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Course: Advertising (967)

Mass Communication Semester-I

Important Questions with Answers prepared by Faiza Gul, Ali Raza
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Question no. 1: Define the concept of advertising and elaborate the history of advertising in Pakistan.

Advertising is a showcasing correspondence that utilizes a transparently supported, non-individual message to advance or sell an item, administration or thought. Patrons of Advertising are regularly organizations wishing to advance their items or administrations. Advertising is separated from advertising in that a promoter pays for and has command over the message.

It varies from individual selling in that the message is non-individual, i.e., not coordinated to a specific person. Advertising is conveyed through different broad communications, including conventional media like papers, magazines, TV, radio, open air promoting or standard mail; and new media, for example, indexed lists, web journals, web-based entertainment, sites or instant messages. The genuine show of the message in a medium is alluded to as a promotion: advert or advertisement for short.

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Business promotions regularly try to create expanded utilization of their items or administrations through "marking", which relates an item name or picture with specific characteristics in the personalities of buyers. Non-business substances that publicize more than shopper items or administrations incorporate ideological groups, vested parties, strict associations and legislative offices. Non-benefit associations might utilize free methods of influence, like a public assistance declaration. Promoting may likewise assist with consoling representatives or investors that an organization is practical or fruitful.

Promoting is a way to exhibit one's items or administrations and deal shoppers an immense decision as far as what they are offered and what they can decide to purchase. For the customers, Advertising offers them a decision to get at the best in the market at the best cost.

Today, it is unfathomable to anticipate individuals, particularly in metropolitan regions, to spend their cash purchasing results of which they haven't heard a thing.

Promoting depends on commercialization to succeed and purchaser's appointed authority by materialistic guidelines. Additionally, fruitful Advertising implies arising victorious notwithstanding extreme rivalry, frequently without thought of elevated expectations or stylish preferences.

Advertising being **raunchy and entrepreneurial** in its actual premise, the overemphasis on promoting today is a blight. Publicists will quite often speak to famous (even 'low') tastes to interest a bigger segment of the populace. Pictures of sex and savagery are utilized to stand out for watchers a sort of 'negative' advance is delivered to support interest.

600 years prior the vast majority of man's correspondence was directed balanced in homes, at commercial centers or places of love. This correspondence was significant 100% of the time. In the fifteenth century, Johannes Gutenberg's print machine introduced the approach of one-to-numerous correspondence, and the message started off the Information Age in 1840. Inside under 100 years, society was gathering data from papers, radio and TV.. We, as customers, are ignorant concerning the many promoting messages we see each day. We hate the penetration of undesirable advertisements in our own innovation, from the pair of shoes we purchased web-based that follow us from one webpage to another, to the dreadfulness of Google gathering watchwords out of our email with an end goal to increment promotion pertinence.

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

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

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

Question no. 2: Explaining the general objectives of advertising. Different definitions of

advertising.

➤ **Introduction**

Advertising is a specialty of the transporter wherein he presents contemplations, work and things for the purchaser through the media of mass correspondence. Hoisting is different things to various individuals; to a house mate, it is a wellspring of data to direct her for family reason; to a back wood official, it is a smoky hear; to a printer and distributor it is what to pay for printing; and for a maker it is a method for talking in the interim with hundred and thousand individuals. Publicizing anticipates a basic part in the moderate improvement of a general populace. As a piece of our public activity, progressing fantastically influences our way of life. Business is a fundamental displaying device also solid areas for as power calling something for considered individuals, particularly by paid explanations.

- American sees hundreds, even an enormous number of ads regular. Advertising is a sort of giving information, in strong purposes for things (items, organizations and contemplations) by perceived upholds through different media.
- Publicizing is a way to feature one's items or administrations and promoting offers buyers a decision to get the best in the market at the best cost.
- Publicizing is a huge decision as far as what they are offered and what they can decide to purchase. Their cash purchasing results of which they haven't heard a thing. Individuals know
- Publicizing in like manner helps in propelling organizations and contemplations. To the extent that the channel of correspondence, its inspiration is to be a medium. A publicizing medium is any non-individual means used to acquaint an advancement with its vested party. For example, we have radio publicizing, TV advancing, paper ads, from that point, anything is possible.
- Publicizing is just a single sort of advancing exchanges. Exhibiting trades are the various undertakings and devices used to talk with clients and potential outcomes, including direct mail advertisements, paper advancements, event sponsorship, openness, selling and some more.

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- Marketing is one of the huge pieces of publicizing. Advancing is a progressive capacity, a lot of cycles herein the value is made, endlessly passed on to clients, and for managing client associations in habits that benefit the affiliation and its financial backers. Publicizing trades are various undertakings and gadgets used to talk with clients. They are imperative for staying aware of the relationship with the clients.
- What partners publicizing and advancing are 4Ps of promoting mix:
 1. Product
 2. Pricing
 3. Placing
 4. Promotions

The last unbiased of exhibiting is to get an advantage for the firm by coming full circle the exchanging of things or organizations with those clients who need or need them. Plus, the occupation of publicizing is to lift - to enlighten, persuade, and assist get-togethers with recollecting clients, or markets, about the need-satisfying worth of the association's work and items.

