

ADVERTISING AND BRAND MANAGEMENT

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UNIT – I INTRODUCTION TO ADVERTISING

INTRODUCTION

The word advertising comes from the latin word ‘advertere’ meaning to turn the minds oftowards.

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

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

FEATURES OF ADVERTISING

Communication: Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.

Information: Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.

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. It is thus anindirect salesmanship and essentially a persuasion technique.

Profit Maximization: True advertising does not attempt at maximizing profits by increasing thecost but by promoting the sales. This way Itwon’t lead to increase the price of the product. Thus,it has a higher sales approach rather than the higher-cost approach.

Non-Personal Presentation: Salesmanship is personal selling whereas advertising is non-personal in character. Advertising is not meant for anyone individual but for all. There is absenceof personal appeal in advertising.

Identified Sponsor:A sponsorisan individual or a firm who bears the cost of advertisement. The name of reputed company may increase sale or products. The product gets good market because of its

identity with the reputed corporate body.

Consumer Choice: Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.

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 organized knowledge. Advertising is now treated as a profession with its professional bodies and code of conduct for members.

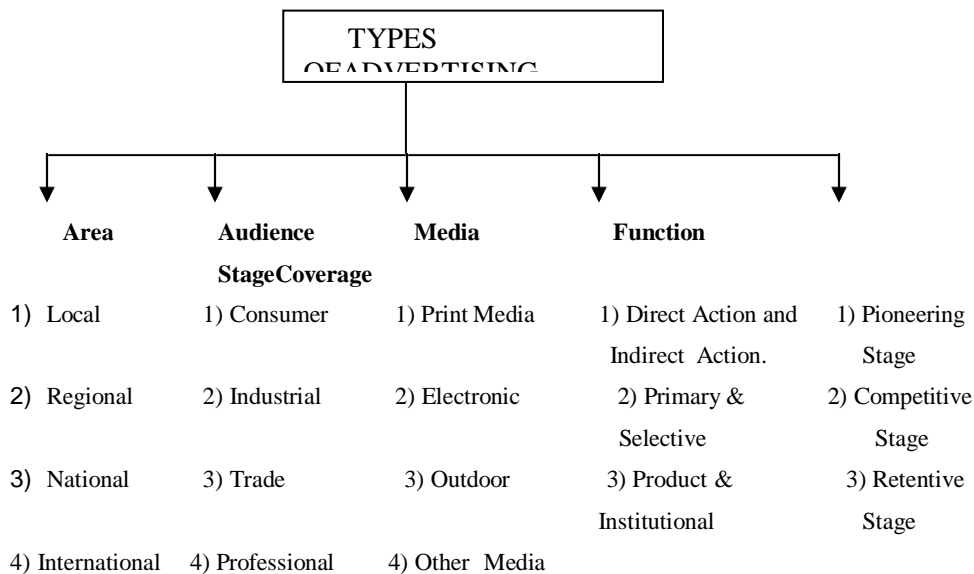
Element of Marketing Mix: Advertising is an important element of promotion mix. Advertising has proved to be of great utility to sell goods and services. Large manufacturers spend crores of rupees on advertising.

Element of Creativity: A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign.

OBJECTIVES OF ADVERTISING

The fundamental purpose of advertising is to sell something - a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are listed below:

1. To introduce a new product by creating interest for it among the prospective customers.
2. To support personal selling programme. Advertising may be used to open customers' doors for salesman.
3. To reach people inaccessible to salesman.
4. To enter a new market or attract a new group of customers.
5. To fight competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.
6. To enhance the goodwill of the enterprise by promising better quality products and services.
7. To improve dealer relations. Advertising supports the dealers in selling the product. Dealers are attracted towards a product which is advertised effectively.
8. To warn the public against imitation of an enterprise's products.



1) Classification on The Basis of Area Coverage:

On this basis advertising may be classified into the following four categories, viz., (1) local, (2) regional, (3) national, (4) international advertising.

1. Local Advertising: It is also known as ‘retail advertising’. It is undertaken by local retail stores, departmental stores, co-operative stores, selling cloth, saris and other consumer goods and consumer durables.

2. Regional Advertising: It has wider coverage, as compared to local advertising. It covers a particular region, which may be one state, or, more than one state, the people of which may be having a common tongue, or, using one common product

3. National Advertising: It is generally undertaken by manufactures of branded goods, for which, advertising messages is communicated to consumers all over the country. Almost all possible mass media, including national newspapers, radio and television network, are employed for national advertising.

4. International Advertising: This type of advertising is undertaken by those companies, which operate in more than one country, known as „multi-national“ companies. Coca-Cola and Pepsi are advertised globally, as the sales are almost all over the world.

II. Classification on The Basis of Audience

On this basis, advertising may be classified into the following four categories, viz., (1) consumer advertising, (2) industrial advertising, (3) trade advertising, and (4) professional advertising.

- 1. Consumer Advertising :** This type of advertising is directed to the ultimate consumers of the consumer products, i.e., the individuals, who buy, or, use the consumer products, or services, say, for example, toilet soap, toothpaste, toothbrush, tea, textiles, etc.,
- 2. Industrial Advertising:** This type of advertising is used by manufacturers and distributors of industrial goods. Such as, machinery, plants, equipment, spare parts and components, and are directed at industrial users or customers.
- 3. Trade Advertising:** This kind of advertising is employed by manufactures and/or distributors to influence and persuade wholesalers and dealers (retailers)
- 4. Professional Advertising:** It is directed at professional like doctors, professors, engineers and others, who are expected to recommend, prescribe, or, specify the advertised products to ultimate consumers.

III. Classification on The Basis of Media

On the basis, advertising has been classified into the following four categories viz., (1) Print media advertising; (2) electronic, or, broadcast media advertising; (3) outdoor media advertising.

- 1. Print Media Advertising:** The print media consists of newspapers, magazines, journals, handbills, etc. No newspaper or, journal, today, can survive without advertising revenue.
- 2. Electronic or Broadcast Media Advertising :** Electronic, or, broadcast media consists of (i) radio, (ii) television, (iii) motion pictures, (iv) video, and (v) the internet.

3) Outdoor Media :

This includes posters, neon signs, transit, point of purchase (POP), etc. Outdoor advertising can be a good supporting media to other forms of advertising. It is a good form of reminder advertising, especially, the POP advertising.

4) Other Media :

This includes direct mail, handbills, calendars, diaries, cinema advertising, internet and so on. These miscellaneous media can play an important supporting role to the major media such as television, and newspapers.

IV. Classification on The Basis of Function:

- 1. Direct Action and Indirect Action Advertising:** Direct action advertising is undertaken to obtain immediate response or action on the part of target audience. Examples include discount sales advertising,
- 2. Primary and Selective Advertising:** Primary Advertising is undertaken by trade association or by cooperative groups.

3. Product and Institutional Advertising: Product or Service advertising is undertaken to promote the sale of products and services-branded or unbranded. Institutional advertising is undertaken to build name and goodwill of the organization

V. Classification on The Basis of Advertising Stages

On this basis, advertising may be classified into the following three different categories, viz.,

(1) advertising at pioneering stage, (2) advertising at competitive stage, and (3) advertising at retentive stage.

1. Advertising at Pioneering Stage: Advertising at „pioneering stage“ is undertaken to make the audience fully aware of the new brand of product and to inform, influence, and persuade them to buy, or, use it by highlighting its unique features.

2. Advertising at Competitive Stages: Once the brand survives the introductory stage, it has, soon to face a stiff competition with other well established brands in the market. At this stage, competitive advertising is undertaken to promote sales effectively.

3. Advertising at Retentive Stage or Reminder Advertising: When the product has captured a large share of the market, ‘retentive advertising’ is undertaken to maintain, or retain the stable position in the market as long as possible.

Advertising in Marketing Mix

Marketing mix consist of four important variables of marketing, i.e. 4Ps- Product, Price, Promotion and Place. Apart from the traditional 4 Ps, there are also other variables, i.e. Packaging, Position, and Pace.

Advertising is an element of promotion. However, it not only assists in promoting the product, but also affects the other variables of marketing mix. This can be explained as follows: **Advertising and Product:** A product is normally a set of physical elements, such as quality, shape, size, colour and other features. The product may be of very high quality .At times, the product is so designed that it requires careful handling and operations. Buyers must be informed and educated on the various aspects of the product. This can be effectively done through advertising. Thus, advertising plays the role of information and education.

Advertising and Price: The price is the exchange value of the product. A marketer may bring out a very high quality product with additional features as compared to competitors. In such a case, price would be definitely high. But buyers may not be willing to pay a high price would be

definitely high. Here comes advertising. Advertising can convince buyers regarding the superiority of the brand and thus its value for money. This can be done by associating the product with prestigious people, situations, or events. Alternatively, when a firm offers low price products the job of advertising needs to stress the price advantage by using hard hitting copy. It is not just enough to convince, but it is desirable to persuade the buyer. Thus advertising plays the role of conviction and persuasion.

Advertising and Place : Place refers to physical distribution and the stores where the goods are available. Marketer should see to it that the goods are available at the convenient place and that too at the right time when the buyers need it. To facilitate effective distribution and expansion of market, advertising is of great significance. Thus advertising do help in effective distribution and market expansion.

Advertising and Promotion: Promotion consists of advertising, publicity, personal selling and sales promotion technique. Businessmen today have to face a lot of competition. Every seller needs effective promotion to survive and succeed in this competitive business world. Advertising can play a significant role to put forward the claim of seller, and to counter the claims of competitor. Through effective advertising, sellers can face competition and also help to develop brand image and brand loyalty.

Relationship of Advertising with Other Elements of Promotional mix

Elements of promotional mix are also called as tools, means, or components. Basically, there are five elements involved in promotional mix.

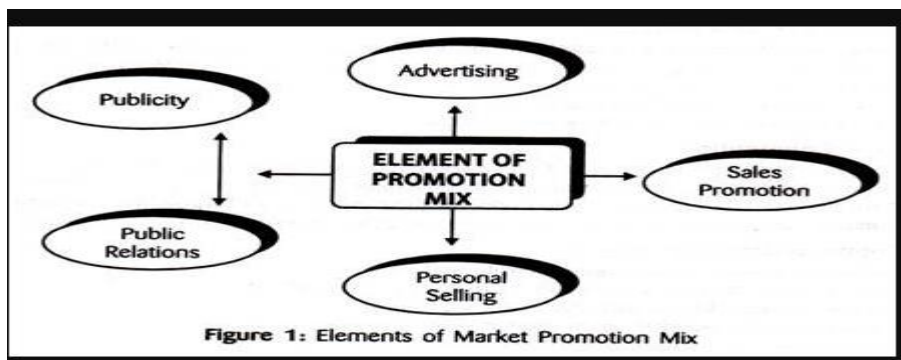


Figure 1: Elements of Market Promotion Mix

A. Sales Promotion and advertising:

Sales promotion covers those marketing activities other than advertising, publicity, and personal selling that stimulate consumer purchasing and dealer effectiveness. . The popular methods used for sales promotion are demonstration, trade show, exhibition, exchange offer,

seasonal discount, free service, gifts, contests, etc. Advertisement creates awareness of sales promotion,

B. Personal Selling and Advertising :

Personal selling includes face-to-face personal communication and presentation with prospects (potential and actual customers) for the purpose of selling the products. It involves personal conversation and presentation of products with customers. It is considered as a highly effective and costly tool of market promotion. Advertisement makes the efforts of the sales representatives easier and supports sales promotion.

C. Publicity:

Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media. . Publicity involves giving public speeches, giving interviews, conducting seminars, charitable donations, inauguration by film actor, cricketer, politician or popular personalities, stage show, etc., that attract mass media to publish the news about them. All these need advertisement to create awareness.

D. Public Relations and Advertisement:

The public relations is comprehensive term that includes maintaining constructive relations not only with customers, suppliers, and middlemen, but also with a large set of interested publics. Note that public relations include publicity, i.e., publicity is the part of public relations. Advertisement increases the value of Public relations.

DAGMAR Approach

DAGMAR model for arousing consumer interests was developed by Russen Colley in his study entitled “Defining Advertising Goals for Measured Advertising Results.”

The name DAGMAR model is derived from the study title. The study begins from a point where the prospect is not aware about the existence of the product. From this point of non-awareness the prospect advances ahead towards awareness. He will have to go through the following steps:

- 1. Awareness:** When the prospect is asked to mention the name of a brand of product, perhaps he is in a position to recollect the name of a specific brand only.
- 2. Comprehension:** The prospect is conscious about the main sales theme of a brand of product. When asked upon, he is able to associate a brand with the sales theme, which is already known to him.

3. Conviction: At the stage of conviction, the prospect is able to foresee how the benefits of the brand of goods will serve his need. He is convinced that if he purchases this brand of goods it would be a right decision.

4. Motivation: Having been convinced, the prospect is motivated to buy a specific brand of goods.

DAGMAR model suggests that all consumers will not be at the same stage but they would be at different stages. The advertising efforts required to move on person from non-awareness to

awareness could be very taxing as compared to the efforts involved in moving persons from conviction to motivation. DAGMAR model also illustrates the success of means of communication. After advertisements have been carried out, how people associate themselves with a specific brand of product.

Role of Advertising in an organization

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

Promotion of Sales: It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as well as in the international markets.

Introduction of New Product: It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.

Creation of Good Public Image: It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.

Mass Production: Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.

Research: Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage

in research and development activities, it will be out of the market in the near future.

Education of People: Advertising educates the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

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

Advertising Department

The major classification of the personnel that is witnessed in an Advertisement firm is as follows:

Y Accounts Department

Y Client Serving Department

Y Creative Department

Y Production Department

Y Media Planning Department

Y Accounts Department : One of the major departments of an ad agency is the Accounts department. If you go by the advertising parlance, 'Account' means client. Usually the accounts department is headed by an accounts director who is also the member of the board in case if it is a limited agency. He will be assisted by Accounts Executives or an Account Planner who will assist him in carrying out the further activities. The main duty of these account executives is to understand the needs and requirements of a client.

Y Client Serving Department : Client servicing refers to providing all the necessary assistance for a client in terms of planning, designing, budgeting, production and media placements. Some clients spread their budget across more than one agency, but some prefer appraisal system too. Clients move out for a new agency when there is monotony, difference in ideas,

difference in opinions or if the creative team moves out to a new agency in order to maintain brand continuity

✓ **Creative Department** : The creative department is headed by a creative director who will be assisted by a group of creative members which include, copy chief, copy writers, visualiser, layout artists, typographers, freelancers and a full time artists. These team members work together to develop concepts of advertisements. In bigger and larger agencies, a creative director manages various teams who work on different accounts. Where as, in smaller firms, these creative directors work with freelance writers to finish the tasks. Creative team will always have a vibrant and creative bunch of people, who are bright and loaded with innovative ideas and stand ahead of others in creating some new and attractive concept, copy or graphic.

✓ **Production Department** : The team which is responsible for the delivery of the approved ad copy is the production department. The production department is headed by a production manager, who is assisted by several assistants. They coordinate with external suppliers such as videographers, photographers, artists and printers

✓ **Media Planning Department** : Another important department in an agency is the Media Planning department. The finished end product (advertisements) has to be sent to different media. The Media planning department is headed by a Media Controller or Planner, who is usually assisted by a number of sales executives and marketing executives.

Role of Advertisement Agencies

ADVERTISEMENT AGENCY

The American Association of Advertising Agencies (AAAA) defines an advertising agency as: “An independent business organization, composed of creative and business people, who develop, repair and place advertisements in advertising media for sellers seeking to find customers for their goods and services”.

SERVICE RENDERED BY AN AD AGENCY

The main function of advertising agency is to see that its client’s advertising leads to greater profits in the long run. The agency thus plans, prepares and places with advertising with the objective. The main functions of a full-service advertising agency are as follows:

1. Selection of Clients : The first and the foremost function of an advertising agency is to contact and select clients who are desirous of advertising their products, services or anything which they want to sell. The preference in contacting and choosing the clients is given to those firms which have sound values, able management, efficient operative products and services. The financial position, size and nature of business, efficient management and operative products etc.

must be given due weight.

2. Media Selection: Media selection is another major function of the advertising agency. In making a media selection several factors such as cost, circulation, population which it serves, audiences, nature of the product, types of customers and above all needs of the clients should be kept in mind.

3. Advertising Planning: The third as well as the major function of advertising agency is the advertising planning for its clients. For this purpose, the advertising agency requires a detailed knowledge of the firm's products, its advertising history, market conditions, channel of distribution, knowledge of competitors' products and their advertising techniques, field to be covered, nature and type of consumers etc.

Next planning job is to decide about the advertising medium in which the advertisement is to appear. The advertising message must be adapted to the medium in which it is to appear.

4. Creative Function: The creative function starts when the planning function ends. It includes the preparation of an advertising copy, layout, illustration, photographs, advertising messages, theme of advertisement etc. These functions are performed by a varied group of creative people including writers, designers, artists, producers, photographers and graphic art specialists employed by the advertising agency.

5. Research Function: It is the fifth major function of an advertising agency. It supports the decisions taken in the media and creative areas. In this connection the advertising agencies gather and analyze actual information about the product, extent of market, competitors' strategies and buyers' habits etc. that may help the creative personnel to make the advertising copy more attractive and effective.

6. Approval of the Client: As soon as the advertising copy etc. is prepared, the next function of the advertising agency is to show the copy to his client and obtain his approval. In case if any changes are suggested by the client, the same may be incorporated and thus the final approval should be taken from the client.

7. Marketing Function: The advertising agency also performs marketing functions such as selecting target consumers, designing products and packages, developing channels of distribution strategy, determining prices and rate of discount etc. It gives useful advice to its clients with regard to the nature and trend of the market conditions. Accordingly, the client produces goods keeping in his mind the prevailing conditions in the market.

8. Evaluation Function: Simply drafting advertising copy and handing over the same to the media is not enough. The next major function of the advertising agency is to have an exhaustive evaluation of the advertising effects for the benefit of his client. In case of any deficiency, necessary suggestions should be given and the same be made effective after approval of the client.

9. Coordination Function: The last but not the least important function of the advertising agency is to establish effective coordination with client's sales force and distribution network to ensure the long running success of the advertising campaign. Each time the advertising agency contacts the client regarding advertising media to be used and the number of times the advertisement is to be repeated after giving effect to changes, if any, as suggested by the advertiser.

Client Agency Relationship.

Agency client relationship must be that of mutual trust and confidence. The perfect relationship results in optimum advertising effectiveness at a reasonable cost and reasonable compensation for the agency. It is characterized by continuous and complete two way communication between individuals in the two organizations in an atmosphere of mutual trust. Interdependency of the advertiser and the agency helps in creating effective advertising as part of the company's marketing effort.

What the clients have to do? :

1. Treat the agency with courtesy at all times.
2. Provide all possible information about the product that is to be advertised and about the organization. This facilitates the agency to do their job much better.
3. Not unnecessarily bargain for the fees charged by the agency.
4. Motivate the agency to do a good work. Agency charges such as media bills, fees and other costs must be paid well in time. In no way the client should wait for the agency to remind of payment.
5. Not change the agency for the sake of change.
6. Approve the proposals submitted by the agency. The client should not argue for the sake of arguing.
7. Give sufficient time to the agency to develop a good advertising campaign. The client should not put the agency unnecessarily in deadline crisis.
8. Reduce disputes to a minimum.
9. Finalize well in advance the charges for a particular plan or campaign.
10. Up-date the agency with any information from his side that would help the agency to serve the client better.

Ethics in Advertising

Ethics in Advertising : Ethics means a set of moral principles which govern a person's behaviour or activities. Ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and buyer. Ethical and Moral principles of Advertising Advertisers must have sufficient knowledge of ethical norms

and principles, so that they can understand and decide what is correct and what is wrong. We can identify several ethical and moral principles that are particularly relevant to advertising.

We are speaking briefly of three as follows:-

1. Truthfulness in advertising;
2. The dignity of the human person; and
3. Social responsibility.

Truthfulness in Advertising Truth in advertising promotes a highly efficient, functioning economy by:

Discouraging deceptive business practices;

- Encouraging the provision of accurate and truthful information;
- Enhancing competition by ensuring a level playing field; and
- Enabling informed consumer choice.

