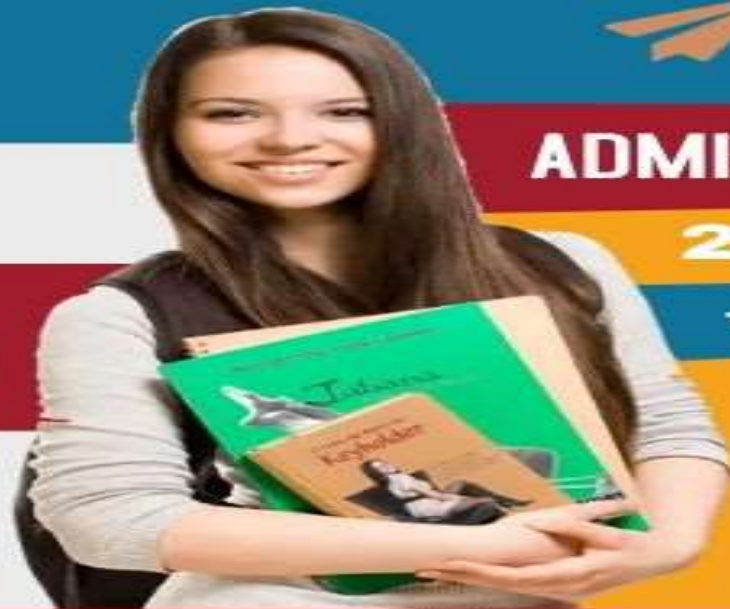
ADMISSION OPEN

2021- 2022

THE BEST HIGH SCHOOL

YOU KIDS
DESERVE

THE BEST
EDUCATION



THE BENIFITS OF

- Lorem ipsum dolor sit amet, consectetur
- Acorem ipsum dolor sit amet, consectetur
- Ectetur adipiscing elit
- Acorem ipsum dolor sit amet, consectetur
- volutpat. Ut wisi enim ad minim



