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## UNIT 16 ADVERTISING AND PUBLICITY

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### 16.0 OBJECTIVES

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After studying this unit, you should be able to:

- define advertising;
- state the objectives of advertising;
- explain the advantages and criticism of advertising;
- identify various media of advertising and explain their characteristics;
- describe various factors that determine the choice of media for advertising;

- define publicity and differentiate it from advertising; and
- discuss various means of generating publicity.

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## 16.1 INTRODUCTION

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You have already studied that there are four components in promotion mix. They are: advertising, publicity, personal selling and sales promotion. We have already discussed about personal selling and sales promotion in the previous unit. In this unit we will study about advertising and publicity. You will study the meaning, objectives, role, various parties involved and media decisions of advertising. You will also study the meaning of publicity, how is publicity different from advertising and various means of publicity generation.

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## 16.2 WHAT IS ADVERTISING ?

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The word Advertising has been derived from the Latin word "Advertere" which means to turn (the mind) to. Broadly speaking, advertising does turn the attention to a commodity or service.

One of the earliest attempts in defining advertising was as follows: *"The dissemination (spreading) of information concerning a product, service or idea to compel action in accordance with the intent of the advertiser."*

This definition could include persuasive selling through personal communication. It was, therefore, considered necessary to avoid this overlap. *The American Marketing Association* defined advertising as *"any paid form of non personal presentation and promotion of ideas, goods or services, by an identified sponsor."* Rephrasing this definition we might say that *"Advertising is a paid, non personal communication from an identified sponsor using mass media, to persuade or influence audience."*

Salient features of the definition are as follows:

- 1) **Paid Messages:** This implies that all advertising messages have to be paid for, thus, involving a commercial transaction. Payment is made by the advertiser (sponsor) for buying space (if media like newspapers, magazines, journals or brochures, etc., are used) and times (if broadcast media such as TV or Radio are used).
- 2) **Non Personal Channels:** This means that whatever may be the form of advertising messages (visual, spoken or written), they are directed at a mass audience, (unlike personal selling where the salesperson interacts directly with the customer in a one-to-one encounter). Quite obviously, in reaching a large number of people with the advertising message, the advertiser has to use mass media, such as newspapers, magazines, radio, television, hoardings, direct mail, etc.

- 3) **Ideas, Goods and Services:** This feature implies that messages may be related to tangibles (products such as soaps, detergents, toothpastes, music systems, colour TVs, etc.) or intangibles (services such as banking, insurance, travel, consultancy, hotels, etc.) or ideas (such as suggestions by car manufacturer for improving the mileage of cars). This relates to the proposition being promoted by the advertiser.
- 4) **Identified Sponsor:** This simply means that the originator or source of the advertising message must be identified. **It states that advertising bears a signature in form of a company or brand name.** In some cases the brand name and the company's name might be specified in the advertisement. For example, most "Godrej" and "Tata" products are advertised with brand name as well as company name whereas others such as Lux, Pears, etc. , carry the brand name only. **Any communication, using mass media not identified by a sponsor is not an advertisement.**

#### Check Your Progress A

- 1) What is Advertising ?
- 2) What are the main features of advertising?
- 3) Look at Figure 16.1 and analyse it, in terms of the essential features of advertising and state whether the communication/message can be called an advertisement or not.
  - i) Type of medium.....
  - ii) Type of communication  
(Personal/Non-personal) .....
  - iii) Sponsor .....
  - iv) Whether paid.....
  - v) Product .....

P R E S E N T I N G

## THE SPECTACULAR NEW AUDIO VISUAL MEDIUM



### HOTLINE VIDEO PROJECTOR

Computers and VCRs on to a life size 100" (diagonal) screen for purposes of education, training and presentations. This spectacular new Video Projector is all set to take the institutional and corporate world by storm.

Consider our superior features. The VP 2030 is lightweight and sleek. Compatible with the

A 600 lumen-bright, high-contrast picture. A double focussing system and high resolution optics that give you super sharp images. And all these state-of-the-art features come to you in a package that's half the weight of other models. The Hotline Video Projector VP 2030- quite simply the best way to make your point.