• The Dignity of the Human Person The dignity of human beings should be respected; advertisements should not • insult the dignity of human beings; Different cultures and ethnic groups should be presented in advertising as equal • with the majority of the population; Special care should be given to weak and vulnerable groups like - children, poor • people, or elderly people.

Advertising and Social Responsibility Advertising has a strong social responsibility, independent of its known commercial responsibility. Advertisers should have a deeper sense of social responsibility and should develop their own set of ethical and social norms taking into consideration the values of their society.

The Advertising Standards Council of India and its role .

What is the ASCI?

The Advertising Standards Council of India (ASCI) is a self-regulatory and a non-government body which was established in the year 1985. The members of the council are reputed firms of India which includes advertisers, PR agencies, media and advertising agencies and other professionals related to advertising. It was established to ensure all the advertisements to be legal, decent, honest and truthful along with a sense of social responsibility towards the consumers and to the rules of fair competition. The Ministry of Information and Broadcasting in August 2006, issued a notification holding it mandatory for all the TV commercials in India to follow the ASCI codes. This move has made the Advertising Council more effective and considerable.

Objectives of the ASCI

The ultimate mission of the ASCI is to promote truthfulness, honesty, public decency, societal standards and to oppose hazardous products. The objectives of the ASCI include to "monitor, manage and promote" standards with respect to advertising practices in the country, with a view to ensure the following:

That advertising claims are presented with truthfulness and honesty, and that no misleading and false

claims are made.

That the advertisements are not made and presented in a manner which is offensive to the general public in India, and that the standards of public agency are followed.

That no advertisement is made in respect of products or services regarded as hazardous or unacceptable to individuals or to the society.

That no unfair means are used by anyone player in the market, and that advertisements are made in a competitive manner.

The ASCI also has been established in order to codify, modify and adopt a code for fair advertisement, and that such code is modified from time-to-time. Another objective includes to provide for a Consumer Complaints Council to entertain claims against advertisements in violation of the set standards and practices.

The ASCI's CCC comprises:

Twelve non-advertising professionals representing civil society, recognised opinion leaders in disciplines such as medical, legal, industrial design, engineering, chemical technology, human resources and consumer interest groups. Nine advertising practitioners from member firms of ASCI.

The ASCI's CCC (content complaint council) decides upon the complaints within a period of four to six weeks after giving the other party an opportunity of being heard. If the complaint is upheld, then the advertiser and its agency are given two weeks to comply with the ASCI's CCC decision. Noncompliant advertisements are published in ASCI's Media quarterly release on an all-India basis.

In the case of noncompliant television advertisements, the advertiser is in violation of the Cable TV Networks (Regulation) Act 1995 and will be reported to the Ministry of Information & Broadcasting, Government of India. In the case of noncompliant advertisements in the press, ASCI will inform the Press Council of India about breach of the ASCI Code.

The complaints received by the ASCI are decided on the basis of the following 6 parameters:

- False advertising
- Misleading advertising
- Indecent advertising
- Illegal advertising
- Advertising leading to unsafe practices
- Advertisements unfair to competition

ASCI's codes and Guidelines

ASCI's codes and guidelines regarding the brand extensions are:

The brand extension of products like liquor, tobacco, etc be considered genuine, it must be registered under an appropriate government authority such as the Food Safety and Standards Authority of India. The in-store availability must be at least 10% of that of the leading brand in the category that the product competes, or sales turnover must exceed Rs 5 crore per annum or Rs 1 crore per annum in each state where it is distributed.

It must have a proper certificate from an independent organization for such turnover and distribution data.

If the advertisement does not comply with the criteria or the data provided is not certified by an independent body, the advertisement is discontinued. Further, it is to be noted that advertisers cannot show advertisements or even hint in the advertisements at products which are prohibited or banned by law.

Recent controversies regarding Misleading Advertisements

Recently, during the outbreak of the coronavirus pandemic, there have been a number of instances where advertisers have received criticism over false advertisements promising to offer enhanced protection against the coronavirus. Some of such cases have been discussed here:

The Dettol advertisement

In the present case, Hindustan Unilever, one of the major handwash selling company move the court over a DETTOL advertisement by Reckitt Benckiser which was trying to mock the effectiveness of Hindustan Unilever's product LIFEBOUY soap. With a view to promote washing hands and to prevent

the spread of coronavirus, the plaintiff had advertised their LIFEBOUY soap. Subsequently, the defendant company aired an advertisement about its DETTOL handwash which was more effective than a regular soap, which was shown as a red bar soap. Hindustan Unilever contended that the defendant tried to degrade its product (LIFEBOUY) as its red color and shape was recognizable in the advertisement.

The Bombay High Court in the impugned advertisement viewed that the advertisement showed false claims and subsequently, Reckitt Benckiser removed the advertisement in question.

Arihant's Corona-Resistant Mattress

Recently, an FIR was logged against the Arihant Mattress, a private company for its advertisement in a Gujarati newspaper for 'anti-corona mattress'. The owner was booked under Section 505(2) of Indian Penal code which covers- Statement conducing to public mischief and under various other sections of Drug Remedies Objectional Act and Disaster Management Act. The said advertisement was totally false and misguiding the people while the country is going through a pandemic.

Hindustan Unilever Hand Sanitizer Advertisement

Under the Drugs and Cosmetics Act, 1940 and Drugs and Cosmetics Rules, 1945; the Drug Controller General of India (DCGI) issued a show cause notice to Hindustan Unilever on its product which claims to boast the immunity and also claiming to prevent Covid-19. It asserts to improve the immunity by using its hand sanitizer which in turn prevents the virus.

Hand sanitizer was licensed under 'cosmetic' under the Drug and Cosmetics Act, 1940 but now advertised as a 'drug' which was a clear breach of law.

Thus, DCGL contended that Lifebuoy's ad of hand sanitizer was false and misleading in nature as the product cannot boost immunity against virus.

UNIT – II Ad Media and Advertising models

Ad Media : The word **media** comes from the Latin word “middle”.

A technical definition of advertising media is 'the medium through which an advertisement is delivered to a target audience for the purpose of marketing, promotion, and selling goods and services.'

Characteristics: There are two types of media for communication - mass media and interpersonal media. Interpersonal media is an expensive medium but highly useful for focused reach. On the other hand mass media like television, or radio, or newspaper are cost efficient and characterised by wide reach. Now, let's examine the characteristics of each of the mass medium.

1. Television

Following are the specific characteristics of television:

- It is more impact-full as it is the combination of sound, sight, and motion,
- It has broad reach and mass coverage,
- It is highly intrusive medium,
- It has high absolute cost but cost per thousand is moderate.

Television Characteristics

Advantages

- Mass Coverage
- High Reach
- Impact of sight, sound, and motion
- High prestige
- Moderate cost per thousand exposure

Disadvantages

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

2. Radio

Following are the specific characteristics of radio:

- It can reach out to remote audiences,
- It is most cost efficient among all mass media,
- Radio can reach mobile population,
- Radio has local market identification.

Radio Characteristics	
Advantages	Disadvantages
<ul style="list-style-type: none">• Local coverage• Low cost• High frequency• Low production cost• Well segmented audience	<ul style="list-style-type: none">• Audio only• Clutter• Fleeting message

3. Newspaper

Following are the specific characteristics of newspaper:

- Newspaper is a better option to provide detailed information,
- A publication have different editions for different areas, so there is a geographic flexibility in newspaper,
- Newspaper have different sections, so there is opportunity of targeting special interest groups,
- Newspaper are vehicle for coupon delivery.

Newspaper Characteristics	
Advantages	Disadvantages
<ul style="list-style-type: none">• High coverage• Low cost• Short lead time for placing ads• Ads can be placed in interest sections• Timely or current ads• Can be used for coupons	<ul style="list-style-type: none">• Short life• Only visual• Clutter• Poor reproduction quality• Selective reader exposure• Low attention getting capability

4. Magazine

Following are the specific characteristics of magazine:

- There are magazines for sports, corporate, business, women, children, etc., so we can say magazines have specific audience selectivity, as they are specialised,
- Magazines have longer life,
- Magazines provide them opportunity for message scrutiny, and geographic and demographic flexibility.

Magazines Characteristics	
Advantages	Disadvantages
<ul style="list-style-type: none">• Segmentation potential	<ul style="list-style-type: none">• Only visual

<ul style="list-style-type: none"> • High information content • Longer life • Compatible editorial environment • Multiple readers • Quality reproduction 	<ul style="list-style-type: none"> • Long lead time for ad placement • Lack of flexibility
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5. Outdoor

Following are specific characteristics of outdoor media:

- Outdoor media is easily noticeable, and it provides 24 hours coverage,
- Outdoor is location specific media, it has local market presence,
- Outdoor media is Cost efficient medium,
- It can be good reminder media.

Outdoor Characteristics	
Advantages	Disadvantages
<ul style="list-style-type: none"> • 24 hour coverage • Location specific • High resolution • Easily noticed • Cost efficient medium 	<ul style="list-style-type: none"> • Short exposure time requires short ads • Poor image • Local restrictions

Media Research-

Media research is the study of effects of media and its development. It includes collection and analysis of information regarding Newspapers, magazines, radio, TV, online or other media. It helps to understand the ways in which media can meet the needs of the audience.

The three forms of Media research are

a. Content Analysis

Content analysis is a research technique that involves analyzing the content of various forms of media. Through content analysis, researchers hope to understand both the people who created the content and the people who consumed it. A typical content analysis project does not require elaborate experiments. Instead, it simply requires access to the appropriate media to analyze, making this type of research an easier and inexpensive alternative to other forms of research involving complex surveys or human subjects.

b. Surveys

Surveys are ubiquitous in modern life. Questionnaires record data on anything from political preferences to personal hygiene habits. Surveys can employ either open-ended or closed-ended questions. Open-ended questions require the participant to generate answers in their own words, while closed-ended questions force the participant to select an answer from a list. Although open-ended questions allow for a greater variety of answers, the results of closed-ended questions are easier to tabulate. Although surveys are useful in media studies, effective use requires keeping their limitations in mind.

c. Metal Analysis : According to Grant & Booth (2009), a meta-analysis is defined as a "technique that statistically combines the results of quantitative studies to provide a more precise effect of the results" . pPrimary studies often involve a specific type of participant and explicitly defined interventions. A selection of studies in which these characteristics differ can allow investigation of the consistency of effect across a wider range of populations and interventions. It may also, if relevant, allow reasons for differences in effect estimates to be investigated

Qualitative and Quantitative Research: Media Research can be qualitative or quantitative

Qualitative Research

Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations.

Some examples of when qualitative research is helpful include:

- Testing response to advertising messages and concepts
- Analyzing response to products and features
- Exploring what issues should be tested during quantitative research

What are some qualitative research methods?

- Focus Group Discussions
- Case Studies
- In-depth Interviews

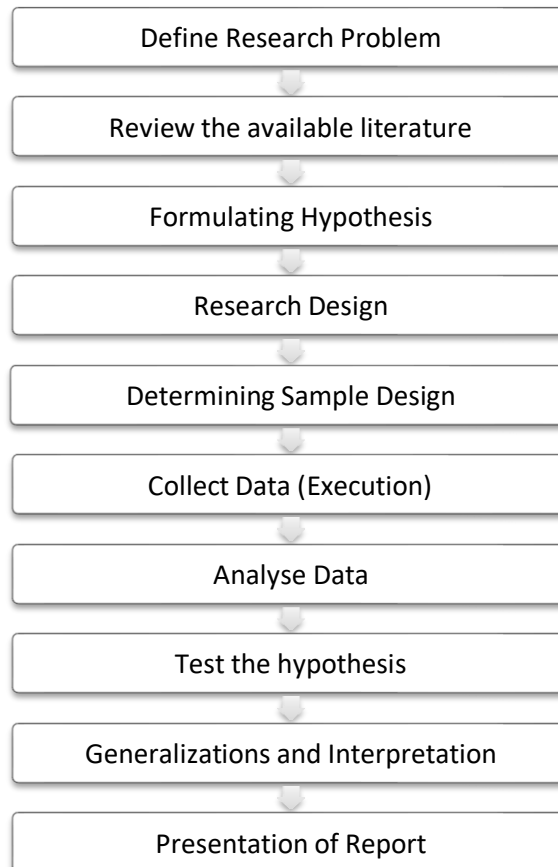
Quantitative research is the method to use when:

- Measuring market size
- Analyzing demand of a new product
- Determining how many people exhibit a particular attitude or behavior
- Measuring the size of particular market

segments Typical quantitative data gathering strategies include:

- Experiments/clinical trials.
- Observing and recording well-defined events (e.g., counting the number of patients waiting in emergency at specified times of the day).
- Obtaining relevant data from management information systems.
- Administering surveys with closed-ended questions (e.g., face-to face and telephone interviews, questionnaires etc).

Steps involved in research process



Research Process Steps

The research process consists of a series of systematic procedures that a researcher must go through in order to generate knowledge that will be considered valuable by the project and focus on the relevant topic.

To conduct effective research, you must understand the research process steps and follow them. Here are a few steps in the research process to make it easier for you:

Step 1: Identify the Problem

Finding an issue or formulating a research question is the first step. A well-defined research problem will guide the researcher through all stages of the research process, from setting objectives to choosing a technique. There are a number of approaches to get insight into a topic and gain a better understanding of it. Such as:

- A preliminary survey
- Case studies
- Interviews with a small group of people
- Observational survey

Step 2: Evaluate the Literature

A thorough examination of the relevant studies is essential to the research process. It enables the researcher to identify the precise aspects of the problem. Once a problem has been found, the investigator or researcher needs to find out more about it.

This stage gives problem-zone background. It teaches the investigator about previous research, how they were conducted, and its conclusions. The researcher can build consistency between his work and others through a literature review. Such a review exposes the researcher to a more significant body of knowledge and helps him follow the research process efficiently.

Step 3: Create Hypotheses

Formulating an original hypothesis is the next logical step after narrowing down the research topic and defining it. A belief solves logical relationships between variables. In order to establish a hypothesis, a researcher must have a certain amount of expertise in the field.

It is important for researchers to keep in mind while formulating a hypothesis that it must be based on the research topic. Researchers are able to concentrate their efforts and stay committed to their objectives when they develop theories to guide their work.

Step 4: The Research Design

Research design is the plan for achieving objectives and answering research questions. It outlines how to get the relevant information. Its goal is to design research to test hypotheses, address the research questions, and provide decision-making insights.

Step 5: Describe Population and Sample

Research projects usually look at a specific group of people, facilities, or how technology is used in the business. In research, the term population refers to this study group. The research topic and purpose help determine the study group.

Suppose a researcher wishes to investigate a certain group of people in the community. In that case, the research could target a specific age group, males or females, a geographic location, or an ethnic group. A final step in a study's design is to specify its sample or population so that the results may be generalized.

Step 6: Data Collection

Data collection is important in obtaining the knowledge or information required to answer the research issue. Every research collected data, either from the literature or the people being studied. Data must be collected from the two categories of researchers. These sources may provide primary data.

- Experiment
- Questionnaire
- Observation
- Interview

-

Step 7: Data Analysis

During research design, the researcher plans data analysis. After collecting data, the researcher analyzes it. The data is examined based on the approach in this step. The research findings are reviewed and reported.

Data analysis involves a number of closely related stages, such as setting up categories, applying these categories to raw data through coding and tabulation, and then drawing statistical conclusions. The researcher can examine the acquired data using a variety of statistical methods.

Step 8: The Report-writing

After completing these steps, the researcher must prepare a report detailing his findings. The report must be carefully composed with the following in mind:

- Media Planning and Selection:

Media planning is an exercise to find the best medium or combination of media that will produce the best overall effect relative to the needs of the advertised brand. Media planning in general should involve optimum benefits in the long run. The media mix, in terms of balance of usage for TV, radio and print media or other types of media vehicles, should be such that the best utility of the advertising budget is obtained, and duplication of audience is avoided as far as possible.

STEPS IN MEDIA PLANNING The following are the steps in media planning:

1. **Decide Target Market:** It is necessary to decide specific market where planned efforts can be directed.

2. **Media Objectives:** Media objectives are often stated in term of reach, frequency, gross rating points and continuity.

(a) **Reach:** It refers to the number of different persons or household exposed to a particular media schedule at least once during a specific time period.

(b) **Frequency:** It refers to the number of times within the specified time period that an average person or household is exposed to message.

(c) **Gross Ratings Points:** It refers to the total weight of a media effort in quantitative terms. GRP's are equal to each multiplied by average frequencies. E.g. 80% of the homes watch Chitrahhar and they are exposed on average 2.5 times within the 4 week period. The total impact or GRP's = $80 \times 2.5 = 200$.

(d) **Continuity:** It refers to the timing of the media insertions.

3. **Selection of MediaTypes:** Every media plan requires that specific media types to be selected. There are a number of advertising media available to the advertiser for advertising the goods etc. These may be grouped under the following heads:

1. **Press Advertising Media** - (a) Newspapers and (b) Magazines and Journals.

2. **Outdoor or Mural Advertising Media** - (i) Posters, (ii) Advertising Boards, (iii) Sandwich Boards, (iv) Electric Display, (v) Vehicular, (vi) Sticker, and (vii) Sky Writing.

3. **Direct Mail Advertising Media** - (i) Circulars, (ii) Price-lists, (iii) Booklets, (iv) Leaflets, and Folders, (v) Business Reply Envelops and Cards, (vi) Gift Novelties, and (vii) Personal Letters.

4. **Broadcast Advertising Media** - (a) Radio, (b) Television

5. **Promotional Advertising Media** - (i) Window Display, (ii) Showroom, (iii) Exhibitions and Fairs, (iv) Interior Display, (v) Trade Shows, (vi) Samples, Coupons and Premiums etc.

6. **Miscellaneous Advertising Media** - (a) Cinema and Cinema Slides, (b) Specialty Advertising, (c) Purchase Point Advertising, and (d) Video Advertising etc.

4. **Selecting Specific Media Vehicle:** Once a decision is made on media types, specific media vehicles within each medium must be chosen.

Media Mix: Once the media selection is decided upon, the next step is to determine the mix of the media one must use. This will be arrived at by considering the advertising company's marketing objectives, its target market, media characteristics and it's matching with the target market. The overall advertising budget also influences the nature of such mix, in addition to the available

audience. For example, to achieve certain advertising objectives, one may require using a mix of 50% newspaper, 25% magazine and the rest 25% television.

. Media Buying: The specialist who is the counter part of the media sales representative is the media buyer. Most of these specialists work for advertising agencies, although some are retained by advertisers and some work for firms of media specialists who offer media buying services to both advertising agencies and advertisers. Media buying service is likely to be more personal and direct. The media buying specialist helps to decide what media should be used for a product, purchases the media, and controls and evaluates the performance of the media purchased. There is growth of Media Buying Units (MBUs) throughout the world.

6. Media Scheduling: Media scheduling could be used depending upon the requirements of the advertisers.

Media Scheduling

Meaning of Media Scheduling

When an advertiser decides the media channel for their advertising, then the next step is to make a decision regarding media Scheduling. Media scheduling refers to the process of making a decision regarding the time and date that when the advertisement appears, the frequency of ads, etc. Advertisers have to choose the best time for maximum customer response.

Media Scheduling Strategies

- 1.) Continuous strategy
- 2.) Flighting strategy
- 3.) Pulsing strategy
- 4.) Steady strategy
- 5.) Step-down strategy

1.) Continuous strategy

This scheduling involves advertising the message throughout the year. This type of advertising is used where products are sold and used by the customer throughout the year. This strategy helps the advertiser to constantly remind the products to its customers.

For example - Toothpaste, Shampoo, Soap.

2.) Flighting strategy

Flighting strategies include giving advertisements at specific intervals. The advertiser makes advertising for some time after then took a break of no ads, then take the second flight of advertising. The company with seasonal products or according to the life cycle of products and services use such scheduling strategies.

3.) Pulsing strategy

In this strategy, the advertiser advertises its product all over the year. But for some period the expenditure on advertising is high and sometimes less. It removes the limitation of continuous or flighting strategy. The advertiser can increase or decrease the expenses of advertising depending

upon the requirement.