NEW PROGRAMS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliqu



123 456 789

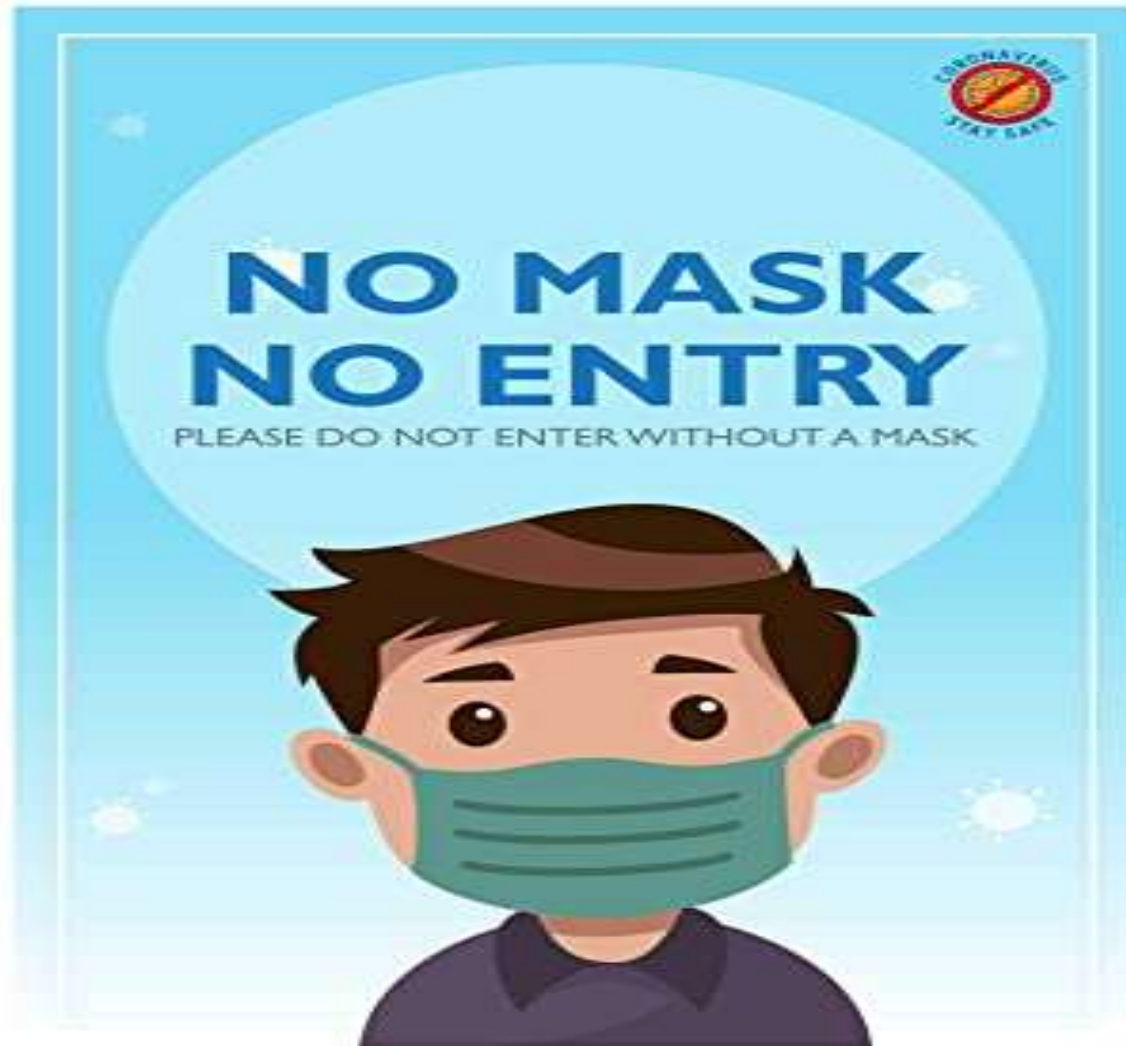
Your address goes here
city name, state

THINGS TO REMEMBER :

2. Poster :

- A sign posted in a public place as an advertisement .
- A poster may carry only words, or it may have graphic images and photographs .
- A poster may be stuck on a wall with glue or fevicol.

Poster :



THINGS TO REMEMBER :

3. Leaflet :

- A small book usually having a paper cover.
- It usually has very few and thin pages.

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Leaflet :



THINGS TO REMEMBER :

4. Ad :

- An advertisement is also called an ad.

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SOME IMPORTANT YEARS IN ADVERTISING HISTORY :

1780 :

- Modern advertising history began with classified advertising.
- Ads appeared for the first time in print in Hickey's weekly newspaper, the Bengal Gazette.
- Newspaper studios trained the first generation of visualizers to produce advertisements for the print media.

SOME IMPORTANT YEARS IN ADVERTISING HISTORY :

1905 :

- B. Dattaram & Co. one of the early companies making advertisements for newspapers was launched in Mumbai.

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SOME IMPORTANT YEARS IN ADVERTISING HISTORY :

1920-1922 :

- Years of the Swadeshi movement.

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1920-1929 :

- The first foreign owned ad agencies were set up.

SOME IMPORTANT YEARS IN ADVERTISING HISTORY :

1931 :

- The first ad agency, the National Advertising Service was established.

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1951 :

- The Indian Society of Advertisers was formed.

IMPORTANCE OF ADVERTISING :

1. Introducing new products :

- Advertising helps business units to introduce itself and its products to the potential customers easily and in less time.
- People have more trust on firm who advertise their products as it increase authenticity of the firm in eyes of public.

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CONTINUED...

2. Increase Demand for products :

- It helps to increase the demand for the existing product in current market and attracting new markets.
- It also helps in attracting new customers in international markets.

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CONTINUED...

3. Helps to fight competition:

- It helps business enterprises to fight competition from domestic as well as international companies.
- Continuous innovative advertising by firms helps in keeping the product in the minds of the customers and increase sale of the product.

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4. Economies of Scale:

- Heavy advertising increases the demand of product that leads to large-scale production and thus decreases per unit cost of production.

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- This leads to economies of scale for the firm.

CONTINUED...

5. Good public image :

- Advertising enables a firm to create a good public image by communicating its achievements through advertisements.
- This satisfies the uncertainty in minds of the people and increases the goodwill and reputation of firm in market.

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CONTINUED...

6. Increase standard of living :

- Advertising increases the knowledge of people about variety and quality of goods available in market, which increases the standard of living of people.

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CONTINUED...

7. Research and Development :

- Advertising makes it necessary for the firm to indulge in research and development of products to provide better quality products to consumers.

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- Research helps to differentiate its products from other manufacturer's product and helps in fighting competition.

CONTINUED...

8. Educates people :

- It educates people about new products available in market and various uses of the existing product.
- It helps in widening the knowledge of people.
- It helped people to adopt environment friendly habits and give up old habits.
- It helps to increase the standard of living of people.

CONTINUED...