➤ **Definitions of advertising**

- ✓ Advertising is significant solid areas for an and essential instrument assisting with selling things, examinations and associations through the channel and effect.
- ✓ Advertising is individuals' correspondence with others wherein one get-together supplies the necessities and requirements of the other party.
- ✓ Advertising is a kind of correspondence from, a man thought to a man who can be influenced to perceive such thought.

Main objectives of advertisements

There are 3 fundamental targets of promoting

- **To Inform**

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Advertisements are utilized to increment brand mindfulness and brand openness in the objective market. Illuminating likely clients about the brand and its items is the most vital move toward accomplishing business objectives.

- **To convince**

Convincing clients to play out a specific undertaking is a verifiable goal of progressing. The undertakings could consolidate purchasing or trying the things and associations offered, framing a brand picture, developing a staggering demeanor towards the brand, and so on.

- **To Remind**

One more evenhanded of promoting is to support the brand message and to console the current and possible clients about the brand vision. Promoting assists the brand with keeping up with top-of-mind mindfulness and to stay away from contenders taking the clients. This additionally helps in the verbal exchange advertising.

Question no. 3: Describe different kinds of advertising. Explain with examples.

- ❖ **Types of advertising**

- **Types on base of penetration level**
- **Above the line advertising**

Above the-line promoting incorporates exercises that are generally non-designated and have an extensive range.

Examples Television, radio, and paper ads.

- **Under-the-line advertising**

Under the-line publicizing incorporates transformation centered exercises which are coordinated toward a particular objective gathering.

Examples bulletins, sponsorships, in-store publicizing, and so forth.

- **Through-the-line advertising**

Through-the-line publicizing incorporates exercises which include the utilization of both ATL and BTL procedures all the while. These are coordinated towards brand building and transformations and utilize designated (customized) commercial techniques.

Examples

Cookie based publicizing, advanced showcasing systems, and so forth.

- **Types on the basis of medium used**

1. Print advertising

Print publicizing implies printed advancements, regularly tracked down in papers and magazines. Regardless, this arrangement similarly integrates other composed words, similar to pamphlets, libraries and flyers. Associations can place ads in neighboring papers whether all through the paper or inside the classifieds portion — to target purchasers inside a geographic region.

2. Mail advertising

Mailing station-based mail is a sort of print publicizing that sends promotions to clients through the mail. Models consolidate handouts, lists, leaflets and flyers. This approach enables associations to recognize an essentially more assigned market than other print publicizing plans since it flows advancements through a prompt mailing list.

3. Television advertising

Television advancing is a sort of transmission publicizing where associations expose their things or organizations through 20-, 30-or 60-second TV promotions. It will in general be extreme anyway engages associations to go over their advertisements regularly. The costs to air TV advertisements can vary as a result of the various factors.

4. Radio advertising

Radio is one more kind of transmission propelling that plays advancements during programming breaks. Clients can hear radio progressions while driving different exercises, for example, driving or doing family undertakings. Like TV, radio draws in the unmistakable monotony of promotions, which can give affiliations more prominent attestation with clients. Affiliations can explore what radio broadcasts are prominent with their objective clients. They can comparatively recognize what seasons of day these clients center around the radio most.

5. Digital broadcast advertising

In digital broadcast publicizing, organizations can support webcasts or have promotions for their items or administrations played during the episodes. Commonly, digital recordings play advertisements toward the start, center and end of episodes. Like radio promoting, organizations can explore which web recordings are generally famous with their ideal interest group.

6. Mobile advertising

Mobile publicizing shows up at buyers through any cell with web organization, similar to a cellphone or tablet. These promotions could appear to buyers through virtual amusement, on location pages or inside applications. For example, a client playing a flexible game could get advancements for near games between continuous communication changes.

7. Paid search advertising

Paid search is a kind of web-based promoting, now and then alluded to as pay-per-click (PPC) publicizing. Organizations that utilization PPC publicizing possibly pay a charge when clients click on their promotion. They bid on unambiguous catchphrases, generally connected with their business, alongside the position of their promotion on the web index. For instance, an organization that sells collapsing bikes incorporates the catchphrase "foldable bicycles" in its offered. At the point when clients search that expression, the organization's items show up as a promotion inside the indexed lists — regularly at the highest point of the page.

8. Social media advertising

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Affiliations utilize electronic redirection publicizing to move their things or associations on different stages. Online entertainment publicizing, as other undeniable level progressing, empowers relationship to target unequivocal gatherings. They could zero in on appearing at clients considering their geographic area, age gathering or purchasing affinities. They can either pay for the stages to impel their advancements, or they can utilize more normal philosophies

9. Native advertising

Native promoting is a kind of computerized publicizing wherein promotions seem to be like the remainder of the page content. Pay-per-click promotions can act as a type of local publicizing in light of the fact that the promoted item frequently mixes in with different outcomes. Organizations appreciate utilizing this arrangement since it doesn't interfere with the client experience, not at all like showcase publicizing.

10. Outdoor advertising

Outdoors publicizing insinuates sees that purchasers see outside their homes. Consequently, this sort of publicizing is on occasion called out-of-home advancing. Models consolidate releases and notification figured out in the open places or travel vehicles, as on the sides of transports or inside cable car vehicles.

Outside publicizing intends to snatch the eye of a tremendous people. Ordinarily, these advancements help associations with building their picture care inside a geographic region. The space apportioned to outside advancements may be limited, as might how at any point a lot of time a customer takes to see the promotions. Regularly, these notices use striking pictures and less words so the substance is easily seen

Question no. 4: What role does advertising play in contemporary society? Also explain its advantages and disadvantages.