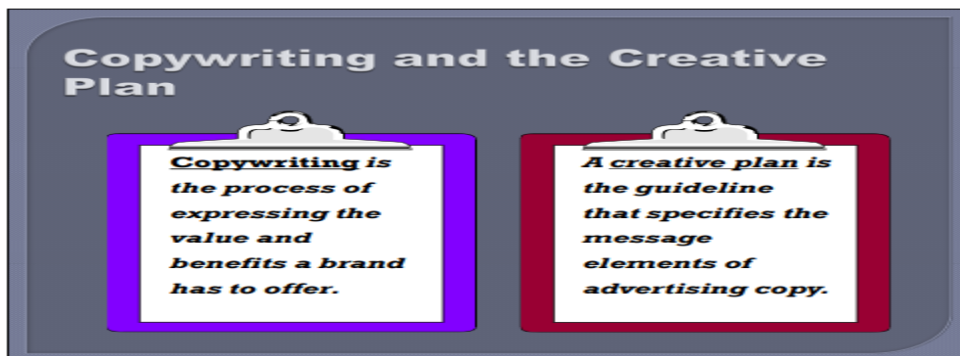
4.) Step-down strategy

This strategy includes seasonal products. When the time of seasonal products started, then the advertiser starts advertising their products. As the season getting into the finishing phase, then the advertising starts declined.

For Example - When the rainy season begins companies give advertisements related to rainy shoes, raincoat, umbrella, etc.

5.) Steady Strategy : Steady strategy is the strategy of advertising on a steady phase irrespective of the changes that takes place in the market.

Creativity and Copy Writing –



Types of Copy:

1. **Scientific Copy:** A Scientific copy is prepared for technical products describing about the features, advantages, uses, contents and all the technical details about it. It is prepared for machineries, computers etc. Scientific copy is directed, towards well versed customers who know about the product. For instance, a medicine may be advertised to appeal to doctors. Thus, it explains the ordinary people in general and professional men in particular about the technicalities of the product.
2. **Descriptive Copy:** It is a non-technical copy presented in such a manner that any layman can easily understand. It does not require a professional expert to and the copy. It is just an ordinary, announcement of new items.
3. **Narrative Copy:** It is in the form of a fictitious story which narrates the uses advantages, after effect etc., of the product. The story narrated is humorous to make it interesting.
4. **Topical Copy :** This copy establish a connection between the product and a particular happening e.g., A watch company may advertise that those who were successful in climbing Mount Everest had with them the watches of the company thus proving their excellent quality.
5. **Personality Copy:** This copy takes advantages of the opinion of an important personality. The statements are made by leading personalities like sportsman, film actors, politicians etc. Their statements act as certificates about the superior quality to increase the sales.
6. **Colloquial Copy:** In this type, informal language may be used to convey the message. The terms which are used in daily conversation are in the copy.
7. **Reasoning Copy:** It is one which reasons to the customer as to why he should buy a product. This copy explains to the customer in detail all the particular product must be purchased.

8. Questioning Copy: In this type, the text asks one or more questions to readers not for any answer but only for the sake of response to it. For e.g. Do you want quiet holiday in Summer? (Then stay at Hotel ABC at the XYZ hill station).

9. Prestige Copy: In this type, the position and prestige of the customer is emphasized. It creates a favourable atmosphere by changing the position of the customer for the sale of product. Normally luxury items are advertised by such copies.

Elements of Copy: A copy normally includes the following elements or parts:

1. Main Headline: Headlines is the starting or the top line of an advertisement, usually printed in bold and of larger type size. The prime function of the headline is to gain immediate attention.

2. Sub-Headlines: At times, some ads have more than one headline. Of these, one is usually the main headline, and the others are sub-headlines. There may be overlines - that precede the main headline and there can underlines - that follow the main headline. The subhead lines are used to support or to complete the meaning of the main headline.

3. Body Copy: It refers to the text of the advertising message. Favorable information about the product and its features is provided in the copy text. It is through effective copy writing the audience can be converted into prospects and the prospects into customers.

4. Captions: Captions do form part of copy text. Captions are small sentences that seem to come out the mouth of the people shown in the ads. Comic strip type of copy makes use of captions. For example, you must have come across such captions in the print ads of Tortoise Mosquito Coil.

5. Slogans: Most ads do make use of slogan. It is a small catchy phrase used to sum up the advertising message. Ideally the slogan should be short, preferably 3 to 6 words. Many a times the slogan says it all. For instance, "The best tobacco money can buy" Rothmans.

6. Logo: Logos or signature cuts are special designs of the advertiser or its products which are used to facilitate identification. There is no rule as to where a logo should be placed. However, in most of the cases, the logo is placed at bottom right.

Different Types of Appeals –

Types of Appeals Used in Advertising:

The following are the appeals widely used in advertising:

1. Emotional Appeals: Emotional appeals are used in advertising the consumer product. They are used for inducing initial interests and arousing interest in the advertised product. Goods like toys for children and baby food are sold on emotional appeals.

2. Intellectual Appeals: These appeals are free from emotional touch and are based on intelligence. Intellectual appeals are used for selling high priced industrial goods. They are based on rational thinking. Emotional appeals work fast to create interest and desire but it is intellectual appeal of the Bombay Dyeing advertisement where a young and beautiful girl is shown wearing eye-catching prints. The picture of the girl and prints provide emotional appeal but the headline „icy summer prints“ provide and atmosphere of coolness and appeals to the intellect.

3. Human Instincts Appeal: Human beings are guided by such instincts as: selfpreservation, parental care, food, clothing, curiosity and so on. When a copy makes proper appeal to the appropriate instinct, it will create a desire in the minds of the reader to buy the article. For an appeal to the self-preservation instinct health, food, woolen clothes and physical fitness courses are appropriate articles. Baby food can be sold more easily by making an appeal to the parental instinct and the natural affection of the parents for their children.

4. Physical Sense Appeal: Appeals to physical senses evolve greater response. For example, food and beverage products are sold by inciting taste appeal. During summer, cold drinks can be effectively advertised with pictures of cool, refreshing summer drinks but during winter this advertisement would be a misfit if appeal is made to the sense of taste alone, a more viable approach would be to appeal to the instinct of self-preservation.

5. Positive Appeal: Appeals that follow positive approach are called positive appeal. They create situations under which prospects are likely to attain happiness and peace of mind with the possession of advertised goods. With a view to arouse product interest, the following positive emotional appeals are used e.g., appeals to comfort, healthy, living, family affection, pleasure, personal appearance, sympathy, love, pride etc. These appeals are positive because they create awareness under which prospects are likely to attain happiness and the mental satisfaction of possession of materials.

6. Negative Appeal: Negative appeals are those which follow negative approach. They normally include feelings like jealousy, anger, pain and fear. These are the unpleasant feelings and no

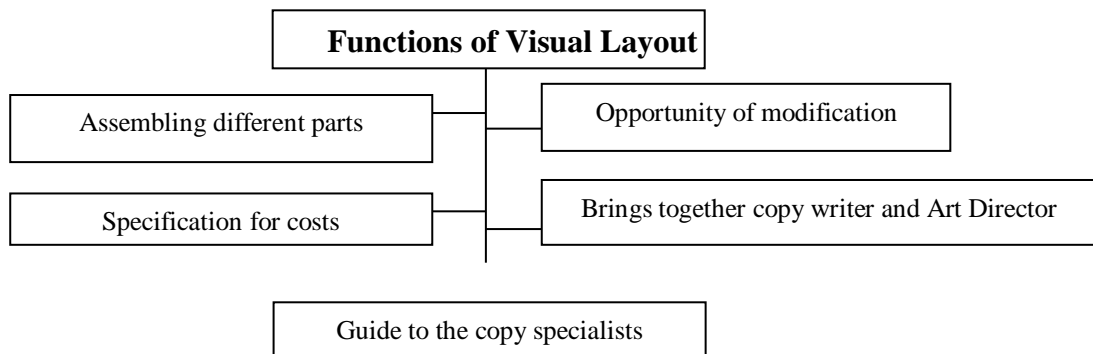
prospect would desire to associate himself with frustration It would be unwise to assume that negative appeals are ineffective. Sometimes they work very fast. We shall present a few negative appeals from illustrative advertisements. For example, Motwane Manufacturing Co., in its advertisement for Motwane Digital Millimeters used the negative appeal which gave striking impact. Visual Layout:

Layout is a plan, arrangement, overall structure, blue print of advertising copy. It arranges headlines, sub-headlines, slogans, illustrations, identification marks, text body etc., in a systematic manner. Attractive layout can help the advertisement to come out from media-clutter (increased number of ads in media) and gain attention of readers/ viewers.

According to Sandage and Fryburger, advertisement layout is defined as “ The plan of an advertisement, detailing the arrangement of various parts and relative spatial importanceof each is referred to as layout”

FUNCTIONS OF VISUAL LAYOUT:

The main functions of layout are:



1) Assembling different parts:

The main function of layout is to assemble and arrange the different parts or elements of an advertisement illustrations, heading, sub-headlines, slogans, body text and the identification mark, etc., and boarder and other graphic materials – into a unified presentation of the sales message.

2) Opportunity of Modification:

The layout offers an opportunity to the creative teams, agency management and the advertiser to suggest modification before its final approval and actual construction and production begins.

3) Specification for costs:

The layout provides specification for estimating costs, and it is a guide for engravers, typographers, and other craft workers to follow in producing the advertisement.

4) Brings together copy writer and Art Director:

Every advertisement is the outcome of the contributions of specialists. The services of creative persons are required like visualizes or idea-men, copy writer, art directors, artists, photographer, type - setters, block-makers and the printer.

5) Guide to the copy specialists:

Layout serves as a reliable guide to the specialists such as type-setters, engravers, printers and other craftsmen. These are the person who actually prepare the advertisement for use in print.

DESIGNING OF LAYOUT FOR ADVERTISEMENTS

The design process serves as both a creative and an approval process. In the creative phase, the designer uses thumbnails, roughs, dummies, and comprehensives- in other words, non-final art- to establish the ad's look and feel. The final illustration with the actual type in place along with all the visuals the printer will need to reproduce the ad. The approval process takes place throughout the entire design process.

1. Thumbnail Sketches:

The thumbnail sketch or thumbnail is a small, rough, rapidly produced drawing artist uses to visualize layout approaches without wasting time on details.

2. Rough layout:

In a rough, the artist draws to the actual size of the ad. Headlines and subheads suggest the final type style, illustrations and photographs are sketched in, and body copy is simulated with lines. The agency may present rough to clients- particularly cost-conscious ones.

3. Comprehensive:

A comprehensive layout is generally quite elaborate, with elaborate , with colored photos.

At this stage, all visuals should be final.

4. Dummy:

The artist assembles the dummy by hand, using color markers and computer proofs, mounting them on sturdy paper and then cutting and folding them to size. A dummy for a brochure, e.g., is put together, page by page, to look exactly like the finished product.

5. Mechanical (paste-Up):

The type and visuals must be placed into their exact position for reproduction by printer.

6. Approval:

The work of copywriter and director is always subject to approval. The biggest challenge in approval is keeping approvers from corrupting the style of the ad.

Advertising models: The models are: 1. AIDA Model 2. Lavidge & Steiner Model/Hierarchy of Effect Model 3. Innovation Adoption Model 4. Information Processing Model 5. Operational Model.

1. AIDA Model:

It was developed to represent the stages a sales person must take a customer through in the personal selling process. The effect is the action into which a prospect may be induced as a result of advertising.



Fig 12.5 AIDA Model

It highlights the importance of catching the eye/ear of the prospect and creating interest through the advertising message and its presentation. The desire to obtain advertising goods/ services may be generated though to varying degrees among different prospects as a result of advertising.

The final stage of action will depend not only on the determination of the prospect but also on other factors, such as availability, which is the function of distribution system.

2. Lavidge and Steiner Model/Hierarchy of Effect Model:

This model shows the process by which the advertising works and assumes that a consumer passes through a series of steps in sequential order from initial awareness of a product or service to actual purchase.

A basic premise of this model is that advertising effects occur over a period of time. Advertising communication may not lead to immediate behavioural response or purchase; rather, a series of effects must occur, with each step fulfilled before the consumer can move to the next stage in the hierarchy.



Fig 12.6 Hierarchy of effect model

The model takes into account the cognizance of the competitive situation. Such competition may arise between brands of a product or even between substitute products as perceived by prospects constituting the target audience

The stage of liking following those of awareness and knowledge may refer to the advertising thus emphasizing the creative aspects. Performance for the product or the brands play be the combined effect of the product characteristics and their relevance to the target audience, and of advertising.

Table 12.1 Hierarchy of Effect Model

Model Steps— Adoption Process (Basically the Lavidge- Steiner Model)	Description of Buyers	Advertising that Might be Related at Various Stages
UNAWARENESS ↓	At some point in time, potential customers are unaware of the product/service.	Mass Media.
AWARENESS ↓	These people must become aware of the product's existence before a sale takes place.	Slogans, classified ads, announcement.
KNOWLEDGE ↓	Generally, potential customers want to know what the product will do for them.	Informative or Descriptive ads.
LIKING ↓	Gaining product knowledge leads to forming attitudes showing whether a product is liked or disliked.	Status or glamour appeals, image ads.
PREFERENCE ↓	Potential customers develop preferences for some products over others, consistent with how well each product is liked.	Competitive ads, persuasive copy.
CONVICTION ↓	Prior to purchase, potential customers become convinced that the preferred product is a good buy and there is a desire to buy.	Testimonials, Price deal offers, Lost "Chance" offers, "Direct Action", retail ads.
PURCHASE ↓	This is the act of actually buying the product.	Point-of-Purchase ads.
CONFIRMATION	This is the act of reminding the customers.	Informative "Why" ads, "Reminder" ads.

3. Innovation Adoption Model:

Model is evolved from work on the diffusion of innovations. This model represent the stages a consumer passes through in adopting an innovation—innovation such as a new product.

Like the other models, this model says potential adopters must be moved through a series of steps before taking some action (in this case deciding to adopt a new product). The steps preceding adoption include awareness, interest evaluation, and trial.

The challenge facing companies introducing new products is to create awareness and interest among consumers and then get them to evaluate the product favourably. The best way to evaluate a new product is through actual use so that performance can be judged.

Marketers often encourage trial by using demonstration or sampling programmes or allowing consumers to use a product with minimal commitment. After trial, consumer either adopt the product or reject it. The decision in favour of making an evaluation is likely to be influenced by information available from various sources including advertising.

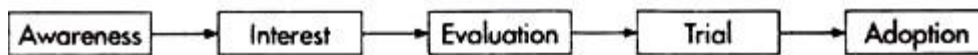


Fig 12.7 Innovation-adoption model

Evaluation is a major step towards the adoption of the product/service.

4. Information Processing Model:

Developed by Williom Mc Guire, the model assumes that the receiver in a persuasive communication situation like advertising is an information processor or problem solver.

He suggests the series of steps a receiver goes through in being persuaded constitutes a response hierarchy. The stages of this model are similar to the hierarchy of effects sequence, Mention and comprehension are similar to awareness and knowledge, and yielding is synonymous with liking.

This model includes a stage not found in the other models, retention, or the receiver's ability to retain that portion of the comprehended information that he accepts as valid or relevant. This stage is important since most promotional campaigns are designed not to motivate consumers to take immediate action but rather to provide information that will be used later when a purchase decision is made.

Table 12.2 Comparative Study of Different Communication Model

<i>Operational Model</i>	<i>AIDA Model</i>	<i>Hierarchy of effects model</i>	<i>Innovation adoption model</i>	<i>Information processing model</i>
Cognitive stage ↓	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Presentation ▽ Attention ▽ Comprehension ↓
Affective stage ↓	Interest ↓ Desire ↓	Liking ▽ Preference ▽ conviction ↓	Interest ↓ Evaluation ↓	Yielding ↓ Retention ↓
Behaviour stage Cognitive Stage	Action	Purchase	Trial ↓ Behaviour	Behaviour

5. Operational Model:

Developed by O’ Brien, the model integrate various stages of decision making by buyers. According to an study to know the purchasing behaviour of 634 housewives for a brand of convenience food for a five months period, it was indicated that building up the confidence in the brand was an important cognitive stage operating between awareness and attitude alteration or formation.

Any modification in the attitude towards the usage of the brand is likely to affect purchases in future. Favourableness of word of mouth communication contributes to building of confidence.

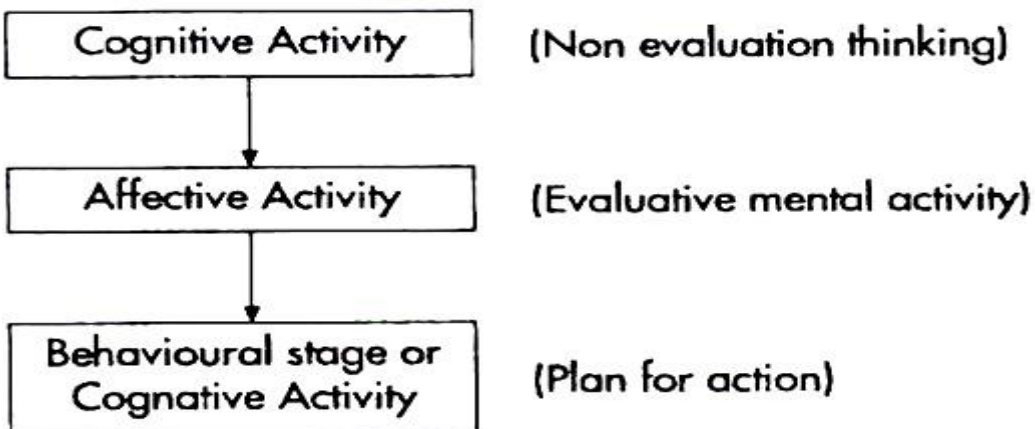


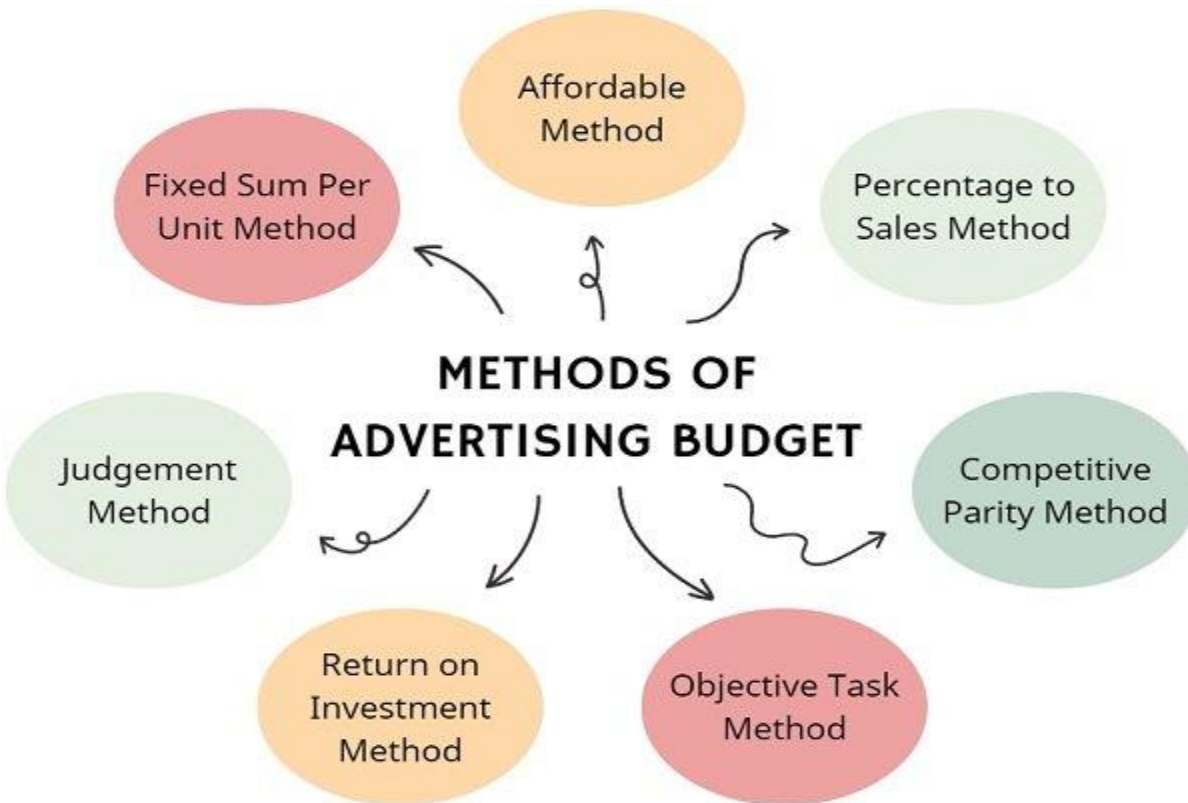
Fig 12.8 Operational model

Advertising budget is an estimation of total expenses that are to be incurred on advertising during a given period of time.