9. Develops the society :

- Advertisements bring in social and cultural change and help the society to rejuvenate it, adopt new norms and thinking.

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CONTINUED...

10. Sustains Press and Media :

- Advertising support press and media houses by being an important source of revenue for them.
- Give revenue to publication house of newspaper and magazines.
- It also sources of revenue for television network.

FEATURES OF ADVERTISING :

1 Communication :

- The main purpose of advertising is communication, with the target audience-existing and prospective customers.
- This is achieved by dissemination of information in the form of messages.

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CONTINUED...

2. Paid form of communication :

- Advertiser purchases space and time on various advertising mediums such as in newspapers, magazines, TV to communicate information to the prospective users.

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3. Non-personal form of information :

- There is an absence of personal contact between the advertiser and the target user.
- It complements the job of personal sellers as it creates awareness in the minds of potential customers.
- It is not for a specific user but common for all.

CONTINUED...

4. Identified sponsor :

- The advertisement is not created by manufacturing company but it is created by ad agency for an identified individual or a firm who pays for the advertisements.
- The product so advertised gets a good market when it is associated with a reputed company.
- It also makes an advertisement authentic.

CONTINUED...

5. Objective of promotion :

- The advertisement is done with an objective of promotion of ideas, goods and services.

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CONTINUED...

6. One or more mediums :

- One or more mediums can be used simultaneously for the same advertisements.
- It can appear at the same point of time in the print media like books, brochures, newspapers and magazines.
- It can also be broadcasted in T.V.

CONTINUED...

7. Variety to consumers :

- Advertising provides the customer a wide range of products to choose from.
- It increases the knowledge of user relating to various products.

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CONTINUED...

8. Increased in sales and profitability :

- Advertisement has a wide reach at relatively lower cost to the producer, resulting in high sales and profitability to the seller.

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ADVANTAGES OF ADVERTISING :

- **Introduces a new product in the market**
- **Expansion of the market**
- **Increased Sales**
- **Fights Competition**
- **Enhances Good-will**

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CONTINUED...

- **Educates the consumers**
- **Elimination of middlemen**
- **Better quality products**
- **Supports the salesmanship**
- **More employment opportunities**

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SCOPE OF ADVERTISING INDUSTRY IN INDIA :

- **Advertising Research**
- **Consumer Research**
- **Advertising Budget**
- **Advertising Campaign**
- **Making of creative Ads**

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CONTINUED...

- **Media Planning (Best combination)**
- **Media selection (Right media to communicate)**
- **Media scheduling (Timing & frequency)**
- **Commercial and Non- Commercial Advertising (product & social message)**

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TYPES OF ADVERTISING :

- **Consumer Advertising**
- **Industrial Advertising**
- **Institutional Advertising**
- **National Advertising**
- **International Advertising**
- **Generic Advertising**

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Consumer Advertising :