Advertising is paid receptiveness. A business message makes a thing or a help open for obtainment. It is controlled and paid for, by the initiator, at the rates set by the medium utilized.

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Publicizing could show up in any of the standard medium, for example, paper, magazine, radio, TV, board, or handbill. Routinely the name of the thing, its depiction and cost are featured in the business. Over the most recent quite a long while, the impact of fittings has made to this discernible degree that any instrument of correspondence these days is stacked with publicizing.

Publicizing by its very nature gets wide openness. Besides, it probably affects what individuals purchase and along these lines on their exercises. The main points of contention are values and ways of life are to be empowered as solid, which to be stayed away from, and what relative effect or impact promoting has on them. The issues like

- (1) relationship of publicizing to realism
- (2) job that publicizing has played in making hurtful generalizations of ladies and ethnic minorities
- (3) potential commitment of promoting in advancing destructive items have been seen.

Individuals are giving an excessive significance to material interests. There is a comparing decreasing of significance to non-material interests like love, opportunity and scholarly pursuits. The allegation that promoting have added to the job sound system composing of ladies and ethnic minorities has been upheld by a few investigations. In 729 commercials, showing up in 1970, the creators presumed that the promotions mirrored the generalization that ladies don't do significant things and are subject to men. Furthermore, moreover, there is a public worry with the issues of liquor and cigarettes. Neighborhood governing bodies have expanded assessments to around 45% of all out-liquor deals and hardened inebriated driving regulations. Blissful hours have been prohibited in a few states.

➤ **Benefits of advertising**

- **Economy** Generation of new positions - higher salaries, agreeable and empathetic approach to everyday life.
- **Culture** Contributes emphatically in choices about media content for advancement in the public eye.

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- **Legislative issues** Significant commitment for illuminating individuals about applicants and the party and so on.
- **Moral and religion** Faith messages and so on.

➤ **Advantages and Disadvantages:**

- The advancement illuminates the purchaser about characteristics and cost of things and this works on buying for the clients.
- As the costs are right now declared, the clients can't be over charged.
- By typical advancement, the producer can sell the item plainly to the clients without relying on go between this kills the Middleman's charges and benefit. It derives higher benefit to the producer and lower costs for the purchasers.
- It helps in progress of the possibility of the things.
- The purchasers are drawn in by the possibility of the things that are pitched. Expecting the clients are persuaded that the quality is the incredibly that is pitched, they purchase.
- It assists the client with saving time. As the client has as of late been the client shouldn't zero in on getting the things.
- It constructs the living suspicion for clients.
- It gives information about the new plans of the things to purchasers and as required clients consume those items and expansion their suspicion for normal comforts.

➤ **Magazines**

Magazines are a more engaged, but more costly, option in contrast to paper promoting. This medium permits you to contact exceptionally designated crowds.

Advantages

- Considers better focusing of crowd, as you can pick magazine distributions that take care of your particular crowd or whose article content has practical experience in subjects important to your crowd.

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- High peruser association implies that more consideration will be paid to your ad
- Better quality paper allows better variety proliferation and full-variety advertisements

Disadvantages

- Long lead times imply that you need to make arrangements weeks or months ahead of time
- The slow lead time elevates the gamble of your promotion getting overwhelmed by occasions
- There is restricted adaptability with regards to promotion position and configuration.

➤ **Newspaper**

Papers are one of the standard mediums used by associations, both of every kind imaginable the equivalent, to advance their associations.

Advantages

- Licenses you to show up at endless people in a given geographic locale
- You have the flexibility in finishing up the advancement size and position inside the paper
- Your advancement can be essentially basically as broad as vital to grant as an entirely noteworthy story as you need to tell

Disadvantages

- Advancement space can be exorbitant
- Your advancement needs to go facing the untidiness of various backers, including the best notices run by stores and corporate store as well as the ads of your adversaries
- Appalling photo multiplication limits imaginativeness

➤ **Television**

Benefits

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- Television awards you to contact gigantic amounts of people on a public or nearby level in a short period of time
- Free stations and connection offer new opportunities to pinpoint area swarms
- Television being an image building and visual medium, it offers the ability to pass on your message with sight, sound and development

Hindrances

- Message is short lived, and may require different transparency for the advancement to rise above the untidiness
- Advancements on network individuals are pressed in neighboring news broadcasts and station breaks
- Leaned toward advancement times are generally speaking sold out a long ways early
- Confined length of receptiveness, as most advancements are only thirty seconds long or less, which limits how much information you can pass on
- For the most part exorbitant to the extent that inventive, creation and broadcast arrangement costs

➤ **Radio**

Benefits

- Radio is a general medium delighted in by individuals all at once or one more during the day, at home, working, and, surprisingly, in the vehicle.
- The huge swath of radio program designs offers to effectively focus on your publicizing dollars to barely characterized fragments of customers probably going to answer your proposition.
- Gives your business character through the production of missions utilizing sounds and voices

Hindrances

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- Since radio audience members are spread over many stations, you might need to promote all the while on a few stations to arrive at your main interest group
- Audience members can't return to your advertisements to go over significant places
- Promotions are a break in the diversion. Along these lines, a radio promotion might require different openness to get through the audience's "block out" factor and guarantee message maintenance
- Radio is a foundation medium. Most audience members are accomplishing something different while tuning in, and that implies that your promotion needs to endeavor to stand out enough to be noticed.