Advertising aims at creating demand for the product. The advertising budgeting decision is divided into two components:

- How much is to be spent on advertising within a given period?
- How should the total advertising budget be set aside for various media, offerings and target markets?

Types/Methods of Advertising Budget



Affordable Method

As per this method, the budget depends upon what the advertisers can afford. After meeting all the unavoidable business expenditures, the remaining amount is allocated to advertising. Further, companies having limited resources use this method.

Percentage to Sales Method

Here, a certain percentage of the previous year's sales is earmarked for promotion. We will calculate the amount appropriated for advertising by multiplying the value of last year's sales or projected sales with a pre-determined percentage. The budget is decided on the basis of fund availability and not on the basis of market opportunities.

Competitive Parity Method

The amount competitors spend on advertising is a basis for deciding the advertising budget. The budget depends upon the expenditure of the competitor. That means the advertisers decide the budget as per the competitor's percentage of sales allocation. Moreover, this method relies on the principle that the company maintains parity with the competitors regarding advertising expenditure. That is to say, the company is making the same efforts in advertising as the competitors.

Objective Task Method

It is the most logical and realistic method. This is because it focuses on the advertising objective that is to be achieved. The management decides the advertising objectives after thorough market research for the next budget period. Further, the cost involved in reaching those objectives is determined in terms of the task to be performed.

Return on Investment Method

Money spent on advertising is regarded as an investment rather than treating it as an expenditure. It is an investment as it looks forward to a certain return as profit. The budget preparation takes place after considering the increased profit generated out of increased sales and goodwill because of sales.

Judgement Method

The advertising budget is set on the basis of the judgement of the experienced managers and executives of the firm. An alternative term for the judgement method is an arbitrary method. It is named so because the budget depends upon the arbitrary thinking of some experienced personnel.

Fixed Sum Per Unit Method

Here, a certain amount per unit sold in the previous period or projected to be sold in the coming period is appropriated for an advertising budget.

Process of Advertising Budget

The process of advertising budget covers four steps:



Step 1: Data Collection and Budget Preparation

The advertising budget process starts with ascertaining the size of the advertising appropriation. In this regard, the management needs to collect the relevant information considering:

- Product
- Packaging
- Target market
- Advertising copy
- New product introduction
- Consumer type and
- Degree of competition.

After deciding these factors, the advertising manager determines the amount available for spending. Thereafter, apportionment of the fund takes place.

Step 2: Budget presentation and approval

In this step, the concerned department presents the proposed budget before the company's top management or the budget committee for approval. The management or committee (as the case may be) will check the proposed expenditure to achieve the desired sales. In this context, the company's sales goals are taken into consideration. On reviewing the proposed budget and suggesting changes, the management or committee will approve it.

Step 3: Execution of the budget

Now is the time to execute the budget. For this purpose, the advertising manager will keep a watch on the spending of the fund. It is necessary to ensure that the use of funds is as per the approval and also in an economical manner. If there are any changes in the marketing situation, necessary adjustments are to be made to the advertising budget. Hence, the budget should be flexible enough to make changes. Also, the provision for contingency has to be there.

Step 4: Controlling the budget

The final step in the process of the advertising budget is to control the budget. The main task of the advertising manager is to check whether the actual expenditure matches the budgeted expenditure or not.

Factors Affecting Advertising Budget

The factors that affect the advertising budget for a product include:

1. Stage in the product lifecycle.
2. Purchase frequency
3. Market share
4. The growth rate in the number of consumers
5. Product quality and uniqueness
6. Customer concentration

Determining Optimum Advertisement Expenditure:

The optimum advertising expenditure is determined based on

- a. Sales Objectives
- b. Communication objectives

(i) Sales Objectives – The objective is to increase the sale of products or to compliment the [selling efforts](#) of the sales department. The objective may be changed from time to time depending upon the volume of sales which may be influenced by –

- Price of products
- [Advertising and Promotion](#)
- Personal selling
- Competition
- Consumer tastes
- Product quality
- Economy
- Technology
- Direct action advertising

(ii) Communication objective – The objective is to create awareness, develop interest or to change an attitude. For this purpose a business may choose to –

- Increase the % of target customers who associate a special feature or benefit with company's brand
- Increase number of customers who prefer company's brand over competing brands
- Increase company's brand usage among existing members
- Encouraging a brand trial among targeted customers

Decision Making Models to determine Optimum Advertising Expenditure:

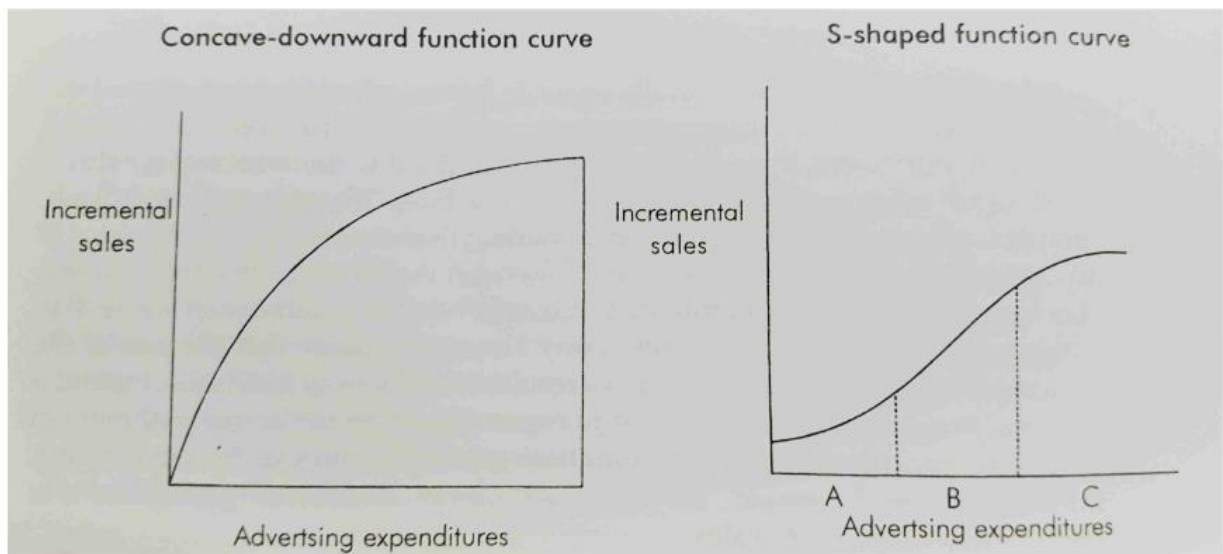
Many businesses consider advertising as an expense rather than an investment, hence it is important to use a theoretical basis and budget allocation methods to make an effective advertising budget.

The Theoretical basis for creating an advertising budget is **Economic Marginal Analysis**. According to Economic Marginal Analysis a firm should continue to increase its advertising budget for a particular brand or for a certain **target market** as long as the (MR) Marginal Revenue exceeds the Incremental Expenditure (IE). However this basis takes into account the two assumptions which are:

- Advertising is solely responsible for sale
- Sales are a direct result of advertising and the deviation can be measured accurately

Due to these assumptions this model is rarely used as it is not practical to that assume advertising alone determine sales as there are many other environmental factors that affect sales.

Most advertiser support one of two models of advertising to sales response function namely the Concave downward function or the S-shaped function.



Concave downward function curve - As the amount of advertising increases its incremental value decreases following the law of diminishing marginal utility i.e. advertising effects start diminishing quickly. Hence less advertising money may be needed for optimum sales.

S-shaped function curve - Initial expenditure on advertising has a very little effect on sales. After a certain point an increment in advertising expenditure leads to increased sales but the gain in sales continues only up to a point and after that there is no effect on increased expenditure on sales. Hence it suggests that less budget has a minimal impact and a high budget may not necessarily have a high impact.

Advertisers must advertise and spend in the area of rising curves where maximum return on advertising expenditure can be accomplished.

Approaches to Advertising Budget

Top Down Approach

Top management sets the spending limit
Advertising budget is set within the allocation limits.
Advertising objectives and activities are planned according to the set budget.
It is a Judgmental Approach
Budget is not linked to the objectives.

This leads to predetermined budget allocations which are not related to advertising objectives.

Methods – Affordable Method, Arbitrary Allocation, Percentage of Sales, Competitive parity, Return on investment

Build Up Approach

Advertising objectives are set
Activities necessary to achieve objectives are planned
Costs of different advertising elements are budgeted.
Total advertising budget is approved by top management
Budget is allocated on the basis of activities considered essential to accomplish the objectives.

Methods – Objective and Task Method, Payout Planning, Quantitative Approach, Experimental Approach

UNIT-3

Brandmanagement

Brand management begins with having a thorough knowledge of the term “brand”. It includes developing a promise, making that promise and maintaining it. It means defining the brand, positioning the brand, and delivering the brand. Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from the competitors. It gives a quality image to your business.

Brandmanagement includes managing the tangible and intangible characteristics of brand. In case of product brands, the tangibles include the product itself, price, packaging, etc. While in case of service brands, the tangibles include the customers' experience. The intangibles include emotional connections with the product / service.

Branding is assembling of various marketing mix medium into a whole so as to give you an identity. It is nothing but capturing your customers mind with your brand name. It gives an image of an experienced, huge and reliable business.

It is all about capturing the niche market for your product / service and about creating a confidence in the current and prospective customers' minds that you are the unique solution to their problem

The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. Branding forms customer perceptions about the product. It should raise

customer expectations about the product. The primary aim of branding is to create differentiation.

Brand Management

Definition- A function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to go up and builds loyal customers through positive brand associations and images or a strong awareness of the brand. Developing a strategic plan to maintain brand equity or gain brand value requires a comprehensive understanding of the brand, its target market and the company's overall vision.

Or

Brand management is a communication function that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand. Developing a good relationship with target public is essential for brand management. Tangible elements of brand

management include the product itself; look, price, the packaging, etc. The intangible elements are the experience that the consumer takes away from the brand, and also the relationship that they have with that brand.

Or

The process of maintaining, improving, and upholding a brand so that the name is associated with positive results. Brand management involves a number of important aspects such as cost, customer satisfaction, in-store representation, and competition. Brand management is built on a marketing foundation, but focuses directly on the brand and how that brand can remain favorable to customers. Proper brand management can result in higher sales of not only one product, but on other products associated with that brand. For example, if a customer loves Pillsbury biscuits and trusts the brand, he or she is more likely to try other products offered by the company such as chocolate chip cookies.

What Are Types of Branding?

Branding is an important marketing tool used to stimulate recognition. When a product, service, person or place is branded, it develops a personality and a reputation. A successful branding campaign results in a name, design, logo or other recognizable symbol that stands out among its competitors.

Product

Products enjoy some of the most common types of branding. Walking through supermarket or retail store aisles is an easy way to understand product branding. Certain labels will jump off the shelves because they have achieved their marketing goals. Successful product branding is what nudges a consumer to choose one brand over another. The brand has established a reputation as the best or most popular in its class. Think of soft drinks, athletic shoes, computers or jeans and see what brand names pop into your head first. These are prime examples of product branding.

Personal

Personal branding is a popular marketing tool among athletes, musicians, politicians and other celebrities. A politician will attempt to brand himself into the type of person the voters want to put in office. A celebrity often becomes self-branded based on his own personality, while others are molded by public relations firms and agents. In addition to a personal brand, a celebrity might become associated with products bearing his name.

Corporate

Corporate branding is essential for any business that wants to develop a reputation in the marketplace. Everything the company does has an effect on its image. A corporation markets its product or service, its corporate culture, its employees and its contributions to the community. A corporation's branding can become tarnished overnight because of a

industrial disaster or a poor decision by management. If the damage is severe, a corporation might start over with an entirely new strategy for branding a completely new image.

Geographic

Geographic regional branding conjures images of certain products or services when the name is mentioned. While the Southwest region of the U.S. might be known for spicy foods, the Midwest is known for steaks. The tourism industry uses branding to lure travelers to the area. Southern states boast their sunshine and beaches, while mountainous areas become known for winter sports such as skiing and snowboarding.

Cultural

Cultural branding develops a reputation about the environment and people of a particular location or nationality. New Englanders are thought to be hard-working, and perhaps too serious, while New Yorkers are viewed as people always on the go and moving at a rapid-fire pace. Cultural branding is another tool in tourism such as inviting travelers to experience the Amish country.

Employer Branding – Focusing on employees to understand the vision, mission, goals, products, and services of the company. It is designed to educate employees in order for them to uphold the corporate brand to their customers. (While employer branding may be required and essential to a competitive business, it neither aligns an employee's goals and values with a company's, nor does it apparently help in retaining employees as indicated by the continuing efforts to reduce turnover.)

We often talk about “brand” as if it is one thing. It's not of course – in fact, the meaning and the use of the term differs, quite markedly, depending on the context. By my reckoning, brand is categorized in at least 21 different ways. (So much for the single minded proposition!). In no particular order:

1. Personal brand – Otherwise known as individual brand. The brand a person builds around themselves, normally to enhance their career opportunities. Often associated with how people portray and market themselves via media. The jury's out on whether this should be called a form of brand because whilst it may be a way to add value, it often lacks a business model to commercialize the strategy.

2. Product brand – Elevating the perceptions of commodities/goods so that they are associated with ideas and emotion that exceed functional capability. Consumer packaged goods brands (CPG), otherwise known as fast moving consumer goods brands (FMCG), are a specific application.

3. Service brand – Similar to product brands, but involves adding perceived value to services. More difficult in some ways than developing a product brand, because the offering itself is less tangible. Useful in areas like professional services. Enables

marketers to avoid competing skill vs skill (which is hard to prove and often devolves to a price argument) by associating their brand with emotions. New online models, such as subscription brands, where people pay small amounts for ongoing access to products/services, are rapidly changing the loyalty and technology expectations for both product and service brands – for example, increasingly products come with apps that are integral to the experience and the perceived value.

4. Corporate brand – Otherwise known as the organizational brand. David Aaker puts it very well: “The corporate brand defines the firm that will deliver and stand behind the offering that the customer will buy and use.” The reassurance that provides for customers comes from the fact that “a corporate brand will potentially have a rich heritage, assets and capabilities, people, values and priorities, a local or global frame of reference, citizenship programs, and a performance record”.

5. Investor brand – Normally applied to publicly listed brands and to the investor relations function. Position the listed entity as an investment and as a performance stock, blending financials and strategy with aspects such as value proposition, purpose and, increasingly, wider reputation via CSR. As Mike Tisdall will tell you, done well, a strong investor brand delivers share price resilience and an informed understanding of value.

6. NGO (Non Governmental Organization) or Non Profit brand – An area of transition, as the sector shifts gear looking for value models beyond just fundraising to drive social missions. Not accepted by some in the non profit community because it’s seen as selling out. Necessary in my view because of the sheer volume of competition for the philanthropic dollar. This paper is worth reading.

7. Public brand – Otherwise known as government branding. Contentious. Many, including myself, would argue that you can’t brand something that doesn’t have consumer choice and a competitive model attached to it. That’s not to say that you can’t use the disciplines and methodologies of brand strategy to add to stakeholders’ understanding and trust of government entities. That’s why I talk about the need for public entities to develop trustmarks rather than brands. Jill Caldwell takes this idea of how we consider and discuss infrastructure further and says we now have private-sector brands that are so much a part of our lives that we assume their presence in much the same way as we assume public services. Caldwell refers to brands like Google and Facebook as “embedded brands”.

8. Activist brand – Also known as a purpose brand. The brand is synonymous with a cause or purpose to the point where that alignment defines its distinctiveness in the minds of consumers. Classic examples: Body Shop, which has been heavily defined by its anti-animal-cruelty stance; and Benetton, which confronts bigotry and global issues with a vehemence that has made it both hated and admired.

9. Place brand – Also known as destination or city brands. This is the brand that a region or city builds around itself in order to associate its location with ideas rather than

facilities. Often used to attract tourists, investors, businesses and residents. Recognizes that these groups all have significant choices as to where they choose to locate. A critical success factor is getting both citizens and service providers on board, since they in effect become responsible for the experiences delivered. Most famous example is probably “What happens in Vegas stays in Vegas”. Other place brand examples here.

10. Nation brand – Whereas place brands are about specific areas, nation brands relate, as per their name, to the perceptions and reputations of countries. Simon Anholt is a pioneer in this area. Some good models comparing nation and place branding here.

11. Ethical brand – Used in two ways. The first is as a description of how brands work, specifically the practices they use and the commitments they demonstrate in areas such as worker safety, CSR and more – i.e. a brand is ethical or it is not?. Secondly, denotes the quality markers that consumers look for in terms of reassurance that the brands they choose are responsible. Perhaps the most successful and well known example of such a brand is Fairtrade. These types of ethical brands are often run by NGOs – e.g. WWF’s Global Forest and Trade Network.

12. Celebrity brand – How the famous commercialize their high profile using combinations of social media delivered content, appearances, products and gossip/notoriety to retain interest and followers. The business model for this has evolved from appearances in ads and now takes a range of forms: licensing; endorsements; brand ambassador roles; and increasingly brand association through placement (think red carpet).

13. Ingredient brand – The component brand that adds to the value of another brand because of what it brings. Well known examples include Intel, Gore-Tex and Teflon. Compared with OEM offerings in manufacturing, where componentry is white label and simply forms part of the supply chain, ingredient brands are the featured elements that add to the overall value proposition. A key reason for this is that they market themselves to consumers as elements to look for and consider when purchasing. In this interesting piece, Jason Cieslak wonders though whether the days of the ingredient brand are drawing to a close. His reasons? Increased fragmentation in the manufacturing sector, lack of space as devices shrink, stronger need for integration and lack of interest amongst consumers in what goes into what they buy.

14. Global brand – The behemoths. These brands are easily recognized and widely dispersed. They epitomize “household names”. Their business model is based on familiarity, availability and stability – although the consistency that once characterized their offerings, and ruled their operating models, is increasingly under threat as they find themselves making changes, subtle and otherwise, to meet the cultural tastes and expectations of people in different regions.

15. Challenger brand – The change makers, the brands that are determined to upset the dominant player. While these brands tend to face off against the incumbents and to do so in specific markets, “Being a challenger is not about a state of market; being number two

or three or four doesn't in itself make you a challenger," says Adam Morgan of Eat BigFish. " ... It is a brand, and a group of people behind that brand, whose business ambitions exceed its conventional marketing resources, and needs to change the category decision making criteria in its favor to close the implications of that gap."

16. Generic brand – The brand you become when you lose distinctiveness. Takes three forms. The first is specific to healthcare and alludes to those brands that have fallen out of patent protection and now face competition from a raft of same-ingredient imitators known as generics. The second form of generic brand is the brand where the name has become ubiquitous and is now doing has passed into common language as a verb – Google, Xerox, Sellotape. The third form is the unbranded, unlabelled product that has a functional description for a name but no brand value at all. This last form is the ultimate in commoditization.

17. Luxury brand – Prestige brands that deliver social status and endorsement to the consumer. Luxury brands must negotiate the fine line between exclusivity and reality. They do this through quality, association and story. These brands have perfected the delivery of image and aspiration to their markets, yet they remain vulnerable to shifts in perception and consumer confidence and they are under increasing pressure from "affordable luxury" brands. Coach for example struggled with revenues in 2014 because of declining sales growth in China and Japan, two of the world's key luxury markets.