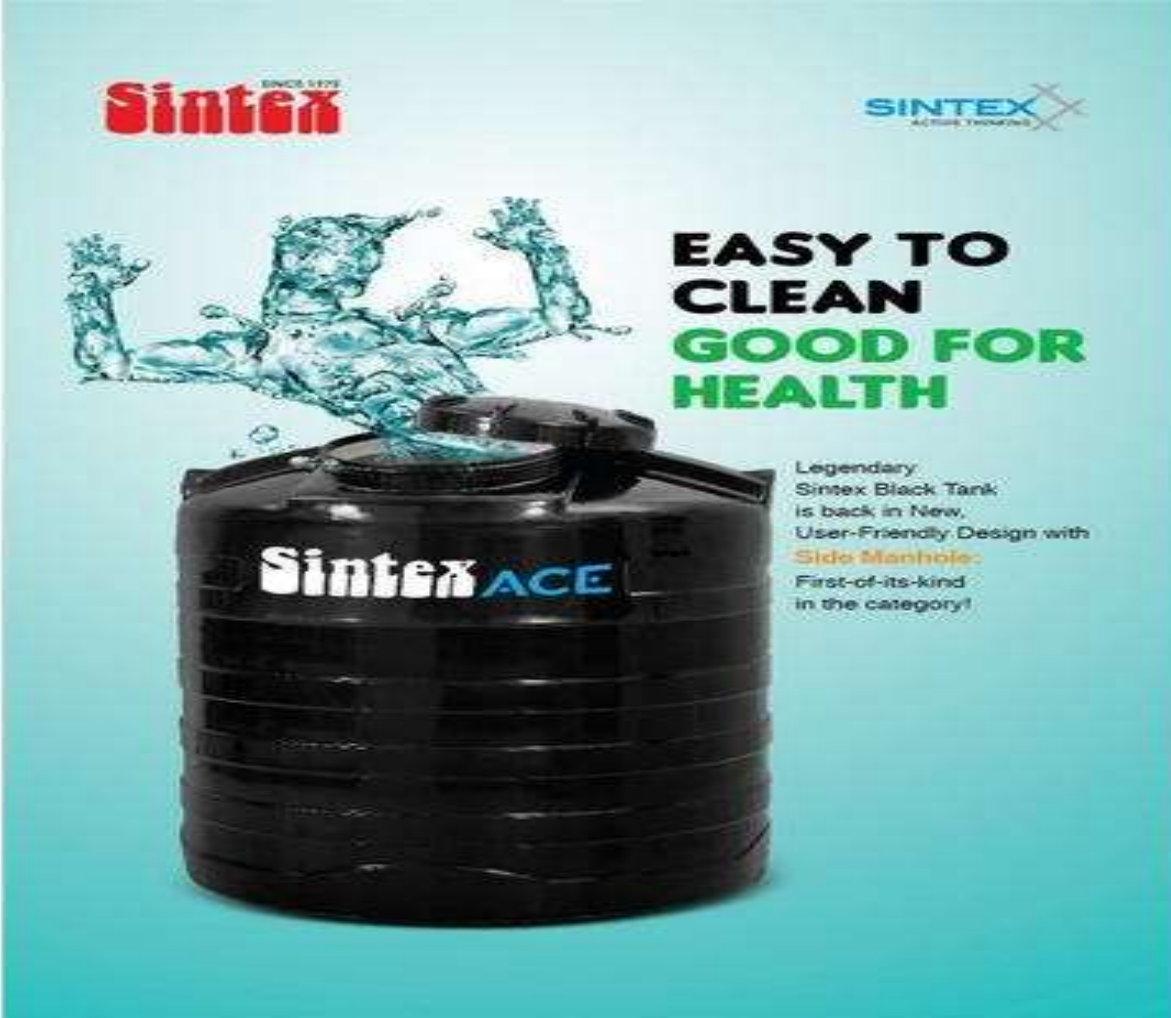
CONSUMER ADVERTISING

"It is directed to buyers of consumer products who purchase them either for their own use or for their household's."

Ex- Surf Excel



Industrial Advertising :



Sintex SINCE 1972

SINTEX
ACTIVE THINKING

**EASY TO
CLEAN
GOOD FOR
HEALTH**

Legendary
Sintex Black Tank
is back in New,
User-Friendly Design with
Side Manhole:
First-of-its-kind
in the category!

Sintex ACE

Institutional Advertising :

Institutional Advertising

- focused on establishing an image or identity of a company into the minds of the audience.



National Advertising:



SWACHH SANKALP SE SWACHH SIDDHI

New India Movement (2017-2022)

As part of the united resolve to create a New and Clean India
Swachh Bharat Mission
invites all to compete in



Let us together
pledge to make a
Clean India



For details Contact your School, Gram Panchayat, BDO/District Collector
or login at MyGov.in, NewIndia.in, mdws.gov.in

National Awards will be presented on Oct 2, 2017
(Awards also at State and District levels)



Ministry of Drinking Water
and Sanitation



International Advertising:



**WHAT IS IT?
IT'S WATER.
FROM A
COCONUT.**

STUPIDLY SIMPLE™

Generic Advertising:



JO BISLERI NAHIN
WOH PEENA NAHIN

Bisleri
The Original Water

₹10

Bisleri
with added minerals **500**

The advertisement features a desert landscape with a camel and a man drinking Bisleri water. A large bottle of Bisleri 500ml water is shown in the foreground. The text 'JO BISLERI NAHIN WO H PEENA NAHIN' is written in a yellow banner. The Bisleri logo and 'The Original Water' tagline are in a green circle. A price tag of ₹10 is shown in a yellow circle. The bottle label includes 'Bisleri with added minerals 500'.