Today the human necessities are fulfilled by the wellspring of promotions. Basically, everything today is elevated to show up at greater social event. This benefits the association with extended bargains. For instance, in case a singular wish to buy a vehicle and is in predicament whether or not to make a purchase for it. For this present circumstance his goal would set and he would be restless to propel extra about it from the advancements. The promotion will in a way impel him to buy. As such promotions control the mind of the interested person by fulfilling their need.

of the association which sums up to help the monetary level of the country.

The impact of advancing on society has gotten a remarkable change. It has made people think past their moderate universe of solidarity. It has made society to affect their way to deal with existence definitively. The publicist endeavor to influence or persuade clients to buy the particular thing. It is in like manner a medium serving various associations.

Question no.5: “Folk media can play a vital role in advertising” Do you agree?

➤ **Folk Media:**

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The word 'Folk' has been gotten from a German word 'YOLKS' which implies individuals. Society Media will be media of individuals. However firmly connected, both people media and old stories are altogether different from one another. Fables incorporate organizations like legends, cultural stories, jokes, adages, questions, drones, ensembles, moves, show, melodies, people medications and composing on the walls.

Then again, folk media is the various method for interchanges accessible to rustic and ancestral individuals. Society media is additionally realized by different names like conventional media, native correspondence framework, elective media, bunch media and minimal expense media and so on.

Besides, print and electronic media folk media moreover expect an earnest part in advancing. Here we will at first look at the striking features of individuals media and later give a record of a part of the ordinary individuals media of the Pakistani society supportive for publicizing.

Folk Media is the inventive dissipating of information through friendly and execution articulations. In ordinary social orders, folk media: show, plays, pieces, stories, problems, tunes and dance have been broadly and successfully used to spread messages and even to give adroitness of additional laid out ages to the youthful.

In different social orders the usage of individuals media as promotion is tracked down in circumcision, vow and wedding capabilities and in a wide range of entertainment and festivities. Today comparative media can be used for neighborhood, actuating help and participation in programs and all the while for redirection.

➤ **Striking Features:**

- They have a spot with the neighborhood.
- It addresses no risk to the local culture.
- Incorporate neighborhood capacity for Localized messages which have more noteworthy credibility.
- They are unobtrusive media.

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- It does exclude social correspondence deterrents.
- Its impact is more significant.
- Their appeal is at individual and comfortable level.
- Multi-layered correspondence hindrances are not experienced here.
- Similarity is expeditious and direct.
- Available to every last one and thoroughly enjoyed by individuals of different age packs at a very low. cost

➤ **Common folk media of Pakistani society**

- **Fair** Fair is a periodical celebration for the overall deals and buys. Fairs are confined in nature. Other than deals and acquisition of merchandise it likewise fills diversion needs. It is an exceptionally compelling vehicle for publicizing yet its entrance is restricted to a specific region and restricted individuals.
- **Cultural Shows** Each country cherishes its way of life profoundly as truth be told it is its personality. Individuals need to save their way of life as well as prefer to see it having firm roots in different regions of the planet as well. For this reason, social shows are held. These shows are taken part by the neighborhood people as well as by others. Publicists can find these shows truly appropriate for publicizing their items.
- **Theater** Theater is perhaps of the most watched and convincing individual media. Basically, it is a connecting with medium, yet likewise contacts each piece of human life in a very entrancing way. It is moreover close by in nature and is very important for advancing things and organizations in a predefined locale.

Folk media moreover have a couple of deficiencies as media of advancing. For example, society media have outstandingly limited reach, and accessibility. They are quite terrible for public advertisers.

- Made by folk media is bound to unequivocal occasions and group.

➤ **Conclusion**

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Folk media leaves extraordinary effect on the general public and instrumental in achieving social change. In spite of the way that the modern media has arrived at pretty much every niche and corner of the general public, the folk media has held its space and works as a strong medium to impact the contemplations and mentalities of the majority and furthermore achieve change in the general public.

Customary media demonstrates exceptionally valuable in checking odd notion and spread of logical and moderate thoughts among individuals. Since, society media is famous among masses it has too ability to convince individuals.

Dissimilar to current media, folk media works on relational level and have a place with the majority. Broad communications then again is possessed by couple of individuals or corporate houses.

Question no. 6: Describe the selection criteria of an advertising agency.

An advertising office is made out of inventive and finance managers - the essayists and craftsmen, players and market investigators, promoting and research individuals, advertising experts, all things considered.

However, with this, they are finance managers, maintaining a free business, monetarily mindful, applying their imaginative abilities to the matter of assisting with making their clients advertising succeed.

A firm occupied with offering types of assistance of notice for clients to make mindfulness and market for them is known as advertising office.

From the above definitions, the normal highlights can be recognized as:

- Advertising office is an autonomous business association.
- Office offers types of assistance to clients are scanning clients for their labor and products.
- Organization utilizes the specialists, scientists and so forth
- Office fills the roles like preparation, execution of mission, research, follow up promotion, estimating adequacy of different media for its clients.
- It charges expenses, administration charges and commission from its clients.