18. Cult brand – The brands that revolve around communities of fierce advocates. Like the challenger brands, these brands often pick fights with "enemies" that can range from other companies to ideas, but pure-play cult brands take their cues from their own passions and obsessions rather than the market or their rivals. They tend to have followers rather than customers, set the rules and ask people to comply and, if they market at all, do so in ways where people come to them rather than the other way around.

19. Clean slate brand – The pop-ups of brand. Fast moving, unproven, even unknown brands that don't rely on the heritage and history that are so much a part of mainstream brand strategy. These brands feed consumers' wish for the new and the timely. Read more about them here.

20. Private brand – Otherwise known as private label. Traditionally, these are value-based, OEM-sourced retail offerings that seek to under-cut the asking price of name brands. They focus on price. There is significant potential though in my view for these brands to become more valuable and to play a more significant role at the 'affordable premium' end of the market. For that to happen, private brands will need to broaden their appeal and loyalty through a wider range of consideration factors.

21. Employer brand – The ability of a company to attract high quality staff in much-touted competitive markets. Often tied to an Employee Value Proposition. Focuses on the recruiting process though it is sometimes expanded to include the development of a healthy and productive culture. Sadly, given the process obsession of too many HR staff and the lack of interest from a lot of marketing people to venture into people-issues, this

tends to be a brand in name rather than a brand by nature. Great potential – but, given the very low satisfaction rates across corporate cultures globally, a lot more work is needed to realize the full potential of this idea.

#The following are a few examples of the many types of brands.

Attitude brands

Attitude branding is based on the 'feeling', rather than the physical characteristics, of a product. The product may be promoted as making people feel free, energetic or powerful. This is commonly used for soft drinks and sportswear.

Symbolic brands

Symbolic branding is similar to attitude branding and it is often used for services, such as banks and phone companies. Symbolic branding uses the emotional aspects of a service, such as a sense of security, to attract and retain customers.

Functional brands

In some cases, the functional or physical characteristics of a product or service are more powerful than the emotional aspects. Functional branding promotes the reasons why someone should buy a product or service. These could be that it is unique or that it offers a better price or performs better than other products on the market.

Individual brands

Some businesses choose to give each of their products and services a separate brand. These can sometimes compete against each other, such as with different flavours of soft drink that are produced by the same company. Individual branding can also be used to keep different parts of a business separate, particularly if they span a number of areas, such as in a business that sells food as well as clothing.

Some companies also create new brands of the same product. They launch both products in apparent competition so that they can gain extra market share. This is usually done by large companies, and is risky if the new brand takes business away from the one that the business is built around.

Own brands

Own brands, sometimes referred to as private labels or store brands, are brands that carry the retailer's name. These are commonly used by large supermarket chains. Smaller businesses may also use their own brands - for example, a beautician may also have their own line of beauty products that they use and sell.

Strategic Brand Management Process: Four Steps

1. **Identifying and establishing** brand positioning and values
2. **Planning and implementing** brand marketing programs
3. **Measuring and interpreting** brand performance
4. **Growing and sustaining** brand equity

Four steps of strategic brand management

Thus, you will find that there are 4 steps which are the most important in strategic brand management and these steps give the maximum effect over a long period of time to build a brand.



1) Brand positioning – The number 1 step in strategic brand management is to decide the brand positioning which the firm wants to achieve. This in itself is a humongous task. The marketer has to research the positioning of each brand in the industry and then find out differentiating factors. Using these differentiating factors, the brand can find a unique position in the mind of the customers. This unique positioning will give the brand a boost and consequentially will affect the overall performance of the brand. Hence, the first step of strategic branding starts with defining the positioning that the brand wants to achieve.

2) Brand marketing – Once you have decided on the brand positioning, to implement the positioning, you need to carry out brand marketing. This involves marketing through various media vehicles as well as implementing ATL and BTL strategies so that you reach the end customer. Besides using media vehicles, building value through brand marketing activities is also important. And value can be built through a lot of research and creativity in your marketing communications. Brand marketing is an important middle step in strategic brand management because it covers the gap between planning and implementation.

3) Brand Performance and analysis – Once you have determined the brand positioning that you want to achieve, and once you have marketed the brand accordingly, it is important that you analyse the brand and its performance in the industry. Brand audits can be conducted on a periodic basis to find out the real performance of the brand and how it has benefited the company. When compared to competitors, is the brand on top of the mind positioning or 2nd or 3rd in positioning? Accordingly the right measures can be taken.

4) Building brand value – The last step in strategic brand management is when you build value for your brand by taking various necessary measures. Brand building takes

decades. And it is the role of strategic brand management to plan for decades and not for months. A company which is one or two year old, will not be able to offer too much of value to the customer. It has to make do with whatever it has. So to increase the value of the brand, the company has to enter new products and possibly new markets. It is the work of the brand manager to keep adding value and repeat the previous steps to keep changing the brand positioning as per the market demand or the demand of the customers.

The first step in the strategic brand management process is _.

- A) measuring consumer brand loyalty
- B) identifying and establishing brand positioning
- C) planning and implementing brand marketing
- D) measuring and interpreting brand performance
- E) growing and sustaining brand value

Understanding the Brand Identity Prism

The Brand Identity Prism is a concept coined by J. Kapferer in 1986. According to him, any brand can be identified by its characteristics.

The Brand Prism is represented by a hexagonal prism which defines 6 characters of a brand. Just like a person is known by his name, job, education, physical and emotional traits, a brand can be identified by the following:-

- **Physical Facet:-** Salient physical qualities which are seen by the target audience- like its color, shape, logo or anything that brings an image in the mind of the consumer when thinking or talking about the brand.
- **Brand Personality:-** This defines the brand's personality or character. Here the brand is personified and its traits are perceived in the eyes of the consumer in a particular way. It can be related to calling a person shy or stylish or philanthropic.
- **Brand Culture:-** This represents the values and principles a brand stands for. For example, a brand that has a 'Go Green' motto will be eco friendly in all its aspects- from manufacturing to marketing.
- **Brand Relationships:-** The relationship a brand has, with its customers, the way each communication relates to its target audience or how brands influence and provide a particular service to its customers.
- **Customer Reflection:-** How a customer reflects with a particular brand. This is different with how customers perceive the brand. This talks more about the consumers who use the brand as opposed to the brand itself.

- **Customer Self Image:** This explains how a customer perceives himself by using the brand. For example:- how men and women differentiate certain brands as being masculine or feminine.

Understanding the Brand's prism can help you position your brand better and design effective marketing strategies related to the brand's identity. The brand can be communicated better if its identity is well established. You can eliminate techniques that may not blend with the brand's perceived image. This helps to streamline your marketing campaigns in a certain direction. It is useful to understand the Brand Prism in the early stages of launching the product into the market itself, by doing a comparative analysis of your brand's prism with other brand prisms. Thus, Brand Identity Prism is an effective concept to relate to and understand the brand you create and promote in the market.

Kapferer's Brand Identity Prism

All brands need an identity. Think about the brands that you regularly purchase in your day to day life – what do you know about them? What do you associate them with? Most likely, all of the brands that you purchase on a consistent basis have a clear and obvious identity that has stuck in your mind. For instance, one brand may be known for delivering a specific product at the lowest possible price. Or, another brand could be all about luxury, demanding you to pay more but delivering a high-quality product in return.

Whatever the case, it is extremely important for any brand to have a clear and obvious identity in the market. Of course, that applies to any brand that you are responsible for in your professional life. If you are the manager or owner of a business that has one or more in-house brands, you want to carefully position those brands within the market. The way you present yourself in the eyes of the consumer is going to say a lot about how successful you will be in the long run.

To do the best possible job of developing a brand identity, you may want to consider the lessons offered in Kapferer's Brand Identity Prism. The prism contains six unique elements that are going to make up the overall perception and image of your brand. Those six elements are as follows –

- Physique
- Personality
- Culture
- Relationship
- Reflection
- Self-image

Until you consider all six of these elements, you will have a difficult time understanding your brand image from a holistic perspective. In the content below, we are going to take a closer look at each of the six elements and how they are going to affect the brand you can build.

Element#1– Physique

These are the basic characteristics of the products or services that you sell under your brand name. In the case of a physical product, the physique could be things like common design elements, standard features, a set of colors, and more. Basically, these are the things that would allow a customer to quickly separate your brand from the rest of the market. If the consumers that are interested in your product are able to tell that it comes from your brand with just a glance, you will be well on your way to building a strong brand identity.

Element#2– Personality

Through the various marketing efforts that you undertake for your brand, you are going to develop a specific personality or voice. It is common in the advertising world for brands to develop a personality and then maintain that personality over long periods of time. This personality comes to represent the brand itself, and consumers associate the two directly. For instance, if you attempt to be funny in most of your marketing materials, consumers may quickly come to associate your brand with a light-hearted personality. Or, if you craft marketing messages around social causes, you can be seen as a brand with a higher purpose.

Whatever personality it is that you wish to give your business, it is important to stick with it once it has resonated with the audience.

Element#3– Culture

Some of the key elements of your brand may be deeply rooted in local culture. On a large scale, this cultural effect could be seen on a national level, such as brands that are proud to be British, American, French, etc. Or, for smaller products in local markets, it could be that the culture comes from a specific region. It can be a powerful emotional tie to associate your brand with a specific geographical area and culture, as people who connect with that culture will feel compelled to patronize your brand.

Element#4– Relationship

Part of building a well-known brand is developing a relationship between the brand itself and the customers. When customers feel like they are actually associated with the brand in a way that is more significant than just making a purchase, they are likely to come back again and again.

Usually, this kind of meaningful relationship is only possible when a business deals in high-end goods. Big ticket items make it possible to pay attention to each specific customer in a detailed manner. Building relationships with your customers might not be the fastest process in the marketing world, but it certainly is a powerful way to build a lasting brand name.

Element#5– Reflection

The concept here is that that brand should reflect the personality and identity of the target market. So, if a specific brand is meant for people who are in their retirement years, it would make sense to craft a brand image that is in line with that demographic. If you try to market a product for seniors using advertisements that are in line with the interests of younger people, there is going to be a disconnect between the brand and the buyer. Consumers will only feel connected with your brand if they feel like they ‘fit in’ with the culture of your business.

Element#6 –Self-image

To conclude the list of the six elements in Kapferer’s Brand Identity Prism, we have arrived at the topic of self-image. The idea here is simple—the buyer of a particular brand wants to receive a certain feeling about him or herself as a result of purchasing an item from the brand. The image that the brand has in the world, and what that brand says to others, goes a long way toward improving the self-image of the buyers themselves. This concept is often seen in the world of luxury cars, where the buyer of a car will purchase it in large part because of the badge on the hood.

As you go about the process of positioning your brand in the market, think through the six elements of this prism to make decisions about your marketing plans. Hopefully, by hitting on these six points individually, the end result will be a respected and trusted brand that has a specific image within the mind of the average consumer.

Brand Equity-Meaning and Measuring Brand Equity

Brand Equity is the value and strength of the Brand that decides its worth. It can also be defined as the differential impact of brand knowledge on consumers response to the Brand Marketing. **Brand Equity exists as a function of consumer choice in the market place.** The concept of Brand Equity comes into existence when consumer makes a choice of a product or a service. It occurs when the consumer is familiar with the brand and holds some favourable positive strong and distinctive brand associations in the memory.

Brand Equity Defined

The American Marketing Association defines **brand equity** this way: from a consumer perspective, brand equity is based on consumer attitudes about positive brand attributes and favorable consequences of brand use.

Brand equity in the positive form can help a company in many ways. A common benefit that typically results is the financial benefit, which allows for a company to demand a premium price for its product. For example, Lacoste has such strong brand equity that the premium price is both accepted and expected by customers. In addition, brand equity provides the ability for companies to expand product lines, which can increase sales and revenues for the business, and in some cases reduce costs. An example of this benefit can

be seen in companies such as Oakley. Their sunglasses have such positive brand equity that they require little to no awareness, promotion or discount sales.

The outcome from this is that marketing budgets have more strategic flexibility and require less investment. A company with positive brand equity finds itself better positioned for success because customers have special connections and loyalties to its brand. This enables companies to maneuver through dynamic market challenges better than companies with less equity in their brands.

Components of Brand Equity

Increased market share is one result of customer brand loyalty and brand equity. There are four components that provide these results:

- Brand Recognition - The brand is widely known and recognized, and consumers know what it provides in relationship to the competition.
- Brand Experience - Consumers have used and experienced the product enough to build expectation.
- Brand Preference - The brand is preferred by consumers, and as a result, they become returning customers.
- Brand Loyalty - The brand and the consumer have an emotional attachment, and the consumer will go to any length to purchase it.

Brand Equity

Brand Equity is a qualitative measure of the brand's positive recognition or goodwill in the minds of the consumers. Brand Equity is the tangible and intangible worth of a brand. The degree of premium that a brand can charge on its offering is a direct measure of the equity it possesses with its customers. Brand Equity is kind of power that the brand has over its competitors or the generic brands and is developed over time.

Example

Consumers pay more for a Garnier beauty product than an Ayur product.

A brand can also have negative equity in cases where it does not fit well with its consumers. As an example, Tata Nano users reported some fire incidents with the product which led to its negative equity for a while.

Brand equity can be said to be coming from the aggregate worth of the following constituents in the minds of its consumers-

How to Measure Brand Equity: Getting Started

How does one go about measuring this intangible known as brand equity? Take a look at the following considerations and action-steps. You may need to commit several months

and be prepared for long periods of market research, but by being aware of these 6 considerations, you can begin to measure brand equity. Here is how:

1. Clarify Brand Equity Perspective. Brand equity can be viewed from several different perspectives. The hard-line perspective is that of financial outcomes which look at price premiums. That is, how much more will a consumer pay for a product or service that is *branded* over a product or service that is *generic*?

A softer perspective looks at brand extension, and the value that a brand lends to the introduction of other products. This approach also considers the reverse dynamic of the impact of a new product or service on the existing brand.

There is also a third perspective — customer-based brand equity — which looks at how consumers think, feel, and act with respect to the brand.

It might help you if you first clarify which perspective you would like to adopt by pinpointing what outcome you are after.

2. Determine Brand Equity Research Goals. Brand equity market research falls into one of three camps: Tracking, exploring change, and/or extending brand power.

Market research that focuses on tracking makes comparison among competitive brands or products against a benchmark.

When exploring change is the research goal, customer brand attitude is tapped regarding branding decisions that might result in repositioning or renaming products or services. A deeper examination of extending brand power is carried out when substantive additions to a brand are considered. Each research goal requires a different tact.

3. Understand Customer Brand Attitude. A customer-based perspective in the measurement of brand equity focuses on the experiences that consumers have with a brand. The stronger the brand, the stronger the customer's attitude toward the products or services associated with the brand.

When customers experience a product or service, they gauge overall brand quality and tend to infer certain brand attributes. If these experience measures are positive and endure over time, brand loyalty typically results. Today, customers can — and do — easily communicate the strength of their brand attitude to others via customer reviews and social sharing.

4. Identify Brand Equity Components to Measure. Awareness, reach, and image association are all aspects of brand equity that may not be closely associated with consumer experience.

These measures of brand equity may reflect the impact of traditional advertising campaigns, and the influence of social or interactive media.

Brand awareness is an indicator of how branding efforts spotlight a product or service. Reach indicates how far and wide that spotlight shines. And image association reveals what the brand promises and what it stands for in the eyes of consumers.

5. Measure Perceived Brand Differentiation Product differentiation is a lynchpin for brand loyalty, confidence in a brand, and the potential for brand switching. Customer perceptions about brand differentiation tend to be strongest when actual product or service experience has occurred, but brand differentiation is not immune to the influence of advertising.

Differentiation may *float* on product or brand recommendations in social media rather than any personal experiences with a brand.

Because differentiation is so susceptible to social influence, it lends itself to measurement across multiple media channels.

6. Take Qualitative and Quantitative Approaches to Gathering Brand Equity Data. Ideally, brand equity measurement will include both qualitative and quantitative approaches. Focus groups can provide a good forum for exploring customer perceptions and motivation. Conjoint analysis can reveal key consumer decision-making processes.

Effective measurement of brand equity is critical to the development of brand strategy and ultimately supports return-on-investment analysis. Which brings us full circle, back to the financial outcomes perspective on brand equity.

What is brand loyalty?

Brand loyalty is just one part of your overall brand equity, which is the extent of your brand's power as determined by consumers' positive or negative knowledge, perceptions, and experiences with your brand.

Brand loyalty definition: When your customers have the opportunity and good reason to choose another brand and yet they continue to choose yours—that's brand loyalty.

And although there are other factors that contribute to your brand equity, like brand awareness and brand attributes, brand loyalty is hugely important because it's a measurement of how likely consumers are to continue to give you their business.

The best way to measure brand loyalty is through surveys. When you collect feedback from consumers in your target market (especially those who have purchased from your brand in the past), you can assess how good your brand is at inspiring loyalty—and retaining customers.

How to measure brand loyalty with surveys

Surveys can be a useful tool for assessing loyalty based on 5 key metrics: customer affinity, trust, esteem, reliability, and identification.

Good measures of these aspects of your brand can help you identify areas of competition, evaluate the stickiness of established customer bases in different markets, and understand the strengths and weaknesses of specific product lines. Read on for sample brand loyalty survey questions and examples.

Or get started with the [NPS and Brand Loyalty Survey Template](#) →

Metric 1: Customer satisfaction

First, asking about overall customer satisfaction helps you understand how, in general, your products and services are meeting or (better yet) exceeding customer expectations.

You might ask questions like:

1. How convenient is our company to use?
2. Compared to our competitors, is our product quality better, worse, or about the same?
3. How well do our customer service representatives answer your questions?
4. How likely are you to recommend us to others?

Loyalty builds when customers become committed to your brand and make repeat purchases over time. You want to understand what is inspiring that commitment on their part.

Metric 2: Trust

All brands must earn and retain the trust of their customers to ensure loyalty, but trust is especially important for brands that handle sensitive information, such as banks, online retailers, or healthcare providers.

If your brand handles sensitive information, assess the level of trust your customers feel for your brand. Ask questions like:

1. Do you trust our brand?
2. How did we earn your trust?
3. How do we keep your trust?

Use responses to questions about trust to inform the products you offer—and target your brand messaging accordingly.

Metric 3: Esteem

Brand esteem or goodwill is customers' respect for and attraction to a particular brand. It's not to be confused with brand awareness or familiarity, which is the level of recognition of a brand. While a brand might be well known (a good thing), it may not in fact be well regarded (not a good thing). Brand esteem is about the favorable sentiment toward a brand.

You can use a series of questions to distinguish brand awareness from brand esteem:

1. Have you heard of our brand before? (familiarity)
2. How well do you know our brand? (familiarity)
3. How positively do you regard our brand? (esteem)
4. Do you prefer our brand over our competitor? (esteem)

Metrics 4 and 5: Perceived quality and value

A customer's perceived quality of a brand is their opinion of a particular product's, service's or brand's ability to fulfill his or her expectations:

1. How reliable would you consider our brand?
2. How would you rate the quality of our product?

Closely related is perceived value, which is a consumer's opinion of a product's value to him or her specifically.

For example, a person might view Tesla Motors as a brand that produces innovative, attractive electric vehicles that amaze and delight and would rate perceived quality quite high. However, if that same person considers the price tag to be a bit too steep, the perceived value might be low for her or him specifically.

Here are some brand loyalty survey question examples that measure perceived value:

1. How valuable is [brand or product] to you?
2. How likely would it be for you to switch brands if an alternative brand was sold in a more convenient location?
3. How likely would it be for you to switch brands if an alternative brand was cheaper?

Brand Loyalty

Brand Loyalty is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word of mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category. The consumers remain loyal to a specific brand as long as it is available. They do not buy from other suppliers within the product category. Brand loyalty exists when the consumer feels that the brand consists of right product characteristics and quality at right price. Even if the other brands are available at cheaper price or superior quality, the brand loyal consumer will stick to his brand.

Brand loyal consumers are the foundation of an organization. Greater loyalty levels lead to less marketing expenditure because the brand loyal customers promote the brand positively. Also, it acts as a means of launching and introducing more products that are targeted at same customers at less expenditure. It also restrains new competitors in the market. Brand loyalty is a key component of brand equity.