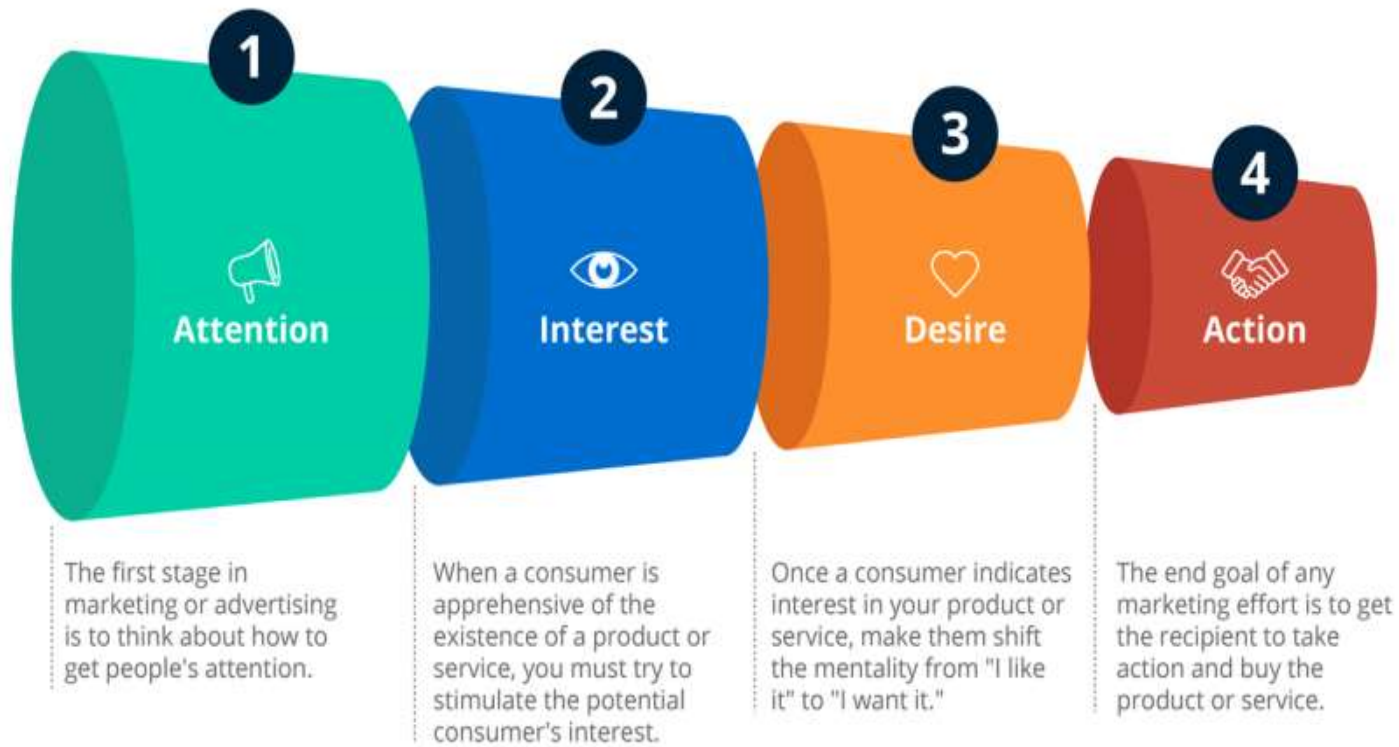
Generic Advertising:

- ▶ ‘Sunday Ho Ya Monday, Roz Khao Ande’.
- ▶ The Milk Association of India when says, “Piyo glass full doodh”

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AIDA MODEL:

THE AIDA MODEL HIERARCHY



The Process of AIDA :

1. Attention :

- Attention is usually grabbed by the use of image, colour, size, celebrity, model, etc.

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Continued...

2. Interest :

- Once attention is grabbed, it's necessary to create interest in the viewers mind so that they will read more about the brand being advertised.

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Continued...

3. Desire :

- Necessity of buying the brand.
- Explaining the features of the brand.