Figure: 16.1

## 16.3 OBJECTIVES OF ADVERTISING

The Chairman of American Express Company had once said "*good advertising must have three effects: i) increase sales, ii) create news, and iii) enhance the company's image.*" In a strictly commercial sense these three elements would constitute the underlying purpose of all advertising. A simple interpretation of the above statements means that advertising must result in the growth of the company's business, create an impact and promote a favourable image of the company.

### 16.3.1 Generalised Objectives

Typically advertising has one or more of the three fundamental or basic Objectives:

- i) To **inform target customers**. This information essentially deals with areas such as new products introduction, price changes or product improvement or modifications.

- ii) To **persuade** target audiences, which includes functions such as building brand preference, encourage people to switch from one brand to the other brand etc.
- iii) To **remind** target audience for keeping the brand name dominant.

Generalised advertising objectives fall under one or more of the following categories:

- 1) **To announce a new product or service:** In a saturated market, the introduction of new products and brands can give the seller a tremendous opportunity for increasing his sales. In the case of innovative products (totally new to the market) such as 3D printers and Apple Airtags, a great deal of advertising has to be done over an extended period of time to make people aware of “What the product is” and “What it does” and “How the customer would find it useful”. In addition, the advertisement also carries information about the availability of the product and facilities for demonstration/trial, etc. Similarly new brands of existing product categories are also promoted quite aggressively. Two examples are the launching of ‘Colgate Vedshakti’ and ‘Fair and Handsome’ Look at Figure 16.2 for an advertisement introducing a new product.



Figure 16.2 :Advertisement introducing a New Product

- 2) **Expand the market to new buyers:** Advertising can be used to tap a new segment of the market hitherto left unexplored. For example TV and Video Camera manufacturers who have been concentrating on domestic users and professionals can direct their advertising to the government institutions and large organisations for closed circuit TV networks,

security systems and educational purposes. Another way of expanding the consumer base is to promote new uses of the product. For example, Johnson's baby oil and baby cream were originally targeted to mothers. The same products have now been directed towards the adult market for their personal use. Similarly, Milkmaid was originally promoted as a substitute for milk. It is now being advertised as an ingredient for making sweet dishes and also as a sandwich spread for children. Look at Figure 16.3 in this regard.

Tune it to Doordarshan.      Tune it to your Computer.




**Computer Compatibility**

The Spectravision can be easily coupled to a computer to give you texts and graphics of giant proportions. So several people can view it at the same time. Think of the big impression it will make at presentations.

**The EC-TV Stamp of Assurance**

range of reliable and efficient after-saler service. And you can be sure, even years from now, your Spectravision will be performing as well as ever.

ion about the

gi low:

**Hurry! Book before 31st March for pre-budget prices.**

**SPECTRAVISION**

PROJECTION TV SERIES

**ECTV**

Real value... as time goes by.

**VCR Compatibility**

Apart from giving a clear reception of Doordarshan, Spectravision can be integrated with your VCR, video camera or video disk. Making it ideal for video parlours, training institutes, conferences and corporate presentations.

**Bombay:** 1207, Veer Savarkar Marg, Prabhadevi, Ph: 4302734, 4300034. **Delhi:** 781/783A, Karol Bagh, D.B. Gupta Road, Ph: 771050, 526055. **Calcutta:** 88, Alipore Road, Ph: 459669, 459357. **Madras:** 570, Anna Salai, Teynampet, Ph: 451721, 450749. **Bangalore:** 30/1, Leeman's Complex, Cunningham Road, Ph: 266620, 200192, 260649. **Pune:** 42/9 Errandwana, Karve Road, Ph: 335325, 332568. **Lucknow:** 9/A, Shaharajaf Road, Ph: 242683, 245906.

**SPTTEC** Electronics Corporation of India Limited (A Government of India Enterprise), Hyderabad 500 762. Ph: 851034.

Figure 16.3 : Expanding the Market to New Buyers.

- 3) **Announce a product modification:** For such advertising, generally, the term “new”, “improved” etc. , are used as prefixes to the brand name. For example, “New turbo power cleaner” gives the impression of a new, although there may be no tangible difference between the earlier brand



and the new one. Sometimes a minor packaging change might be perceived by the customer as a modified product e.g., “a new refill pack for Nescafe”.