It is stressed that an advertising office is a free business association autonomously possessed, and

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not claimed by sponsors or media or providers which brings to the clients' concerns an external goal perspective made more significant by experience with other clients' deals issues in different fields. It is autonomous of the clients to be generally a promoter of advertising (trying to apply advertising to help clients develop and thrive); it is free of media and providers to be unprejudiced in serving its clients (the venders of labor and products).

1. Contact Department

This division is liable for getting new records and furthermore for keeping up with the current ones. The Account Executive is the critical man of the division who goes about as a connection between the advertising organization and the clients.

2. Media Department

This division is depended with crafted by determination of fitting media for the sponsor. It very well may be based on

- client's heading,
- the financial plan distributed for this reason by the client or
- The one that fills the need best to the client's item.

In these conditions, the media division chooses the most ideal medium. It picks the fitting channels of correspondence through which the message is to arrive at target buyers. The media examiner chooses over the number and sort of possible clients and likewise picks a medium/media to convey the message.

3. Duplicate Department

The duplicate chief, ideally a craftsmanship disapproved of individual, is the top of this office. The notice duplicate is the core of advertising programed as it contains the message.

4. Workmanship and Visualization Department

The top of this division is the Art Director. A workmanship chief is helped by specialists, design men and visualizers. It is the obligation of this division to get the clear lines of sight and designs ready for press promotions, banners, schedules, and other open air advertising.

5. Creation Department

At the point when a duplicate is prepared, the organization proceeds with its creation, headed by a chief. Promotional firms for the most part use outside units for these creation administrations.

6. Finance Department

This division is answerable for

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- maintaining records, charging and gathering the contribution from its clients,
- verifying the presence of notices in various media in individual cases,
- checking media solicitations against discharge orders,
- settling the bills of the media proprietors; and
- Looking after every one of the standard matters connecting with bookkeeping; recording, and so on

7. Research Department

This branch of the advertising office is occupied with the investigation of the impact of selling exercises at the last mark of conveyance of an item. The examination chief takes the help of experts, agents, and so on.

8. Advertising Department

The development and endurance of an advertising office rely especially on the general assessment and its help. Positive Public assessment raises the assurance of the office staff and constructs altruism for the organization. This office is going by a Public Relations leader.

Question no. 7: What are the attributes of a good advertising copy? Explain with examples. Also explain the importance and principles of visualization and lay out in a copy.

Good Advertising Copy Attributes:

The essence of special functions to be accomplished by the advertisement must also be kept in mind by the copywriter. He/she should understand the overall plan of the advertisement when considering the actual wording to be used to convey the want- satisfying qualities of the product to the prospect, and then to show how it will satisfy his/ her desires. One must understand the medium in which the advertisement is to appear. And then according to the nature, reach and availability of the medium the size and pattern of advertising copy should be prepared.

A good copy should be brief, precise, concise, aiming to sell, sincere, clear, apt, interesting and personal.

Be Brief: A copywriter must write briefly, yet effectively. Therefore, read the rough draft slowly. Study each sentence. Consider its meanings and importance. Certainly an advertisement

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should never be longer than is necessary. However, if the success of the advertisement is jeopardized by dropping even one word, then that word should be included.

Be Precise: It means, saying exactly in the advertising copy what is meant, using the most crispy and catchy words.

Be Concise: Say in the advertising message what must be said in the fewest possible words.

Aim to Sell: An advertisement is more than a mere piece of information. It also promises benefits.

Be Sincere: In advertising a copy avoids undue exaggeration, for unless the message is credible and trustworthy, it will recoil disastrously.

Be Clear: When advertising lacks clarity, it will be ineffective. Even a slight vagueness will cripple the advertising copy. Therefore, one should avoid (1) the use of words whose meanings are not understood by the prospect. (2) the incorrect selection and use of words and (3) ambiguous phraseology.

Be Apt: A copy must be apt it must address the needs or wants of the prospects as well as of the manufacturer. The influencing power of a copy depends greatly on the correlation that exists between the desire of a prospect and the quality or feature of the product. The ability to show this relationship is the art of making a copy apt.

Interesting: The advertising copy should speak in light mood but in favourite taste. The information about the product should be given in entertaining, attractive and colourful way in order to attract and appeal to the prospective consumers.

Be Personal: Copy should be written from the prospect to the product, not from the product to the prospect. The great temptation that confronts copy writers is to preach to the prospects in different ways and by different techniques. The personalized advertisement is developed from an idea within the scope of the consumer's personal interest.

Question no. 8: Critically analyze the qualities deemed helpful in the selection of media for advertising.

Medium or media selection is a unique decision to be made by the advertiser. There is no one medium that is best for all business units and what is best depends on the unique individual situation of the business unit.

Factors Influencing Media Selection:

In making media selection, we have to consider the following factors:

- The financial allocation for advertising.
- The nature of the product and the demand for it.
- The type of prospects, their location and other characteristics,
- The nature of competition and the extent of coverage required,
- Cost of media, co-operation and promotional aids offered by media, media circulation.

Right media of advertising will enable the advertiser to deliver the message effectively to the intended markets or prospects.