Brand loyalty can be developed through various measures such as quick service, ensuring quality products, continuous improvement, wide distribution network, etc. When consumers are brand loyal they love “you” for being “you”, and they will minutely consider any other alternative brand as a replacement. Examples of brand loyalty can be seen in US where true Apple customers have the brand's logo tattooed onto their bodies. Similarly in Finland, Nokia customers remained loyal to Nokia because they admired the design of the handsets or because of user- friendly menu system used by Nokia phones.

□ Five metrics of brand loyalty

Over time, the views of marketers and researchers have evolved to include a number of other metrics to measure brand loyalty. These five metrics are:

1. Involvement and commitment- how dedicated your customers are to your products, as well as your brand
2. Perceived value- the functional, personal, and social impact your products have on your customers
3. Trust- how good your brand's track record is with your customers
4. Satisfaction- how well your products are able to meet and exceed customers' expectations
5. Repeated purchase- a measure of whether the above four criteria manifest into something practical: a pattern of continued purchases from your current customers

Definition of Brand Loyalty

Brand loyalty occurs when a customer chooses to repeatedly purchase a product produced by the same company instead of a substitute product produced by a competitor.

For example, some people will always buy Coke at the grocery store, while other people will always purchase Pepsi.

Brand loyalty is often based upon perception. A consumer will consistently purchase the same product because she perceives it as being the superior product among the choices available. You should note that brand loyalty usually relates to a product, not a company. For example, while you may be loyal to your Honda Accord, but when it comes to motorcycles, you might believe that a Harley leaves a Honda motorcycle in the dust.

Brand loyalty is important for several reasons. First, it reduces the cost of production because the sales volume is higher. Second, companies with brand-loyal customers don't have to spend as much money on marketing the product, which will permit the company to either retain more earnings or to invest resources elsewhere. Third, companies may use premium pricing that will increase profit margins. Finally, loyal customers tend to recommend products that they like.

Businesses have to exert significant effort to facilitate brand loyalty. You need to convince potential customers that your product has a significant advantage over other products to justify consistent purchases of your product. Businesses also will attempt to leverage brand loyalty developed for a product to other products offered by the company. The hope is to create brand loyalty for as many products as possible.

What is 'Brand Loyalty'

Brand loyalty is where a person buys products from the same manufacturer repeatedly rather than from other suppliers. When consumers become committed to a brand and make repeat purchases over time. Brand loyalty is a result of consumer behaviour and is affected by a person's preferences. Loyal customers will consistently purchase products from their preferred brands, regardless of convenience or price.

Companies will often use different marketing strategies to cultivate loyal customers, be it is through loyalty programs (i.e. rewards programs) or trials and incentives (ex. samples and free gifts).

Companies that successfully cultivate loyal customers also develop brand ambassadors – consumers that will market a certain brand and talk positively about it among their friends. This is free word-of-mouth marketing for the company and is often very effective.

TYPES-

According to Philip Kotler there are 4 types of brand loyals-

1. Hard-core Loyals - who buy the brand all the time.
2. Split Loyals - loyal to two or three brands.
3. Shifting Loyals - moving from one brand to another.

4. Switchers-with no loyalty (possibly 'deal-prone', constantly looking for bargains or 'vanity-prone', looking for something different). Again, research shows that customer commitment is a more nuanced and fine-grained construct than what was previously thought. Specifically, customer commitment has five dimensions, and some commitment dimensions (forced commitment may even negatively impact customer loyalty).

BUILDING BRAND LOYALTY

1. Keep quality high.

- Depending on the price of the product there is an expectation of a certain level of quality from the marketplace.
- Stay consistent in the quality of goods or services. Else people will go back to what they know they can count on, don't let them down.

2. Engage customers.

- Keep in touch with your target market on a frequent and consistent basis.
- Let the customers know about the new and exciting developments within the company and what to expect next, build momentum through communication and let them feel involved in the happenings of the company.

3. Focus on your best customers

- Building business around the best customer called Brand Lovers—instead of trying to aimlessly drive sales.
- Over time, return on marketing and innovation efforts will rise.
- Apple is masterful at creating products especially for customers who love style, creativity, and simplicity.

4. Offering returning customers a discount on services.

- Everyone loves a good deal. Therefore, when a customer returns to a company, it is a good idea to reward them for coming back.

- It can be a huge discount; or can just be a percentage off of their bill. However, simply acknowledging and to appreciate their business and are thankful they are coming back is a great way to encourage loyalty.

5. Giving rewards for references.

- Giving current customers rewards for referring other customers is yet another way to show current customers to appreciate their business. It also helps build up customer database quickly.

6. Offering updates.

- A company can post updates on Facebook or Twitter page, about their business.
- This will make customers feel like they know the company well.
- They will have the inside scoop, a behind-the-scenes look at what company is dealing with on any given day.
- As a result, business suddenly become more human to them. This is important because appearing as a human in their eyes instead of a big, cold, heartless company is key to relationship building. Consequently, it's crucial to personal branding as well. Updating your social-media accounts or website is a great way to create brand loyalty.

MEASURING BRAND LOYALTY

1. PURCHASE BEHAVIOUR PATTERNS

- Consumer behaviour captures all the aspect of purchase, utility and disposal of products and services. In groups and organization are considered within the framework of consumer. Failing to understand consumer behaviour is the recipe for disaster as some companies have found it the hard way.
- For example, Wal-Mart launched operations in Latin-America with store design replicating that of US markets. However, Latin America consumer differs to US consumer in every aspect. Wal-Mart suffered consequences and failed to create impact.
- Social, cultural, individual and emotional forces play a big part in defining consumer buying behaviour.
- Consumer buying behaviour is influenced by individual's own personality traits. These personality traits do not remain the same but change with the life cycle.
- The choice of occupation and corresponding income level also play part in determining consumer behaviour.

- A doctor and software engineer both would have different buying pattern in apparel, food automobile etc.
- Consumers from similar background, occupation and income levels may show a different lifestyle pattern.
- An individual buying behaviour is influenced by motivation, perception, learning, beliefs and attitude. These factors affect consumer at a psychological level and determine her overall buying behaviour.
- Maslow's hierarchy, Herzberg Theory and Freud Theory try and explain people different motivational level in undertaking a buying decision. Perception is what consumer understands about a product through their senses.

2. SWITCHING COST ANALYSIS

- The negative costs that a consumer incurs as a result of changing suppliers, brands or products.
- Although most prevalent switching costs are monetary in nature, there are also psychological, effort- and time-based switching costs.
- Switching costs are incremental expenditures, inconveniences, and risks incurred when a customer changes from one supplier to another.
- Sustainable companies usually try to employ strategies that incur some sort of high cost in order to dissuade customers from switching to a competitor's product, brand or services.
- For example, many cellular phone carriers charge very high cancellation fees for canceling a contract. Cell phone carriers do this in hopes that the costs involved with switching to another carrier will be high enough to prevent their customers from doing so.

3. SATISFACTION MEASUREMENT

- A satisfied customer is one who will continue to buy from you, seldom shop around, refer other customers and in general be a superstar advocate for the business.
- The customer satisfaction can be measured by: Perceived quality, Loyalty, Attributional satisfaction and Intention to repurchase.

Brand personality

Human traits or characteristics associated with a specific brand name. Common characteristics or traits represented include uniqueness, sincerity, intellectualism, competence, excitement and sophistication. The brand personalities gives consumers something with which they can relate, effectively increasing brand awareness and popularity.

Brand personality is the identity of a brand. It is the maintenance of all the qualities and

attributes by which a brand is known by the audience. Creating a successful brand personality follows a successful brand positioning. It is the badge by which your customers recognize your brand.

To successfully maintain the personality of their brands smart brand managers go to the extent of creating a "profile" of their brand as if the brand were a real person and then test and measure all attributes against actual customer response and if there is any mismatch in what the customer perceives and what the brand should be perceived, he sets out to correct it with a proper communication strategy.

What is 'Brand Personality'

Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys. This personality is a qualitative value-add that a brand gains, in addition to its functional benefits.

Brand personality is the way a brand speaks and behaves. It means assigning human personality traits/characteristics to a brand so as to achieve differentiation. These characteristics signify brand behaviour through both individuals representing the brand (i.e. it's employees) as well as through advertising, packaging, etc. When brand image or brand identity is expressed in terms of human traits, it is called brand personality. For instance - **Allen Solley** brand speaks the personality and makes the individual who wears it stand apart from the crowd. **Infosys** represents uniqueness, value, and intellectualism.

Brand personality is nothing but personification of brand. A brand is expressed either as a personality who embodies these personality traits (For instance - Shahrukh Khan and Airtel, John Abraham and Castrol) or distinct personality traits (For instance - **Dove** as honest, feminist and optimist; **Hewlett Packard** brand represents accomplishment, competency and influence). Brand personality is the result of all the consumer's experiences with the brand. It is unique and long lasting.

Brand personality must be differentiated from brand image, in sense that, while brand image denote the tangible (physical and functional) benefits and attributes of a brand, brand personality indicates emotional associations of the brand. If brand image is comprehensive brand according to consumers' opinion, brand personality is that aspect of comprehensive brand which generates it's emotional character and associations in consumers' mind.

Brand personality develops brand equity. It sets the brand attitude. It is a key input into the look and feel of any communication or marketing activity by the brand. It helps in gaining thorough knowledge of customers feelings about the brand. Brand personality differentiates among brands specifically when they are alike in many attributes. For instance - Sony versus Panasonic. Brand personality is used to make the brand strategy lively, i.e. to implement brand strategy. Brand personality indicates the kind of

relationship a customer has with the brand. It is a means by which a customer communicates his own identity.

Brand personality and celebrity should supplement each other. Trustworthy celebrity ensures immediate awareness, acceptability and optimism towards the brand. This will influence consumers' purchase decision and also create brand loyalty. For instance - Bollywood actress Priyanka Chopra is brand ambassador for J.Hampstead, international line of premium shirts.

Brand personality not only includes the personality features/characteristics, but also the demographic features like age, gender or class and psychographic features. Personality traits are what the brand exists for.

unit-4

Brand Positioning - Definition and Concept

Brand positioning refers to “target consumer’s” reason to buy your brand in preference to others. It ensures that all brand activity has a common aim; is guided, directed and delivered by the brand's benefits/reasons to buy; and it focusses at all points of contact with the consumer.

Brand positioning must make sure that:

- Is it unique/distinctive vs. competitors?
- Is it significant and encouraging to the niche market ?
- Is it appropriate to all major geographic markets and businesses?
- Is the proposition validated with unique, appropriate and original products?
- Is it sustainable - can it be delivered constantly across all points of contact with the consumer ?
- Is it helpful for organization to achieve its financial goals?
- Is it able to support and boost up the organization ?

In order to create a distinctive place in the market, a niche market has to be carefully chosen and a differential advantage must be created in their mind. Brand positioning is a medium through which an organization can portray its customers what it wants to achieve for them and what it wants to mean to them. Brand positioning forms customer's views and opinions.

Brand Positioning can be defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer's mind. The

positioning you choose for your brand will be influenced by the competitive stance you want to adopt.

Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Brand Positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and its similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. It is the single feature that sets your service apart from your competitors. For instance - Kingfisher stands for youth and excitement. It represents brand in full flight.

Positioning Strategies:

1. Positioning by product attributes and benefits:

It is to associate a product with an attribute, a product feature, or a consumer feature. Sometimes a product can be positioned in terms of two or more attributes simultaneously. The price/quality attribute dimension is commonly used for positioning the products.

A common approach is setting the brand apart from competitors on the basis of the specific characteristics or benefits offered. Sometimes a product may be positioned on more than one product benefit. Marketers attempt to identify salient attributes (those that are important to consumers and are the basis for making a purchase decision).

2. Positioning by price/quality:

Marketers often use price/quality characteristics to position their brands. One way they do it is with ads that reflect the image of a high-quality brand where cost, while not irrelevant, is considered secondary to the quality benefits derived from using the brand. Premium brands positioned at the high end of the market use this approach for positioning the product.

Another way to use price/quality characteristics for positioning is to focus on the quality or value offered by the brand at a very competitive price. Although price is an important consideration, the product quality must be comparable to, or even better than, competing brands for the positioning strategy to be effective.

3. Positioning by use or application:

Another way is to communicate a specific image or position for a brand to associate it with a specific use or application. Surf Excel is positioned as stain remover 'Surf Excel haina!' Also, Clinic All Clear - 'Dare to wear black'.

4. Positioning by product class:

Often the competition for a particular product comes from outside the product class. For example, airlines know that while they compete with other airlines, trains and buses are also viable alternatives. Manufacturers of music CDs must compete with the cassette industry. The product is positioned against others that, while not exactly the same, provide the same class of benefits.

5. Positioning by product user:

Positioning a product by associating it with a particular user or group of users is yet another approach. Motorola Mobile, in this ad the persona of the user of the product has been positioned.

6. Positioning by competitor:

Competitors may be as important to positioning strategy as a firm's own product or services. In today's market, an effective positioning strategy for a product or brand may focus on specific competitors.

#Brand-PositioningStrategy

Your company brand is the lifeblood of the business: It is a statement of your company's personality and a declaration of company values. With the right positioning strategy, branding creates an indelible impression that allows consumers to engage with a company on a more personal, emotional level. What's more, strong branding elevates awareness of both the company and the products or services it offers. To create this degree of awareness, you can use one of a number of positioning strategies to which you can anchor your brand.

Quality Positioning

The quality of a given product is one of the most important components of a company brand, and can be combined with other positioning strategies rather easily. Since every business is trying to emphasize its commitment to quality, a good way to distinguish yourself from competitors is to narrow your focus to one area of expertise, thereby branding the company as a high-quality and trusted specialist.

Value or Price Positioning

There are two ways to approach value or price positioning, both of which are crucially dependent on quality. One approach is to use a high-end tack, which exploits the psychological belief that the more expensive something is, the more intrinsically valuable it must be. You can also cement your brand as the provider of high-quality, value-priced products or services. A good example of this strategy is Southwest Airlines. In a tough

economy, its policy of offering affordable flights as well as promising free checked luggage has allowed it to flourish while other airlines struggle.

Benefit Positioning

Communicating the unique benefits of a product or service has long been a popular brand position. With this strategy, the goal is to highlight your company's most powerful attributes — attributes no competitor can claim and that are valuable to the consumer. Consider the popular and ever-bored Maytag repairman: Maytag built its brand on the benefits of owning a machine that almost never requires repair. Similarly, Colgate toothpaste uses a benefit strategy with an effective message: Brush with Colgate and prevent cavities and gingivitis, a benefit promise that appeals to consumers.

Problem and Solution Positioning

Positioning a brand as the solution to a consumer's problem is also a powerful strategy. The idea is to demonstrate that your company has the power to relieve customers of whatever problem they may be facing, both quickly and efficiently. For example, prepackaged chopped vegetables solve the consumer's problem of time-consuming food preparation in a snap.

Competitor-Based Positioning

Business is nothing if not competitive. Therefore, with this positioning strategy, a company takes aim at one or several competitors to demonstrate its superiority among others offering the same type of product or service. Car insurance companies often employ this strategy to establish a powerful brand by comparing their rates or service to those of other companies. The message is that consumers should cancel their old policies and purchase their coverage from a different and better insurer.

Celebrity-Driven Positioning

Hiring celebrities as spokespeople or to endorse a company's product or service is a popular way to position a brand. The goal is to garner brand awareness and recognition by associating your company with a glamorous individual. While this is an expensive route to take, the consumer tends to trust celebrities implicitly because she's familiar with their faces. This familiarity inspires buyers to follow the celebrity's lead or to emulate him, making this strategy ideal for selling luxury goods or athletic apparel.

Product

re-positioning

Sometimes during its existence, a company may notice that its products' image is outdated, or can be improved. Then the company starts re-positioning its products in customer's perception.

Re-positioning consists in identifying a new, unoccupied market position and promoting the product based on the new criteria. Re-positioning is suitable for minimizing company's own products' competition. The

business is trying to make a difference in the way the consumers perceive the similar products they furnish. Re-positioning requires a sustained promotional campaign and bring forward many risks.

Definition: Repositioning

Repositioning involves changing target markets or the differential advantage or both. There are four generic repositioning strategies.

Repositioning is defined as altering the position of a brand or product in the minds of the customer relative to the offerings of the competitive product. It is a very subtle and difficult process as the brand needs to change the target market's understanding of the product.

The brand positioning of any brand is based on the target market, the benefits to the customers and the market situation. The brand positioning for any brand should be unique and should set apart a brand from its competitors.

Reason for Repositioning

The company decides for the repositioning of the brand due to low or declining sales because of increased competition in the market, loss of the customers, retarded benefits, innovation or better technology. The actual reason for declining sales could be faulty brand positioning, poor distribution or poor promotional strategy.

How to Reposition

When a company reposition its brand it needs to alter the expectations of all its stakeholders, including shareholders, investors and employees along with the customers. A firm can reposition a product line, brand or an entire organisation while sticking to the values of the firm. It requires strong determination and dedication of all the stakeholders to survive a volatile change in the brand's positioning.

Steps

1. Analyse the current status of the brand

The history of the brand and the how the brand has evolved needs to be analysed. Now the company needs to look at the sales, market share, competition, challenges, benefits, customer behaviour, industry performance etc.

2. Consumer perception

A market research should be conducted to get the insights about the loyalty, purchase behaviour and growth rate of the company. The survey can be conducted through mailers, questionnaires, email or interviews.

3. Developing the repositioning strategy

The process will develop objectives, brand's mission, vision and values that it offers to the customers.

 Here are the top 5 reasons to consider repositioning your brand. 1. **Sales are declining** 2. **Your target audience is no longer the best target** 3. **Your products and services have evolved significantly** 4. **New competitors have a better value proposition** 5. **Customers think you're outdated instead of established**

Major Reason	Why reposition?
Change in consumer needs	Over time (say 10-20 years), there are changes in consumer needs and lifestyles (as the next generation moves through), which may result in the key benefits of a product no longer being as relevant to the target market.
New/strong competition	A product may be challenged by a new (perhaps more relevant) or stronger competitor in their positioning space, requiring the task of repositioning to a less competitive arena.
Lack of perceived differentiation	A firm may have found their products with many points-of-parity and few points-of-differentiation, requiring a revised positioning in order to highlight their particular advantages.
Under or over positioned	Under positioned means that the positioning is too vague or weak and over positioned means that the product is too narrowly defined. Either way they are problems for the firm that can be addressed by a repositioning exercise.
Change in macro environment	Significant changes in the macro environment may require products to be repositioned. Economic conditions, technological advances, and even legislative change may require the firm to change its product's positioning.
Improved product	If a firm invests in a substantial product improvement, it is likely that additional benefits (or relative advantages) will be delivered, which means that product repositioning could be warranted.
Poor product launch	Any new product that is launched with disappointing results may be considered for relaunch with a new positioning (that is, repositioned).
New target market	Sometimes alternate target markets may be more attractive. Therefore, a product may need to be repositioned to more directly appeal to the newly defined

	target market.
Broader/smaller target market	Some firms, as part of their target market selection process, may decide to broaden (or more tightly define) their target market. This will mean that the firm will probably need to construct a revised positioning for the product.
Clear market gap	A review of a perceptual map may indicate a significant and uncontested market gap, which may be deemed more profitable than the product's current positioning space. In this case, a repositioning exercise might be considered.
Positioning drift	If a product's positioning is not clearly defined by the firm, has inadequate support, or is carelessly managed by the firm over time; then it is likely that the resultant product positioning will not be in line with positioning goals and repositioning will be required to correct this 'drift'.

Celebrity Endorsement

A form of brand or advertising campaign that involves a well known person using their fame to help promote a product or service. Manufacturers of perfumes and clothing are some of the most common business users of classic celebrity endorsement techniques, such as television ads and launch event appearances, in the marketing of their products.

The use of celebrities by advertisers as spokespeople for their brands. This is done due to the perception that messages conveyed by attractive or well-known sources can achieve higher retention and recall.