- 4) **To make a special offer :** On account of competition, slack season, declining sales, etc., advertising may be used to make a special offer. For example Buy groceries online and get Rs. 1 deal at Flipkart. We often come-across advertisements announcing. “Rs. 2 off” on buying various quantities of products such as soaps, toothpastes, etc. Hotels offer special rates during off season. Similarly many products like room heaters, fans, air-conditioners, etc. , offer off season discounts to promote sales.
- 5) **To announce location of stockists and dealers:** To support dealers, to encourage selling of stocks and to urge action on the part of readers, space may be taken to list the names and addresses of stockist and dealers. Look at Figure 16.4 for the advertisement which gives the addresses of the dealers.



**The most cost-effective computerised Telex**

**Rs. 6,999\***

Aurelec PC-TELEX offers the following: **Save money from day one. Aurelec PC-TELEX costs only**

- Delayed transmission: sends telexes when rates are lowest
- Automatic telex reception and transmission while using the computer normally
- Clear error-free telex messages even on bad lines
- Sophisticated text-editor
- Telex abbreviator to save more money
- Keeps track of telex messages
- Fits snugly inside your PC compatible computer
- Does not waste a serial port on your computer
- Multi-user telex-server for SUPERLAN
- Unconditional 30 days money back guarantee
- Fully tested and approved by TRC
- 1 year warranty

\* Price is inclusive of excise duty, sales tax and transport charges. Price does not include octroi, installation and training.

**aurelec**  
data processing systems

Telex: 0469 272 ADPS IN  
Prayogashala - Auroville  
KOTTAKUPPAM 605 104 Tamil Nadu

**Aurelec: Quietly building the best**

**DEALERS**

**ANDHRA PRADESH** Datamarg, Hyderabad 500 018, Tel: 820328 • Nanyana Electronics & Communication, Hyderabad 500 018, Tel: 262517, Tlx: 425-6058 PACH IN • Majo Computers Pvt. Ltd., Visakhapatnam-2, Tel: 65370, Tlx: 495-256 • **GUJARAT** Interlink Electronics Pvt. Ltd., Baroda 390 016, Tel: 324214, 327439, Tlx: 175-665 LINK IN • Kirti Sales Pvt. Ltd., Ahmedabad 380 013, Tel: 463466, 463766, Tlx: 121-6364 FGI IN • **KARNATAKA** Computer Services of India, 469, West of Chord Road, Mahalaxmipuram, Bangalore 560 066 • Datamarg, Bangalore 560 069, Tel: 642642 • Majo Computers Pvt. Ltd., Bangalore 560 001, Tel: 573598 • Kamalash Electronics, Mangalore 575 008 D.K., Tel: 26298 P.P., Tlx: 832-235 MAUR IN • Sowraj Computer Services, Mangalore 575 002, Tel: 8601, Tlx: 832-306 LINK IN • **KERALA** Majo Computers Pvt. Ltd., Cochin 682 005, Tel: 24969, Tlx: 885-380 • **MADHYA PRADESH** Systems & Services, Indore 462 001, Tel: 23093 • **MAHARASHTRA** Intotech Automations, Bombay 400 002, Tel: 311963, 312226, Tlx: 11-4514 LAXH IN • Kamalash Electronics, Bombay 400 063, Tel: 6731936, Tlx: 11-5065 GEAR IN • Nanyana Electronics & Communications Ltd., Bombay 400 093, Tel: 6327127, 6340839, Tlx: 11-79147 PACK IN • Tangerine, Bombay 400 021, Tel: 2873851, Tlx: 11-3758 SUDH IN • Teis Electronics, Bombay 400 001, Tel: 2872295, 2872334, Tlx: 11-5726 AMSL IN • Creative Business Techniques, Nagpur 440 010, Tel: 25327, Tlx: 715-521 GBT IN • Happy Intotech, Pune 411 037, Tel: 653425, Tlx: 145-203 KANT IN • **NEW DELHI** Arieto Computers, New Delhi 110 008, Tel: 5712669, 5711356, Tlx: 31-66981 ASTO IN • Computer Alley, New Delhi 110 002, Tel: 271964, Tlx: 31-63306 BANS IN • Computer Land, UG-18, 5, Bhikai Cama Place, New Delhi 110 066, Tlx: 31-72415 LAND IN • Guard Electronics Pvt. Ltd., New Delhi 110 048, Tel: 6439703 • 6461196, 6415971, Tlx: 31-71036 PNS IN • Modi Peripherals Pvt. Ltd., New Delhi 110 019, Tel: 6431016, 6461229 • Nanyana Electronics & Communication, New Delhi 110 019, Tel: 6439703 • **PUNJAB** Inde Associates, Ludhiana 141 001, Tel: 33138, 37031, Tlx: 31-62126 INDE IN • **TAMIL NADU** Datamarg, Madras 600 018, Tel: 457012 • Majo Computers Pvt. Ltd., Madras 600 017, Tel: 442512, Tlx: 41-6211 MAJO IN • Majo Computers Pvt. Ltd., Trichy 620 002, Tel: 26740 • **UTTAR PRADESH** Ozen Data, Dehra Dun 248 001, Tel: 23188, Tlx: 585-316 TLWR IN • Overseas Trade Network, Noida 201 301, Tel: 20251 • **WEST BENGAL** Majo Computers Pvt. Ltd., Calcutta 700 027, Tel: 454012, Tlx: 21-4064 LGXP IN • Ontrack Systems Pvt. Ltd., Calcutta 700 029, Tel: 411797