Media of Advertising:

- Print Media – Newspapers, Magazines, Trade Journal and Periodicals.
- Direct Mail – Catalogues, Leaflets, Pamphlets, Brochures, Price Lists, Sales Letters/Circulars.
- Transit Advertising – Railways, Buses, Aeroplanes, Trams, Taxis, Auto Rickshaws, Cars.
- Broadcast Media – Radio, T.V., Film, Screen Slides, Internet.
- Out-Door or Mural – Posters, Hoardings, Sky advertising, Electrical

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- Other Forms – Window displays, point of purchase, Exhibitions, Directives, Showrooms, Trade fairs, Advertising specialities such as calendars, diaries, pen-stands, ball-pens Key-rings etc.

Characteristics of Important Media:

1. Mural Advertising:

Mural or outdoor advertising has long life. It has a general and wide appeal. It can attract attention of numerous people; it is good to remind prospects. An advertiser has ample scope to use his skill and art in advertising.

Factors Affecting the Selection of Advertising Media

When you are preparing to advertise a new product or service, it's important to consider the type of media to use. Here are some of the most important considerations to make, and how our advertising agency for newspapers and magazines can help you.

Company Objectives

The biggest thing you need to consider when selecting your medium is the company's general and advertising objectives. The objective for your ad may be to inform, remind, persuade, create prestige, or increase sales and profits. Depending on the media you choose, you will have a varying capacity to meet these objectives.

The Nature of the Product

If the product itself is something that is needed or adds value to a reader's life, it will boost the effectiveness of your ad. However, the nature of the product will also determine which type of advertising media is the most effective. If the product requires a demonstration, television and digital advertising will work best.

Potential Market

The aim of every ad campaign is to bring the message to your prospects in an economic and effective manner. This requires identifying the potential market for the product,

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which includes the number of customers, geographic area, income pattern, age range, interests, likes and dislikes, etc.

Credibility and Image of the Medium

Credibility is crucial especially in the case of newspapers and magazines. Television and digital advertising have not been able to establish the level of credibility that newspapers and magazines have. Print media platforms carry a heavier impression and influence than other forms of media.

Cost of the Medium

Cost is an important factor to consider when choosing your medium. Ads in certain types of media are more expensive than others. You will likely pay more for television and radio ads, whereas magazine and newspaper ad placements are more affordable. Even within each medium, there are a varying of costs.

Classification of the Audience

Class is another factor to consider when choosing your media platform. You must take note of the class of the audience that you plan to influence with your ad. The audience is generally classified into different groups based on social status, age, educational level, income, religion, and cultural interests. They may also be classified by gender. These classifications are meant to help you have the most impact on your prospects. Certain products connect with certain people, which is why you must consider the class of your audience. You won't be very effective advertising diapers in a sports magazine, or a new retirement home in a teen fashion magazine.

Media Availability

Another challenge to consider is the lack of availability of media. All the required media for your ad campaign may not be available at the opportune time for your campaign. This issue is more common with radio and television platforms—a print

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media agent can help you find availability that works with your goals, timing, and budget.

Question no. 9: : **Define an advertising copy. discuss “Visualization” and “Layout” in a copy.**

An advertising copy is a term used to describe the main text used in the advertisement. The text could be a dialogue, a catchy punch line or a company’s dictum. It is a print, radio or TV advertising message that aims at developing and retaining an interest of the target customer and prompting him to purchase the product within a couple of seconds.

ESSENTIALS OF A GOOD ADVERTISEMENT COPY

An ad copy is made of various principles, all of which are integrated into a few lines of the copy that the advertisers are allowed to engage. It combines search engine optimisation with marketing strategies and is used in all kinds of advertisements, not only pay per click and contextual ads. The essentials of a good ad copy are as follows:

Attention- The keywords, punch lines or phrases that seize the attention of the potential consumers or some component in the ad that attracts the target audience is essential in a good advertising copy.

Assurance of benefit- An advertisement copy must contain some promise of the benefits that the product offers if the consumer purchases and uses the product.

Brief and clear- An ad copy must be brief and clear, i.e. it must be to the point. It doesn’t mean that the copy must omit the important elements of the ad. A clear copy is easy and quick to be read by the readers. It is self-explanatory, definite, and precise. Clarity makes way for interpretation.

Apt and conforming- The copy must be apt and must match the needs of the prospects. A copywriter has to use the most suitable USP. Every ad copy must meet the conforming standards and rules acceptable to the advertising media and the laws of the land.

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Types Of Advertising Copy

Technique or formula of presentation of an ad is the way in which a message is presented. Various types of advertisement copies are formulated to inform, inspire, influence, affect, engrave, and inscribe the mindset of the reader.

Human Interest Copy

Human interest copy entices the emotions and senses of its prospective customers rather than the intellect and judgment. This advertisement copy defines the product to people instead of sticking to facts. Human Interest copy gets to selling part indirectly or reluctantly.

HUMOROUS COPY

Humorous ad copy is a copy which is designed to make the reader laugh. This copy brings about a smile on the readers face.

FEAR COPY

Fear ad copy arouses a sense of fear in the reader to save their lives or to protect themselves from something. It creates interest among its consumers by instilling a sense of fear in them. Fear advertisement copies must be designed carefully as it may carry an unpleasant association on the viewer's mind concerning the product.

STORY COPY

In a story copy, a story is narrated in a very interesting way to develop interest amongst its prospects. Customer experiences can also be narrated in the form of a story

PREDICAMENT COPY

In a predicament copy, the copy provides a dramatic explanation about the product. This copy explains all the advantages and benefits of using the product. The predicament copy usually takes over the other three forms of the advertisement copy.