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a product, service or even raise awareness on environmental or social matters. Marketers use celebrity endorsers in hopes that the positive images of the celebrity endorser of the brand will also be passed on to the products or the brand image associated with the celebrities

Determinants of celebrity endorsement

1. Credibility

Credibility is "the extent to which the recipient sees the source as having relevant knowledge, skills, or experience and trusts the source to give unbiased, objective information". The two most important aspects of credibility are expertise and trust. Celebrities are seen as credible sources of information and the credibility of a celebrity is

described as the total amount of positive features that create and increase the acceptance of the message.

2. Expertise

Expertise of celebrity endorsement is being defined as “the extent to which an endorser is perceived to be a source of valid assertions”. With regard to expertise, it isn’t important that the celebrity is really an expert in the field. It is important that consumers think and believe a celebrity has expertise. The level of celebrity expertise will determine its effectiveness. The more expertise a celebrity has, the more effective it will be. The expertise of a celebrity will not be changed by negative publicity, but the believability and credibility will be negatively influenced.

3. Trustworthiness

Trustworthiness refers to “the honesty, integrity and believability of an endorser”. Companies try to find endorsers who are widely seen as trustful and who are seen as honest, believable and dependable. Trustworthiness is the most important factor with regard to the source credibility and influences credibility. Moreover, likeability is mentioned as the most important attribute of trust. Advertisers can create the highest effect by taking these two factors, liking and trustworthiness, into account. Because it is stated when consumers like a celebrity, they will automatically trust a celebrity.

4. Attractiveness

The concept of attractiveness does not only entail the physical attractiveness. Attractiveness also entails concepts such as intellectual skills, personality properties, way of living, athletic performances and skills of endorsers. Celebrities can be attractive because they established for example great sport performances and people have great respect for their achievement and therefore are attracted to them. Physical attractiveness suggests that a celebrity determines the effectiveness of persuasion as a result of that consumers wanting to be like the endorser and wanting to identify themselves with that endorser.

5. Similarity

Similarity is described as “a supposed resemblance between the source and the receiver of the message”. In other words: if a consumer can identify him/herself with the endorser. People can be influenced more easily by an endorser who is similar to them. If the celebrity and the consumer have common factors like common interests or lifestyles, a better cohesiveness is created. That is why celebrities are selected upon their characteristics that match well with consumers. Companies also try to create empathy using celebrities. Using empathy, companies try to create a bond between the celebrity and the consumer. Also the level of persuasiveness is increased by using similarity. Companies might choose to pick a regular-looking person who is not a celebrity, because consumers can identify themselves more easily.

6. Liking

Likeability is the “affection for the source as a result of the source’s physical appearance and behaviour” . In addition, states that when people like the celebrity they will also like the accompanying brand and therefore celebrities are used in commercials and advertisements. Celebrity endorsement will influence the consumer behaviour and attitude and advertisers believe that a celebrity can influence the consumer’s vision of the company’s image.

7. Familiarity

Familiarity is the supposed resemblance as knowledge that a celebrity endorser possesses through exposure . When companies choose a celebrity, it is important to what extent consumers are familiar with the celebrity. The more familiar the consumer is with the celebrity, the more positive the effect will be. It is also well known that consumers, who are more familiar with a celebrity and are more exposed to a celebrity, will automatically like a celebrity more; this is called the mere exposure effect . The effect of familiarity on attitude increases when there are brief exposures of the celebrity and when there are longer delays between the exposures. The effect decreases when there are long exposures of the celebrity and when there are shorter delays between the exposures.

Advantages of Celebrity endorsement

1. Influence Consumer Purchases

The affinity consumers have for certain celebrities can greatly influence their purchases. People may have the attitude, “If the product is good enough for her, it’s good enough for me.” This philosophy is often the impetus behind advertisements for makeup, skin creams, hair products and attire. Consumers want the wavy hair of a local celebrity, for example. Hence, they purchase the brand that the celebrity uses to achieve her hair’s fullness and bounce. Local consumers may also desire the same soft drink as their team’s best baseball player. Essentially, the testimonial of the local celebrity adds instant credibility to a small company’s product.

2. Build Awareness

Celebrities in advertising build brand awareness, according to “Supermarket News,” a publication covering the food distribution industry. And they build it much more quickly than traditional types of advertising. Brand awareness measures the percentage of people who are familiar with a particular brand. Small businesses spend lots of money and time for exposure to incrementally increase brand awareness among consumers. The use of a local celebrity can do much to enhance consumers’ awareness and understanding of what a small business offers.

3. Position a Brand

Some small companies use celebrities in advertising to position their brands. Product positioning is placing a company's products in the best possible light in the minds of a target group, according to Inc.com. For example, a small investment firm may use a well-respected and retired local disc jockey to market a retirement plan for people ages 50 and over. The fact that the disc jockey falls in the consumers' age group and has a good reputation in the community makes the company's product and message more believable.

4. Attract New Users

One challenge small companies face is finding new users for their products. When a well-known face endorses your brand, it automatically attracts new target audience – the die-hard fans of the celebrity. People who would have not much cared about your brand will now get open to try it at least once because their favourite sport-star, actor, politician or model is endorsing it. The bigger the celebrity, the larger audience base you get to invite in.

5. Breathe Life Into Failing Brand

The use of a celebrity in an advertisement may also help to breathe life into a failing brand. For example, a small soap manufacturer might think about dropping a brand or product, especially if production and overhead costs are leaving little or no profit. However, the use of a celebrity to tout the benefits of the brand could help create new interest and excitement in consumers.

6. Builds Trust and Credibility for your Brand

People are emotionally and morally connected with their idols. Celebrities are no less than any idols for them. In this highly populated world, every celebrity that you'll come across will have over a million fans, and thus getting the thumbs up from them should bring a lot of success for your business. Now when these millions of people will join your brand, your brand's market value and reputation will automatically improve in the shortest period of time.

Brand Extension- Meaning, Advantages and Disadvantages

Brand Extension

It is the scenario when the firm enters a new product category under the umbrella of the original brand name which is called as the parent brand. Brand extension is usually done in related categories.

It helps in leveraging the existing consumer base and loyalty that the brand name commands to bring in greater profits. However, extreme care needs to be taken before experimenting with it as the failure or shift from the brand's core values in the new category can adversely affect the parent brand.

Example : Dove which was earlier in the soap category has also come up with Dove Shampoo which is entirely a different category called hair care.

Brand Extension is the use of an established brand name in new product categories. This new category to which the brand is extended can be related or unrelated to the existing product categories. A renowned/successful brand helps an organization to launch products in new categories more easily. For instance, Nike's brand core product is shoes. But it is now extended to sunglasses, soccer balls, basketballs, and golf equipments. An existing brand that gives rise to a brand extension is referred to as **parent brand**. If the customers of the new business have values and aspirations synchronizing/matching those of the core business, and if these values and aspirations are embodied in the brand, it is likely to be accepted by customers in the new business.

Extending a brand outside its core product category can be beneficial in a sense that it helps evaluating product category opportunities, identifies resource requirements, lowers risk, and measures brand's relevance and appeal.

Brand extension may be successful or unsuccessful.

Instances where brand extension has been a success are-

- i. **Wipro** which was originally into computers has extended into shampoo, powder, and soap.
- ii. **Mars** is no longer a famous bar only, but an ice-cream, chocolate drink and a slab of chocolate.

Advantages of Brand Extension

Brand Extension has following advantages:

1. It makes **acceptance of new product easy**.
 - a. It increases brand image.
 - b. The risk perceived by the customers reduces.
 - c. The likelihood of gaining distribution and trial increases. An established brand name increases consumer interest and willingness to try new product having the established brand name.
 - d. The efficiency of promotional expenditure increases. Advertising, selling and promotional costs are reduced. There are economies of scale as advertising for core brand and its extension reinforces each other.
 - e. Cost of developing new brand is saved.
 - f. Consumers cannot seek for a variety.

- g. There are packaging and labeling efficiencies.
- h. The expense of introductory and follow-up marketing programs is reduced.
- 2. There are **feedback benefits** to the parent brand and the organization.
 - a. The image of parent brand is enhanced.
 - b. It revives the brand.
 - c. It allows subsequent extension.
 - d. Brand meaning is clarified.
 - e. It increases market coverage as it brings new customers into brand franchise.
 - f. Customers associate original/core brand to new product, hence they also have quality associations.

Disadvantages of Brand Extension

1. Brand extension in unrelated markets may lead to **loss of reliability** if a brand name is extended too far. An organization must research the product categories in which the established brand name will work.
2. There is a risk that the new product may generate implications that **damage the image** of the core/original brand.
3. There are chances of **less awareness** and trial because the management may not provide enough investment for the introduction of new product assuming that the spin-off effects from the original brand name will compensate.
4. If the brand extensions have no advantage over competitive brands in the new category, then it will **fail**.

Brand reinforcement

Brand reinforcement refers to an activity associated with getting those consumers who have tried a particular brand to become repeat purchasers along with attracting new users. It is a key objective of the growth stage of the product's life cycle.

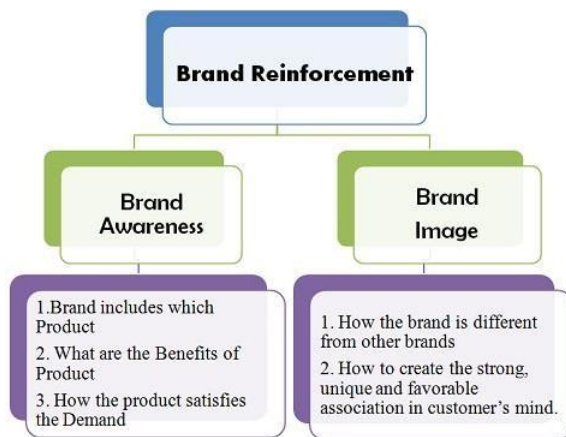
Brand reinforcement is majorly concerned with maintaining brand equity. It makes sure that the consumers have desired knowledge structures in places so that the brand continues to have its necessary sources of equity. This could be done by marketing activities related to brand awareness and brand image that would carry the identity and meaning of the brand to the consumers.

This involves reinforcement advertising, which is targeted at consumers who have already tried and used the product before and aims at reminding them of its continued existence and unique benefits. Such advertising is also intended to reassure customers that they have made the right choice. It is commonly used for big ticket items like boats,

cars and condos. Sometimes it includes instructions on how to get the most value or satisfaction from their purchase.

Definition: The **Brand Reinforcement** majorly focuses on **maintaining** the **Brand Equity** by keeping the brand alive among both the existing and new customers. This can be done through consistently conveying the meaning of brand in terms of:

- What are the products under the brand? What are its core benefits and how it satisfies the demand?
- How is the brand different from other brands? How it enables a customer to make a strong, unique and favorable association in their minds?



Brand reinforcement includes regular monitoring of a product at all the levels of product life cycle (viz. Introduction Stage, Growth Stage, Maturity Stage and Decline Stage) to keep a check on the changes in the tastes and preferences of customers.

The marketers adopt this strategy to remind customers about the brand and its long-lasting benefits. In order to keep the brand in the minds of the customer, several innovations, researches, and creative marketing programs are made in line with the changing marketing trends.

Apart from innovation and research the brand reinforcement can be done through various marketing programs such as:

1. **Advertising** is one of the most common and easy tool of brand reinforcement. By showing the ads frequently on TV, Internet, Bulletins, Billboard, Radio, etc. can make the brand deep-rooted in the minds of the customer.
2. **Exhibition** provides a vital platform to the brands where the product with any new feature can be demonstrated to the customer. Products seen in real gives an experience to the customer, and some image gets created in their minds.
3. **Event and Sponsorship** act as an aid to the brand reinforcement. The companies sponsor big events like sports, political rallies, education, award functions, etc. with the objective of reminding the customer about their product and creating the positive image in the minds of new prospects.

4. **Showroom layout** also plays a vital role in strengthening the brand image in the mind of the customer. The way the brands are placed in the retail outlets or stores reminds the customer about the product and also influences new users through its appeal.
5. **Promotion** is the most frequently used tool of brand reinforcement. Several companies adopt this strategy wherein some special offers, freebies, discounts, gift packs, etc. are given along with the product. This is done with the intention to retain the existing customers and attract new customers simultaneously.

Thus, each firm tries to maintain its brand position in the minds of all the prospective customers such that the life of the product gets extended and remain in the race of competition.

Brand Revitalization

The marketing strategy employed when a brand has reached maturity and profits begin to decline. Approaches to revitalisation may include one or all of market expansion, product modification or brand repositioning.

A brand revitalisation programme involves approaches to reclaim lost avenues of brand equity. It also seeks to identify and establish new sources of brand equity. Examining changes in the marketing environment, competitors' strategies, consumer behaviour, evolutions of cultures and many other factors can help determine brand erosion and aid brand development.

Definition: The **Brand Revitalization** is the marketing strategy adopted when the product reaches the maturity stage of product life cycle, and profits have fallen drastically. It is an attempt to bring the product back in the market and secure the sources of equity i.e. customers.

Despite a good reinforcement strategy, a product has to be revitalized because of some uncontrollable factors such as competition, the invention of new technology, change in tastes and preferences of customers, legal requirements, etc.

The brand has to be revitalized because of the following reasons:



1. **Increased Competition** in the market is one of the major reasons for the product to go under the brand revitalization. In order to meet with the offerings and technology of competitor, the company has to design its brand accordingly so as to sustain in the market.
2. The **Brand Relevance** plays a major role in capturing the market. The brand should be modified in accordance with the changes in tastes and preferences of customers i.e. it should cater the need of target market.
3. Nowadays **Globalization** has become an integral part of any business. In order to meet the different needs of different customers residing in different countries the brand has to be revitalized accordingly.
4. Sometimes **Mergers and Acquisitions** demand the brand revitalization. When two or more companies combine, they want the product to be designed from the scratch in a way that it appeals to both and benefits each simultaneously.
5. **Technology** is something that is changing rapidly. In order to meet with the latest trend, the companies have to adopt the new technology due to which the product can go under complete revitalization.
6. Some **Legal Issues** may force a brand to go under brand revitalization such as copyrights, bankruptcy, etc. In such situations, the brand has to be designed accordingly, and the branding is to be done in line with the legal requirements.

In order to overcome the problems mentioned above following are some ways through which Brand Revitalization can be done:



Keys To A Successful Brand Revitalization

Our discussion during the conference centered around strategy behind the revitalization and how it came to life through customer-facing initiatives. There were six takeaways for me.

1. Improving Customer Experience.Center to the strategy to revitalizing any brand is a renewed focus on continuous improvement of product and service quality. Many firms get too focused on cost reduction at the expense of improving the customer experience. Firms that don't have a program to continuously improve customer experience will eventually see a degradation of product and service quality. McDonald's helped restaurants understand what customers value with regard to customer experience and then developed programs designed to achieve operational excellence. For example, in Singapore, customers value delivery in the congested areas of the city, so bikes and food carts have been used to enhance food delivery service.

2. Product/Service Innovation.Innovation is also a key part of any brand revitalization strategy. In McDonald's case, a disciplined new product pipeline management system was developed resulting in a dramatic improvement in new products success rate. Examples of successful McDonald's innovations include white meat McNuggets (white meat is healthier), Milk Jugs (the jug is reseals better than milk cartons), and the Chicken Snack Wrap (has good price points and appeals to lighter eaters).

3. Re-Establishing The Brand Promise.Improved marketing programs focusing on reestablishing the brand's promise is critical for any brand revitalization. The brand promise is an articulation of the relevant and differentiating experience that the brand will deliver to every customer, every time. Brand revitalization means defining where you want the brand to be and then deciding how to get there. Starting in 2003, marketing programs began stressing McDonald's brand promise in order to restore the relevance of the brand. Marketing programs based on McDonald's brand promise were built around the five P's (people, product, place, price and promotion).

4. Rebuilding Trust.Brands that have been beaten down need to re-establish trust. For McDonald's, rebuilding trust was also critical. Consumers today are demanding more openness, more social responsibility and more integrity. One way McDonald's has done this is through its Shrek movie promotion with a new meal for kids that packaged apples, milk, and white chicken McNuggets.

5. Balance Global vs. Local.Finally for global brands, any brand revitalization plan must be able to balance both global and local priorities. There needs to be a clear understanding of consumers similarities and differences across markets. For each market, an understanding of consumer buying framework of who, what when, where, why is necessary. From the global perspective, brand managers need to identify business and brand building initiatives that "will travel" worldwide. For McDonald's examples included offering 24-hour operation, cashless transactions, drive-thru, salad trees, low price point snack-wraps.

6. Leadership.Brand revitalization needs the courage and perspective of strong leaders. While many factors contributed to McDonald's turnaround, the number one factor contributing to success of the brand revitalization was executive leadership. McDonald's execs were insistent and persistent in assuring the consistent implementation of the "Plan to Win".

Revitalizing a Brand

Creating and maintaining awareness of products and services is one of the biggest challenges that small businesses must overcome to achieve success. Brand awareness describes the extent to which consumers are aware of a business and its product offerings. Even if companies manage to create brand awareness, brand recognition can fade over time and consumers can form negative views of a brand. Businesses can employ a variety of methods to revitalize tired or tarnished brands.

Changing Existing Products

Businesses need to deliver value to customers with their products and services to keep customers coming back and build positive brand recognition. Technology and consumer preferences change over time; if products and services fail to evolve with changes in preferences, a company's brand strength may suffer. Updating existing products with new features that capture the latest trends and consumer needs can help revitalize a brand. For example, a software company could rewrite its programs to function on mobile devices like smartphones and tablets to make its product more accessible.

Creating New Products

Creating new products and services is another way that companies can breathe life into their brand. When existing products have become too old and stale, replacing them with completely new products might be easier than trying to update them. New products give companies a chance to start fresh without being hampered by problems inherent to old designs.

Advertising Campaigns

Declining brand recognition is not always caused by products and services that are stale or lacking in some way: Companies need to actively promote their products to maintain brand strength. Sponsoring advertisements can help a business proliferate awareness of its brand and remind consumers of the benefits of using its products. Branching out to new advertising channels can also increase the reach of a brand. For instance, if a business has only advertised in print media and on the radio in the past, a television or Internet advertisement could reach previously untapped groups of customers.

Rebranding

Rebranding is the process of making drastic changes to an existing brand or replacing an old brand with a new one. Rebranding often involves the creation of new logos, slogans, packaging, advertisements, products and services all at the same time. Rebranding gives a company the opportunity to create a new identity and go in a new direction, which can help generate new interest and rebuild brand recognition.

Keysto yoursuccessful brandrevitalizationprojectare:

1. **Organizational commitment to change:** The leadership of your company must be united in the importance of a rebrand. It is an effort that can't be solely driveby the marketing department.
2. **Research:** What do you really mean to your customers and your employees? Research is critical to understanding this. Your brand is the sum total of your customers' and employees' perceptions. Understanding these perceptions willhelp craft written and verbal messages that resonate. If there are perceptions that you don't like, the visual brand alone can't fix all the issues, but it can be part of the strategy for shaping perceptions.
3. **Brand position:** What is your company's point of differentiation? Why do employees and customers believe in the brand? This information is crucial so we can apply what is relevant about your brand today.
4. **Communication:** Company leadership must educate employees about the importance of a brand refresh. Leaders must over communicate with employees and involve them in the process so that they feel a part of the change. A company rebrand that is done well can bring employees together and help to refocus the organization.
5. **Implementation:** To quote the singer/composer George Michael, "If you're gonna do it. Do it right."* The investment of time and moneyin a brand refresh is allfornaughtif youdon'talsoinvestinrollingitoutfullyandinatimelymanner.

Unit-2

WhatIs Media Planning?

The word **Media** came from the Latin word "Middle". Media carrymessage to or from a targeted audience and can add meaning to the message.

Media Planning,in advertising, is a series of decisions involving the delivery ofmessage to the targeted audience. Media Plan, is the plan that details the usage of media in an advertising campaign including costs, running dates, markets, reach, frequency, rationales, and strategies.

You are creating advertising for a new product. To complete this task, you need to go through the media planning process. **Media planning** in advertising is the making of decisions to deliver a message to the target audience.