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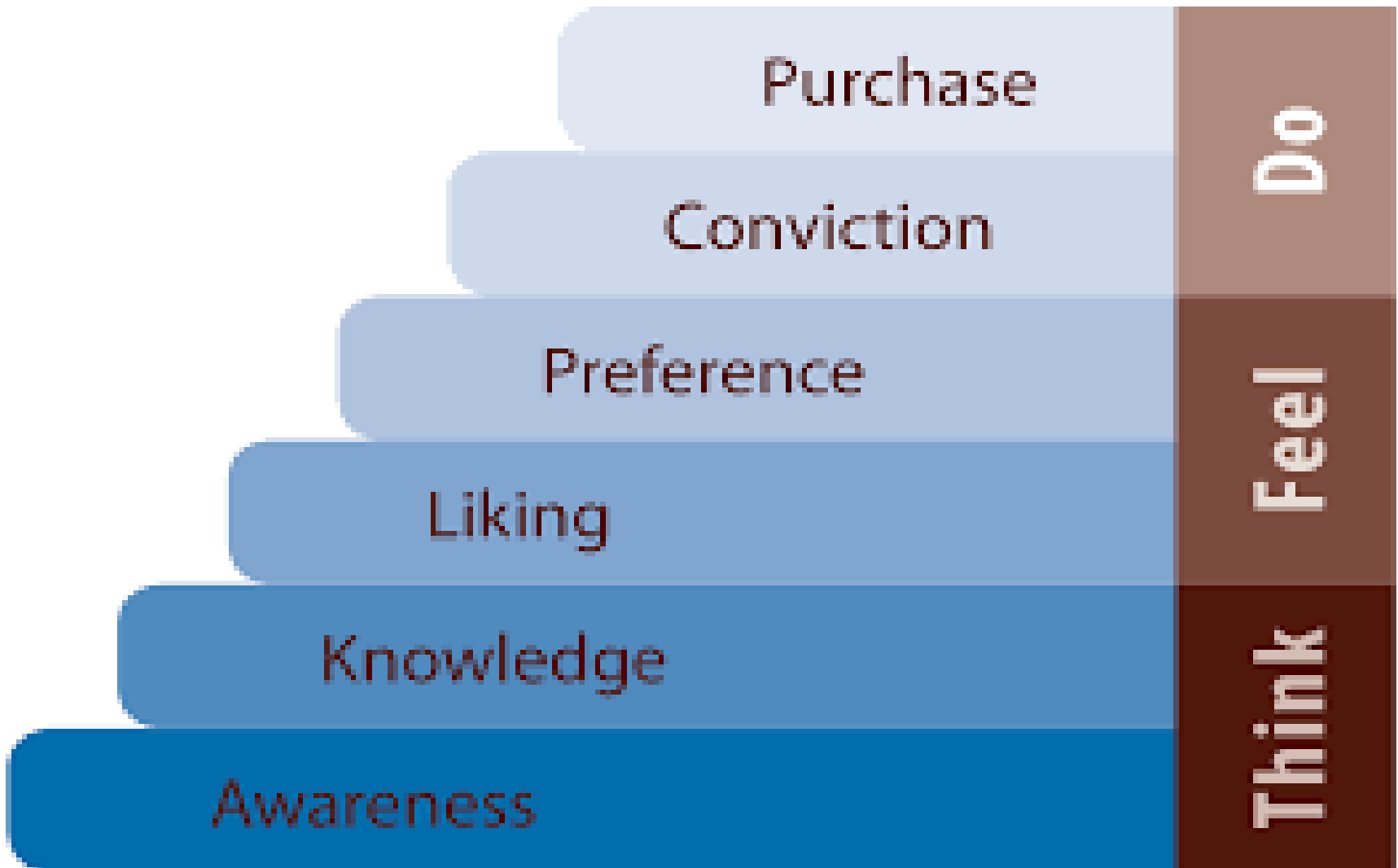
Continued...

4. Action :

- Towards the end, contact information of the brand will be given where they expects the viewers to take action immediately.
- It can be in the form of shop address, toll free numbers or website address.

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Hierarchy of Effects :



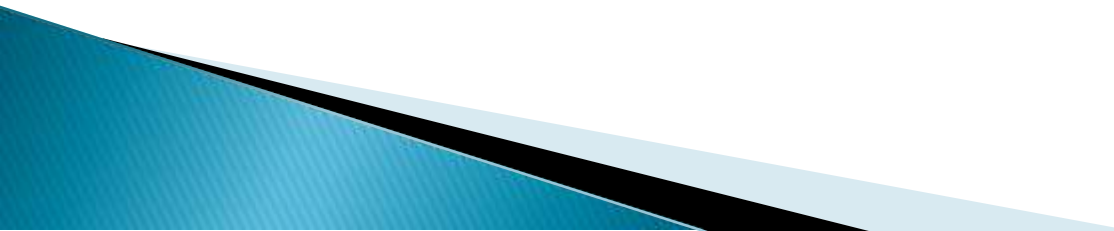
Continued...

1. Awareness :

- The customer becomes aware of the product through advertising.
- This is a challenging step. There is no guarantee that the customer will be aware of the product brand.
- Customers see many advertisements each day but will only remember the brand of a tiny fraction of products.

Continued...

2. Knowledge :

- The customer begins to gain knowledge about the product through the internet, retail advisors and product packaging.
 - In today's digital world it is ^{SUBTA} easy to gather product knowledge at the click of a button. RAMESH
 - The advertiser's job is to ensure product information is easily available.
- 

Continued...