Reason Why Copy

A Reason Why advertising copy offers reasons as to why the consumers are expected to buy the product of a particular brand. The reason why copy appeals directly to the intellect or the judgment of an individual than the emotions. It tries to explain the product qualities and benefits by giving evidence in the forms of testimonials, guarantees, customer experiences, and so on.

Educational Ad Copy

An educational ad copy attempts to inform, update and prompts its clients to buy a product by educating the prospective customers. It is designed to educate the public about the attributes of the product. Introductory ad copies are usually created in this way. It is the responsibility of every manufacturer to educate the prospects regarding the product and endure a warm welcome amongst its clients. Such an ad copy signifies the benefits and special features of the product.

Institutional Ad Copy

Institutional copy doesn't sell its goods and services. Institutional ad copy aims at promoting the selling house. It focuses to build a strong reputation for the selling house.

Suggestive Copy

A suggestive copy suggests or attempts to convey the message to the readers directly or

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indirectly and prompts them to purchase the product. Suggestive ad copy works best when the reader is confused regarding the quality of the product and is juggling with decision making regarding his purchase.

Expository Copy

Expository copy conflicts with the Suggestive copy. An Expository copy doesn't conceal anything about the product but instead exposes the facts that are clear and apt. It describes the product features, uses, merits, operation and benefits of the products or services. Even a swift glance registers quickly in the consumer's mind and is quite easy to remember or pick up.

Writing an ad copy is an art of putting in the words or the elements that create a strong desire to possess the product wherein the product features satiate the consumers desire to possess the product. It is the ability to eliminate the surplus and substitute it with the essential elements without jeopardising the meaning.

Action is the essential end goal of any advertisement copy, which is to receive some reaction from the target audience for the advertisement. It could be just about visiting the page of the brand on the net, enquiring or filling a form or the actual purchase itself.

Question no. 10: : Visualization and Layout:

Visualization:

The term "visualization" is an elusive one. Writers, artists and production personnel all "Visualize" in creating an advertisement. True visualization, however, is concerned with the creation of an idea. In suggesting the composition or the situation for the key illustration that dramatizes the theme of the advertisement, the artist is visualizing. Layout deals with the arrangement of various elements to deliver the visualized idea effectively. Visualization is a step

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that must precede the design step of layout, and must either precede the actual writing of the words or take place more or less simultaneously.

To visualize an idea is to think in terms of pictures, and you don't have to be an artist to do that. Having thought of a visual way to express an idea, you can always transmit

it to an artist verbally, or with matchstick drawings, or in any way you can best express what you have in mind. But the idea of what is to be drawn is the important thing in visualization.

In visualizing for print and broadcast media, the copywriter uses different methods to stimulate the reader, listener or viewer to evoke his/her own images scene setting and word-painting and a combination of sight, sound and motion is to be realized.

Layout

Putting different things (elements) together in an orderly form is called the layout of the advertisement. The term "Layout" is one of the many used in advertising in two senses: First it means the total appearance of the advertisement, its designs and the composition of its elements. Second the term layout also means the physical rendering of the design for the advertisement, its blueprint for the production purposes.

The importance of the elements determines its size and placing within the advertisement. The layoutman picks up the most important features and builds his/her advertisement around that.

Composing the Elements

A layout consists of parts such as the main illustration, headline, copy, other illustrations, trademarks if needed. The skill is to put together all these elements into one pleasing arrangement. Here are some guiding points in the creation of a layout; (1) Unity (2) Balance and (3) Flow.

Criteria for Layout

The following points may be used as a yardstick to measure the quality of final layout:

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- (1) Is it clear?
- (2) Is it arresting attention?
- (3) Is it orderly structured?
- (4) Is the most important idea given the most important attention?
- (5) Does it invite reading?
- (6) Is the trademark sufficiently visible?
- (7) Does the layout leave the desired impression about the product?

After having clearly satisfactory answers to the above mentioned questions the layout becomes ready to put into production.

Question no. 11: **Explain the methods and techniques of launching an advertising campaign.**

An advertising campaign is a specifically designed strategy that is carried out across different mediums in order to achieve desired results such as increased brand awareness, increased sales, and improved communication within a specific market. All of this is accomplished through **advertising**.

Let's review **the different types of advertising** options that exist.

- **Advertising on Social Media.** As the name suggests, advertising on social media allows you to create ads on the social networks where your target audience is. This means opening up a line of communication which allows you to easily reach your audience. The different formats and platforms available offer personalized design strategies which yield a high success rate.
- **Email Marketing.** Email marketing is another means of advertising which could be of use in your campaign. Although you can use it to acquire new leads (which could then result in potential clients), the use of its 'loyalty formula'

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generates incredible results. Did you know that getting a new buyer is 7 times more expensive than maintaining just one who is already active?

- **Content Marketing.** Thanks to the popularity of branded content and video marketing, this is a great avenue for digital advertising campaigns. However, there is a bit confusion regarding what content marketing actually is.

Fundamental advertising campaign

1. Communication

The message of an **advertising campaign** is also fundamental. Even though each company and each strategy are different, the copy should always be natural sounding, well organized, clear, concise, fluid, and coherent.

2. Pay Attention to Your Design

The design is just as important as the message. Utilize responsive design and UX friendly websites to win over your audience. Delight them first by sight, and then through everything else you have to tell them.