An advertising strategy most commonly employed to target consumers using a variety of informational outlets. Media planning is generally conducted by a professional media planning or advertising agency and typically finds the most appropriate media outlets to reach the target market. Mediaplanningentailsfindingthemostappropriatemediaplatforntoadvertisethe

company or client's brand/product. Media planners determine when, where and how often a message should be placed. Their goal is to **reach the right audience at the right time with the right message** to generate the desired response and then stay within the designated budget. Sounds like a piece of cake, right?

Clearly, media planning can be a challenging role, involving multiple areas of expertise. Media planners must always keep in mind audience, timing, message and desired response—all while staying within the budget.

Media planning is the development of media objectives, strategies and plans on behalf of a brand. It aims to ensure the intended message is received by the target audience. It determines the best combination of media to achieve this with the available budget, considering the reach and strengths of the various media. It also guides the effective and efficient use of each medium by outlining, for example, the frequency, continuity, format and placement of ads.

Media planning

That's why it's important to put together a media plan for your advertising campaign. The three components of a media plan are as follows:

1. Defining the marketing problem. Do you know where your business is coming from and where the potential for increased business lies? Do you know which markets offer the greatest opportunity? Do you need to reach everybody or only a select group of consumers? How often is the product used? How much product loyalty exists?

2. Translating the marketing requirements into attainable media objectives. Do you want to reach lots of people in a wide area (to get the most out of your advertising dollar)? Then mass media, like newspaper and radio, might work for you. If your target market is a select group in a defined geographic area, then direct mail could be your best bet.

3. Defining a media solution by formulating media strategies. Certain schedules work best with different media. For example, the rule of thumb is that a print ad must run three times before it gets noticed. Radio advertising is most effective when run at certain times of the day or around certain programs, depending on what market you're trying to reach.

Advertising media generally include:

Television, Radio, Newspapers, Magazines (consumer and trade), Outdoor billboards, Public transportation, Yellow Pages, Direct mail, Specialty advertising (on items such as matchbooks, pencils, calendars, telephone pads, shopping bags and so on), Other media (catalogs, samples, handouts, brochures, newsletters and so on)

The Process

Now that you understand what media planning is, it is time to review the process. The process includes:

- Market analysis
- Establishing the media objective
- Setting the strategy
- Implementation
- Evaluation and follow-up

Let's look at these steps in more detail.

Market Analysis

Performing a market analysis involves determining who your audience is. The **audience** is the number and type of people your advertising targets. The audience can be classified according to age, sex, income, occupation, etc. Performing this analysis will help you to project costs and determine the right media for your campaign.

Establishing the Media Objective

The **media objective** is the goal of the media plan. To establish this objective, you must determine your goal for reach, frequency, circulation, cost, and penetration. **Reach** is the amount of people the message is in front of over a period of time. **Frequency** is the average number of times the message is in front of those people. **Circulation** is used for printed advertisements. This is the number of prints that are produced and sent out. **Cost** is broken down into two different sections: cost per thousand (CPM) and cost per person (CPP). It is important to understand the cost as you are budgeting. The cost will tell you which form of media is the best option for your business. **Penetration** is the number of audience members reached by the advertising. The company must determine if it wants to take over a market or just reach a certain group prior to setting the penetration goals and strategies.

Setting the Strategy

Now that you understand who you are marketing to and how much it will cost you, you will need to make a decision about what type of media you will use. Some options include Internet, television, radio, newspaper, consumer and business publications, and interactive media platforms. Which option reaches the largest audience? How often will it reach the audience? Does it fit in your budget?

Implementation

You have a plan. Now it's time to set it in motion. This is when you buy media. **Media buying** is the purchasing of the space in these selected media. This involves committing to

the media provider, submitting the ad, and paying the bill. This is the exciting part. You see all your hard work come together.

Evaluation and Follow-up

After everything is said and done, it is time to see how successful your media plan was. To do so, you need to follow-up and evaluate the results. Ask yourself, 'Did we meet media objectives? How successful were the strategies?' The success of this media plan will determine future media plans.

Process

Developing the Media Plan

Advertising media selection is the process of choosing the most cost-effective media for advertising to achieve the required coverage and number of exposures in a target audience.

Although the media plan is placed later in this process, it is in fact developed simultaneously with the creative strategy. This area of advertising has gone through tremendous changes; a critical media revolution has taken place.

The standard media plan covers four stages: (a) stating media objectives; (b) evaluating media; (c) selecting and implementing media choices; and (d) determining the media budget.

Stating Media Objectives

Media objectives are normally stated in terms of three dimensions:

1. **Reach:** The number of different persons or households exposed to a particular media vehicle or media schedule at least once during a specified time period.
2. **Frequency:** The number of times within a given time period that a consumer is exposed to a message.
3. **Continuity:** The timing of media assertions (e.g., 10% in September, 20% in October, 20% in November, 40% in December and 10% the rest of the year).

Evaluating Media

There are definite inherent strengths and weaknesses associated with each medium. In addition, it would require extensive primary research, either by the sponsoring firm or their advertising agency in order to assess how a particular message and the target audience would relate to a given medium. As a result, many advertisers rely heavily on

the research findings provided by the medium, by their own experience, and by subjective appraisal.

Selection and Implementation

The media planner must make media mix decisions and timing directions, both of which are restricted by the available budget. The media mix decision involves putting media together in the most effective manner. This is a difficult task and necessitates quantitatively and qualitatively evaluating each medium and combination thereof.

Unfortunately, there are very few valid rules of thumb to guide this process, and the supporting research is spotty at best. For example, in attempting to compare audiences of various media, we find that A C Nielsen measures audiences based on TV viewer reports of the programs watched, while outdoor audience exposure estimates are based on counts of the number of automobile vehicles that pass particular outdoor poster locations.

The timing of media refers to the actual placement of advertisements during the time periods that are most appropriate, given the selected media objectives. It includes not only the scheduling of advertisements but also the size and position of the advertisement.

Setting the Media Budget

The media budget is a subset of the advertising budget, and the same methods used to create advertising budget will be used to create the media budget.

In general, remember that:

- Media outlets which deliver messages involving multiple senses (sight, sound, touch, and smell) will be more expensive than those involving just one sense (sound).
- The quality expectations of the media outlet will influence the cost. For example, the quality of ads for national television stations tend to be higher than those for local outlets. Creating a text ad on the Internet, however, can be free or cost next to nothing.

Define media planning, also explain steps in development of media plan.

Steps in Development of Media Plan

1. Market Analysis

Every media plan begins with the market analysis or environmental analysis. Complete review of internal and external factors is required to be done. At this stage media planner try to identify answers of the following questions:

- Who is the target audience?
- What internal and external factors may influence the media plan?

- Where and when to focus the advertising efforts?

The target audience can be classified in terms of age, sex, income, occupation, and other variables. The classification of target audience helps media planners to understand the media consumption habit, and accordingly choose the most appropriate media or media mix.

2. Establishing Media Objective

Media objectives describes what you want the media plan to accomplish. There are five key media objectives that a advertiser or media planner has to consider - reach, frequency, continuity, cost, and weight.

1. **Reach** - Reach refers to the number of people that will be exposed to to a media vehicle at least once during a given period of time.
2. **Frequency** - Frequency refers to the average number of times an individual within target audience is exposed to a media vehicle during a given period of time.
3. **Continuity** - It refers to the pattern of advertisements in a media schedule. Continuity alternatives are as follows:
 - **Continuous**: Strategy of running campaign evenly over a period of time.
 - **Pulsing**: Strategy of running campaign steadily over a period of time with intermittent increase in advertising at certain intervals, as during festivals or special occasions like Olympics or World-Cup.
 - **Discontinuous**: Strategy of advertising heavily only at certain intervals, and no advertising in the interim period, as in case of seasonal products.
4. **Cost** - It refers to the cost of different media
5. **Weight** - Weight refers to total advertising required during a particular period.

3. Determining Media Strategies

Media strategy is determined considering the following:

1. **Media Mix** - From the wide variety of media vehicles, the advertiser can employ one vehicle or a mix suitable vehicles.
2. **Target Market**
3. **Scheduling** - It shows the number of advertisements, size of advertisements, and time on which advertisements to appear.
 - **Seasonal Pulse**: Seasonal products like cold creams follow this scheduling.
 - **Steady Pulse**: According to this scheduling one ad is shown over a period of time, say one ad per week or one ad per month.
 - **Periodic Pulse**: A regular pattern is followed in such scheduling, as in case of consumer durable, and non durable.
 - **Erratic Pulse**: No regular pattern is followed in such scheduling.
 - **Start-up Pulse**: Such scheduling is followed during a new campaign or a launch of a new product.
 - **Promotional Pulse**: It is for short time, only for a promotional period.

4. **Reach and frequency**
5. **Creative Aspects** - Creativity in ad campaigns decides the success of the product, but to implement this creativity a firm must employ a media that supports such a strategy.
6. **Flexibility** - An effective media strategy requires a degree of flexibility.
7. **Budget Considerations** - In determining media strategy cost must be estimated and budget must be considered.
8. **Media Selection** - It covers two broad decisions - selection of media class, and selection of media vehicle within media class.

4. Implementation of Media Plan

The implementation of a media plan requires media buying. Media buying refers to buying time and space in the selected media. Following are the steps in media buying:

- Collection of information: Media buying requires sufficient information regarding nature of target audience, nature of target market, etc.
- Selection of Media/Media Mix: Considering the collected information and ad-budget, media or media mix is selected which suits the requirements of both - target audience and advertiser.
- Negotiation: Price of media is negotiated to procure media at the lowest possible price.
- Issuing Ad - copy to media: Ad-copy is issued to the media for broadcast or telecast
- Monitoring performance of Media: Advertiser has to monitor whether the telecast or broadcast of ad is done properly as decided.
- Payment - Finally, it is the responsibility of advertiser to make payment of media bills on time.

5. Evaluation and Follow-up

Evaluation is essential to assess the performance of any activity. Two factors are important in evaluation of media plan:

- How successful were the strategies in achieving media objectives?
- Was the media plan successful in accomplishing advertising objective?

Measuring Advertising Effectiveness

Measuring the effectiveness of advertising programme in the limited market area is one of the important tasks of the advertising manager. If different media and different advertisements are used in different markets, the effectiveness of the different media and advertisement can be evaluated. These measures will help the manager to adjust the budget to obtain the most effective media scheduling.

“When a child writes the examination papers, he has to see the result come what it may be, so that he comes to know where he is wrong and where he should pay more attention. This will help him work better in future.”

This is exactly the case of the advertisement. The work is not complete if the effectiveness of advertise is not measured. This is the only way to know how the advertisement is performing, is it reaching the targets and is the goal achieved.

It is not at all possible to measure advertisement effectiveness accurately as there are many factors like making a brand image, increasing the sales, keeping people informed about the product, introducing new product, etc, which affect the effectiveness of an advertisement.

there can be three sets of methods to meet his needs namely, pre-testing, concurrent testing and post-testing methods.

I. Pre-testing methods:

1. Check-listtest:

A check-list is a list of good qualities to be possessed by an effective advertisement. A typical check- list provides rating scale or basis for ranking the ads in terms of the characteristics.

These characteristics may be honesty, attention getting, readability, reliability,convincingability,sellingabilityandthelike.Theadthatgetshighestscoreisconsidered as the best.

2. Opinion test:

Opinion test or consumer jurytest is one that obtains the preference of a sample group of typical prospective consumers of the product or the service for an ad or part of it. The members of the jury rate the ads as to their head-lines, themes, illustrations, slogans, by direct comparison.

Getting preference from a juror is better than getting it from a member of general public or an ad expert.

3. Dummymagazineandport-folio test:

Dummy magazines are used to pre-test the ads under conditions of approximation resembling normal exposure. A dummy magazine contains standard editorial material, control ads that have been alreadytested and the ads to be tested. The sample households receive these magazines and the interviews are conducted to determine recall scores.

Port-folio test is like that of dummy magazine test except that the test ads are placed in a folder that contains control ads. The respondents are given these folders for their reading and reactions. The test scores are determined in the interview. The ad with highest scoreis taken as the best.

4. Inquiry test:

It involves running two or more ads on a limited scale to determine which is most effective in terms of maximum inquiries for the offers made. These inquiry tests are used exclusively to test copy appeals, copies, illustrations, and other components.

Any of these elements may be checked. The point that is to be checked is changed and all other components are unaltered, to get the score.

5. Mechanical tests:

These mechanical tests are objective in nature unlike the one already explained. These help in provide good measures as to how respondent are eyes and emotions reaching a given advertisement.

The most widely used mechanical devices are:

1. Eye Movement Camera
2. Perceptoscope
3. Psycho-galvanometer and
4. Tachistoscope.

II. Concurrent Testing Methods:

1. Co-incident surveys:

This is called as coincidental telephone method also whereby a sample of households is selected, calls are made during the time programme broadcast, the respondents are asked whether their radio or television is on, and if so, to what station or programme it is tuned? The results of the survey are used to determine the share of response for the advertisement or the programme.

2. Consumer diaries:

This method involves giving the families selected in advance of diary or individual diaries to the members of the family. These selected families and individual respondents are asked to record the details about the programme they listen or view. The diaries are collected periodically to determine the scores.

3. Mechanical devices:

The mechanical devices used to measure the ad differences concurrently are more common to broadcast media.

These are:

1. Audio meters
2. Psychogalvanometer
3. Tachistoscope and
4. Truck Electronic Unit.

4. Traffic counts:

Traffic counts are of special applicability to outdoor advertising. One can get good deal of information through traffic counts. This counting is done by independent organisations may be private or public. This work is also undertaken by advertising agencies. For instance, how many automobiles and other vehicles were exposed to a bulletin board or a poster or a wall painting and how many times? Can be determined.

III. Post-testing methods:

1. Inquiry tests:

It is controlled experiment conducted in the field. In inquiry test, the number of consumer inquiries produced by an advertising copy or the medium is considered as to the measure of its communication effectiveness.

Therefore, the number of inquiries is the test of effectiveness which can be produced only when the ad copy or the medium succeeds in attracting and retaining reader or viewer attention. To encourage inquiries, the advertiser offers to send something complimentary to the reader or the viewer, if he replies.

2. Split-run test:

A split-run test is a technique that makes possible testing of two or more ads in the same position, publication, issued with a guarantee of each ad reaching a comparable group of readers. It is an improvement over the inquiry test in that the ad copy is split into elements like appeal layout headline and so on. Here also, the readers are encouraged to reply the inquiries to the keyed or the given address.

3. Recognition tests:

Recognition is a matter of identifying something as having seen or heard before. It is based on the memory of the respondent. It attempts to measure the ad effectiveness by determining the number of respondents who have read or seen the ads before. To arrive at the results, readership or listenership surveys are conducted.

4. Recall tests:

Recalling is more demanding than recognizing as a test of memory. It involves respondents to answer as to what they have read, seen or heard without allowing them to look at or listen to the ad while they are answering.

There are several variations of this test. One such test is Triple Association Test which is designed to test copy themes or the slogans and reveals the extent to which they have remembered.

5. Sales tests:

Sales tests represent controlled experiment under which actual field conditions than the simulated are faced. It attempts to establish a direct relationship between one or more variables and sales of a product or service. It facilitates testing of one ad against another and one medium against another.

To sum-up, ad effectiveness testing is a must to avoid costly mistakes, to select the best alternative from the apparently equal alternatives, to resolve the differences of opinion and to add to the store of knowledge having deep bearing on advertising effectiveness and efficiency. Ad effectiveness testing can be at three levels namely, prior to, during and after the release of an ad.

There are many methods to choose. The final results depend on the validity, reliability and the relevance of each method employed. Testing, if done in good faith, can payout its costs and rich dividends too.

Techniques to Measure Advertising Effectiveness

There are different tests and several techniques in each of the test to evaluate advertising effectiveness. Test depends on the aspects to be evaluated. Based on Philip Kotler's views, let us first discuss classification of tests (various ways or approaches) to evaluate advertising effectiveness.

1. Pre-test and Post Test:

Pre-test implies testing advertising message before it is sent to specific media. Post test implies testing impact of advertising message after it is published in any of the media.

2. Communication and Sales Effect Test:

Communication test measures communicability (ability to communicate) of the message. Whereas sales-effect test measures advertising impact on sales volume.

3. Laboratory and Field Test:

Clearly, a laboratory test is conducted in a controlled environment in a limited scale. Respondents are invited in a laboratory to state their response. Quite opposite, a field test is conducted in original setting, artificial climate is not created. It is similar as conducting survey to measure what customers think about company's advertisement.

4. Experimental and Survey Test:

Experimental test involves testing advertising effect by conducting test by manipulating independent variable (i.e., advertising efforts) and measuring the effect of the manipulation on other dependent variables like sales, profits, consumer satisfaction, etc. Experimental test may be laboratory or field test. Survey test involved knowing consumers' views through a survey method.

5. Message and Media Effect Test:

While message test involves measuring clarity, contents, believability, action ability, etc., of the message, the media test measures effectiveness/ suitability of one or more media.

Mostly, a company is interested to measure advertisement's communication effect and sales effect. Therefore, it is worthwhile to discuss communication and sales effect test.

#Methods of Evaluating Advertising Effectiveness

Communication Effect Research and Sales Effect Research are two major traditional methods of evaluating advertising effectiveness. On the other hand, modern approaches include Analysis Tool and Integrated Direct Marketing.

1. Communication Effect Research

- Portfolio Tests – The customers see and listen carefully to the ads, and then they are asked to recall the content of the advertisement. Calculations are done based on such data
- Direct Rating Method – The customers are asked directly to rate the advertisement, and these ratings are calculated
- Laboratory Tests – To measure the physiological reactions of customers after seeing an ad, an apparatus is used to measure blood pressure, heart rate, perspiration, etc.

2. Sales Effect Research

The effectiveness of the ad is evaluated on the basis of the sales figure of the company, through questionnaires, product surveys, recognition tests, toll free numbers, and response rates.

3. Analysis Tool

For online advertisements, analysis tool is used to measure customer visits, how many pages are viewed, who are buying online, etc which helps the marketers to determine its effectiveness.

4. Integrated Direct Marketing

This is a modern web-based tool, which provides a response corner on the websites, where the customers can leave their feedback.

Whether it is television, **brochures**, radio, **business cards**, or online advertising, evaluating its effectiveness is intrinsically important to determine its performance and reach.

Unit-1

Advertising simply put is telling and selling the product. **Advertising Management though is a complex process of employing various media to sell a product or service.** This process begins quite early from the marketing research and encompasses the media campaigns that help sell the product.

Without an effective advertising management process in place, the media campaigns are not that fruitful and the whole marketing process goes for a toss. Hence, companies that believe in an effective advertising management process are always a step ahead in terms of selling their goods and services.

As mentioned above, advertising management begins from the market research phase. At this point, the data produced by marketing research is used to identify what types of advertising would be adequate for the specific product. Gone are the days when there was only print and television advertising was available to the manufacturers. These days apart from print and television, radio, mobile, and Internet are also available as advertising media. Advertising management process in fact helps in defining the outline of the media campaign and in deciding which type of advertising would be used before the launch of the product.

If you wish to make the advertising effective, always remember to include it from the market research time. Market research will help to identify the niche segment of the population to which the product or service has to be targeted from a large population. It will also identify why the niche segment would opt for the product or service. This information will serve as a guideline for the preparation of advertising campaigns.

Once the niche segments are identified and the determination of what types of advertising will be used is done, then the advertising management focuses on creating the specifics for the overall advertising campaign. If it is a radio campaign, which type of ads would be used, if it is a print campaign, what write ups and ads will be used, and if it is a television campaign, what type of commercials will be used.

There might also be a mix and match advertising in which radio might supplement television advertising and so on. It is important that through advertising management the image is conveyed that all the strategies complement each other. It should not look to public that the radio advertising is focusing on something else while television on something else. The whole process in the end should benefit the product or service.

The role of people designing the advertising campaign is crucial to its success. They have been trained by seasoned professionals who provide the training in the specific field. Designing an advertising campaign is no small a task and to understand the consumer behavior from the data collected from market research is a very important aspect of the campaign.

A whole lot of creativity and inspiration is required to launch an adequate advertising campaign. In addition, the management skills come into play when the work has to be done keeping the big picture in mind. **It would be fruitful for the company if the advertising campaign lasts well over the lifetime of a product or service, reach the right customers, and generate the desired revenue.**