3. Liking :

- This step is about ensuring that the customer likes your product.
- As an advertiser what features can you promote to encourage the customer to like your product ?

Continued...

4. Preference :

- Consumers may like more than one product brand and could end up buying any one of them.
- At this stage advertisers want the consumer to disconnect from rival products and focus on their particular product.
- Differentiate product from rivals.

Continued...

5. Conviction :

- This stage is about creating the customer's desire to purchase the product.
- Allowing customer to test or sample the product.
- Eg- Inviting consumers to take a car for a test drive or offering consumers a free sample of a food product.
- This reassures consumers that the purchase will be a safe one.

Continued...

6. Purchase :

- Advertiser wants the consumer to purchase their product.
- This stage needs to be simple and easy, otherwise the customer will get fed up and walk away without a purchase.
- Eg- A variety of payment options encourages purchase whilst a complicated and slow website discourage purchases.

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ETHICS AND LAWS IN ADVERTISING :

1. Puffery :

- Puffery is defined as, “advertising or other sales representations, which praise the item to be sold with subjective opinions, or exaggerations and generally stating no specific facts”.

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- Puffing or exaggerating or tall claims in advertising is legal; hence the issue of puffery involves how much exaggeration should be accepted.

PUFFERY :

**LESS WRINKLES
IN ONLY MINUTES**

TRY IT TODAY!

simulated images

www.dermifuge.com

Product packaging (spray bottle and jar) is visible in the bottom left corner.

CONTINUED...

2. Shock Advertising :

- When marketers use nudity, sexual suggestiveness, or any other shocking way to get consumer's attention in their advertising.
- Eg- Kurkure “teda hai par mera hai”
- Therefore, how far advertisers can go with these appeals will probably depend on the public's reaction.

SHOCK ADVERTISING :



CONTINUED...

3. Subliminal Advertising :

- The word 'subliminal' means below the level of conscious awareness.
- A subliminal message is a message which is transmitted in such a manner that the receiver is not consciously aware of receiving it.
- Eg- Eat Popcorn.

SUBLIMINAL ADVERTISING :