Techniques for Measuring the Effects of Advertising Campaign:

There are many advertising campaign effectiveness measurement techniques in use. These techniques are divided into classes and then evaluated or measured.

Classes of Measurement Techniques

Advertising campaign effectiveness measurement techniques can be classified as measuring cognitive response, effective response and conative response. A cognitive response measurement technique evaluates changes in subject's knowledge; an effective response measurement technique measures changes in consumer's attitudes towards a product; and a conative response measurement determines the action that consumers take towards a product.

Approach to Examining Measurement

In selecting each measurement technique, two related questions or approaches must be considered. Does the measurement technique meet the criteria for measurement techniques i.e., is

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the technique accurate and valid? The advertiser must select a measurement technique that measures the particular element to be evaluated. The analysis of measurement techniques which follows is designed to help in answering these questions.

Cognitive (Knowledge) Test

The responses measured by cognitive tests are the earliest stages of the hierarchy of effects. Some of these tests measure changes in the first or awareness stage by • determining how many people were exposed to the advertising campaign's elements being tested e.g. media audience measures or physiological measurement.

Media Audience Measurement

Media audience measurement serves as an important technique for evaluating or measuring effectiveness of a media programme for an advertising campaign. The technique used to measure the audience of media vehicle varies from medium to medium. Therefore certain steps must be included in media audience measurement which are:

1. Design of measurement
2. Uses of audience measurement
3. Evaluation of audience measurement.
 1. Sampling error
 2. Distortion of estimates.

Question no. 12: Discuss various steps involved in an advertising campaign.

An advertising campaign is a specifically designed strategy that is carried out across different mediums in order to achieve desired results such as increased brand awareness, increased sales, and improved communication within a specific market. All of this is accomplished through **advertising**.

Many entrepreneurs think carrying out an advertising campaign means simply creating an ad. However, they are mistaken. For advertising to yield the best results, it's crucial to be well organized right from the start.

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If you're considering launching an advertising campaign, we recommend you get in contact with a specialist in the medium you're interested in. An online advertising agency specifically geared towards digital marketing is your best bet and the best way to achieve your desired results.

Our philosophy at Cyberclick is focused on our clients. For that reason, we want to invite you to check out our mission statement. So, what can we do for you if you hire us for an advertising campaign?

- **We like to exceed expectations.** We try our very hardest to achieve your desired results and then some!
- **Analytic vision and ability to react.** We like to measure everything because it's the only way to know what we're doing well and where there's still room for improvement. Another way we distinguish ourselves is in our quick reaction times We work to evade any and every potential problem.
- **Always testing.** In order for us to get the best possible results out of the campaigns and ads we launch, our company policy continually pushes us to be testing and experimenting. This allows us to constantly optimize your online marketing strategy.
- **Brand likeability.** Every brand has its good, likeable side which the public adores. We look for yours and increase the number of users who are satisfied with your business and the experience they had with you.

If you feel our company's philosophy fits well with yours, don't hesitate to contact us so that we can help you **improve your brand with a well-executed online advertising campaign!**

Various steps involved in an advertising campaign:

Stage # 1. Set the Advertising Objectives:

An advertising objective is a specific communication task to be achieved with a specific target audience during a specified period of time.

Advertising objectives fall into three main categories:

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- (a) To inform, e.g. tell customers about a new product.
- (b) To persuade, e.g. encourage customers to switch to a new brand.
- (c) To remind, e.g. remind buyers where to find the product.

Stage # 2. Set the Advertising Budget:

Marketers should remember that the role of advertising is to create demand for a product. The amount spent on advertising should be relevant to the potential sales impact of the campaign. This in turn will reflect the characteristics of the product being advertised.

For example, new products tend to need a larger advertising budget to build awareness and to encourage consumers to make a trial of the product. A product that is highly differentiated may also need more advertising to help set it apart from the competition.

Setting the advertising budget is not easy—how can a business predict the right amount to spend? Which parts of the advertising campaign will work best and which will have a relatively little effect? Businesses often use the rule of thumb as a guide to set budgets.

Stage # 3. Determine the Key Advertising Message:

Spending a lot on advertising does not guarantee success. Research suggests that the clarity of the advertising message is often more important than the amount spent. The advertising message must be carefully targeted to make an impact on the target customer audience.

A successful advertising message should have the following characteristics:

(a) Meaningful:

Customers should find the message relevant, e.g. the ad by Vodafone made it clear that their network extends everywhere customers want it to reach.

(b) Distinctive:

The ad must capture the customer's attention, like the Hoodibaba ad by Baja Auto. The photography and sound effects generated much interest.

(c) Believable:

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This is a difficult task, since researchers suggest that most consumers doubt the truth of advertising in general.

Stage # 4. Decide which Advertising Media to Use:

There are a variety of advertising media from which to choose. A campaign may use one or more of the media alternatives.

Stage # 5. Evaluate the Results of the Advertising Campaign:

The evaluation of an advertising campaign should focus on two key areas:

Communication effect:

Is the intended message being communicated effectively and to the intended audience? For example, it is important for the company to make a note of the effects of its communication efforts. Airtel saw a huge increase in sales after the release of its ad featuring A.R. Rehman.

Sales effect:

Has the campaign generated the intended sales growth? This is much more difficult to measure than the communication effect.