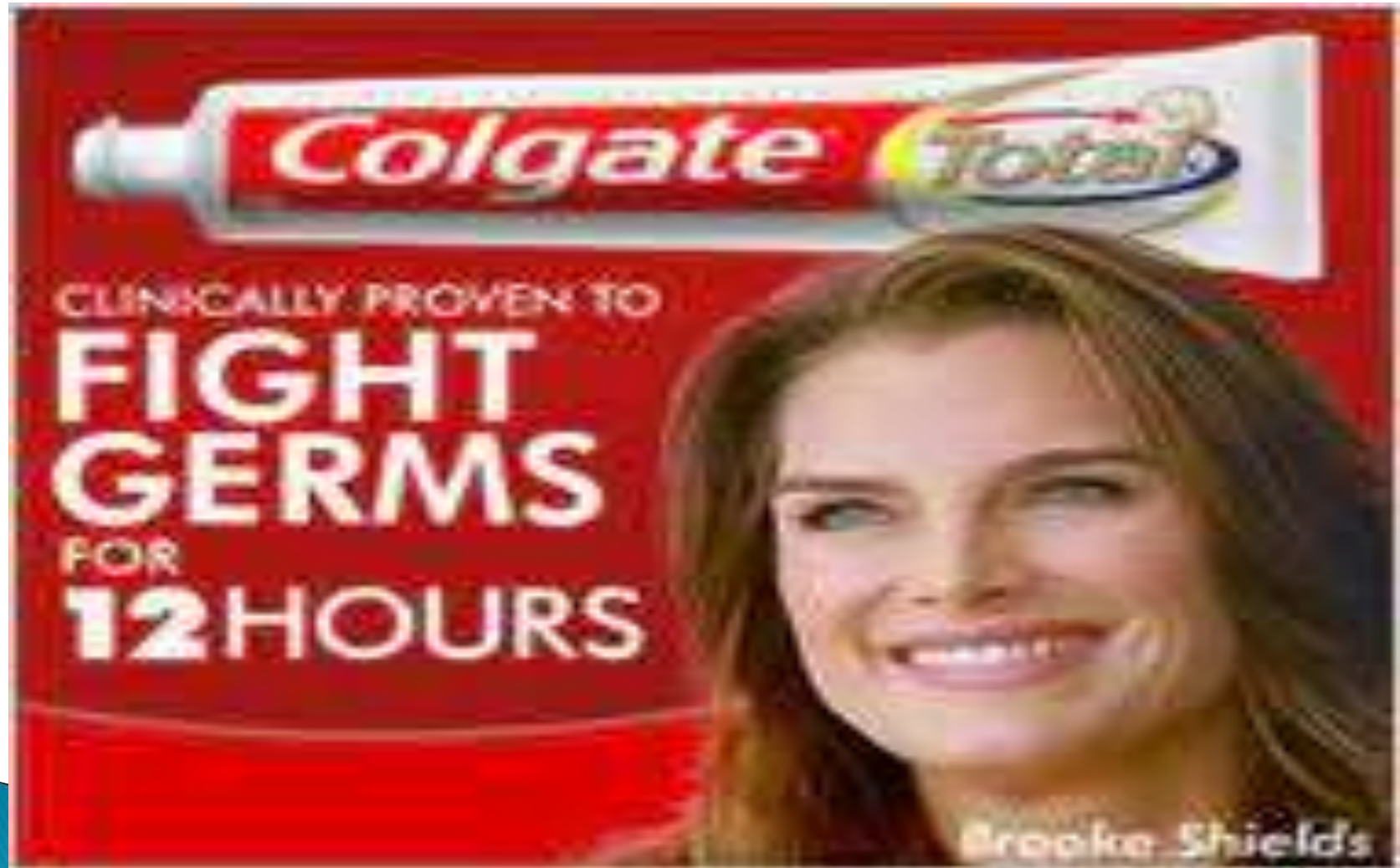


CONTINUED...

4. Weasel Claim :

- It involves using “weasel words”, or words that are meant to trick the audience into thinking the product is better than it really is.
- Words such as “fights” and “helps” are all weasel words.
- Weasel words are widely used in cosmetic industry.

WEASEL CLAIM :



Colgate Total

CLINICALLY PROVEN TO
**FIGHT
GERMS**
FOR
12 HOURS

Brooke Shields

The image is a promotional advertisement for Colgate Total toothpaste. It features a red background. At the top, a tube of Colgate Total toothpaste is shown horizontally. Below the tube, the text 'CLINICALLY PROVEN TO FIGHT GERMS FOR 12 HOURS' is written in white, with 'FIGHT GERMS' in a larger, bold font. On the right side, there is a close-up portrait of a smiling woman with long brown hair, identified as Brooke Shields. The name 'Brooke Shields' is written in white at the bottom right of the image.

CONTINUED...

5. Surrogate Advertising :

- Surrogate advertising, uses the advertisement of a brand or product, to convey a message which is related to another brand or product.
- Eg- advertising for alcoholic beverages and cigarettes are banned in India.

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SURROGATE ADVERTISING :



IMPACT OF ADVERTISING ON CHILDREN :

- The advertising industry spends \$12 billion per year on ads targeted to children.
- The average child is exposed to more than 40,000 TV commercials a year, according to the studies.
- Ads are reaching children through new media technologies.
- Children are not old enough to understand the ads and it will lead to the confusion.

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ADVERTISERS ARE EXPECTED TO ::

- Take into account knowledge and maturity level of the target audience.
- Not exploit the imaginative quality of children.
- Communicate information truthfully and accurately.
- Contribute to the parent child relationship in a constructive way.

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POTRAYAL OF WOMEN IN ADVERTISING: :

- Many ads tend to stereotype women-portraying them either as objects of attraction or in the role of mother, wife, etc.
- Another effect of such ads is to give undue importance to attractiveness, create anxiety in women who think they aren't as attractive as the women in the ads.
- Eg- Calvin Klein ads.

CONTINUED...

- Further photographs of models used in ads are digitally altered to achieve “perfection”
- This creates an endless demand for cosmetics and other such products as the buyer gets desperate to achieve that perfection.
- However, some ads have been admired for portraying women in powerful roles and also to change the mindset of people against social taboos.
- Eg- ‘Respect for Women’ by electrical maker Havells.

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The image features a large, irregular splash of teal watercolor paint centered on a white background. The splash has a soft, textured appearance with varying shades of blue and green. In the center of this splash, the words "Thank You" are written in a dark teal, cursive script font. The text is slightly shadowed, giving it a three-dimensional effect as if it's floating within or attached to the paint. In the bottom-left corner, there is a decorative graphic element consisting of a dark teal triangle pointing upwards, a black diagonal line, and a light blue triangle pointing downwards, creating a layered, geometric look.

Thank You