Dealer enquiries for the following cities are requested: BHOPAL • COIMBATORE • JAIPUR • KANPUR • LUCKNOW • MADURAI • PATNA

Figure 16.4: Advertisement Giving the Address of Dealers.

- 6) **To educate customers:** Advertising of this type is “informative” rather than “persuasive”. This technique can be used to show new users for a well established product. It can also be used to educate the people about an improved product e.g. Pearl Pet odour free jars and bottles. Sometimes societal advertising is used to educate people on the usefulness or harmful effects of certain product. For example, government sponsored advertising was directed at promotion consumption of "Eggs and Milk". Similarly, advertisements discouraging consumption of liquor and drugs.
- 7) **To remind users:** This type of advertising is useful for products which have a high rate of “repeat purchase” or those products which are bought frequently e.g., blades, cigarettes, soft drinks, etc. The advertisement is aimed at reminding the customer to ask for the same brand again.
- 8) **To please stockists:** A successful retail trader depends upon quick turnover so that his capital can be reused as many times as possible. Dealer support is critical, particularly for those who have limited shelf space for a wide variety of products. Advertisers send “display” material to dealers for their shops, apart from helping the retailer with local advertising.
- 9) **To create brand preference:** This type of advertising does two things: (i) It creates a brand image or character. (ii) It tells the target audience why is Brand X better than Brand Y. In this type of advertisement the product or brand acquires a ‘personality’ associated with the user, which gives the brand a distinctive ‘image’. The second type of advertising also known as ‘**comparative advertising**’ takes the form of comparison between two brands and proves why is one brand superior. Advertisements of “Colgate and Pepsodent,” “Reliance Jio and Airtel” are some examples.
- 10) **Other objectives:** Advertising also helps to boost the morale of sales people in the company. It pleases sales people to see large advertisements of their company and its products, and they often boast about it. Other uses of advertising could include recruiting staff and attracting investors through “Public Issue” advertisements announcing the allotment of shares, etc.

### 16.3.2 Specific Objectives

From the advertiser’s point of view advertising objectives are defined in terms of (a) **communication objectives** and (b) **sales objectives**. Sales objectives relate to the sales volume the company hopes to achieve for every rupee spent on advertising. Since the measurement of increase in sales volume as a result of advertising involves complex procedures, it is beyond the scope of this unit. So, in this unit **we shall confine our discussion to “communication objectives”**.



## Communication Objectives of Advertising

Advertising is a psychological process which is designed to **induce** behaviour in an individual leading to a purchase. In other words, one of the major objectives of advertising is to change the person's attitude in a way that moves him or her closer to the product or service being advertised. But purchase behaviour is the result of a long process of consumer decision making. It is important for the advertiser to know how to move the target customers from their present state to a higher state of readiness-to-buy.

We will look at advertising as a force which moves people up a series of steps, as shown in Figure 16.5

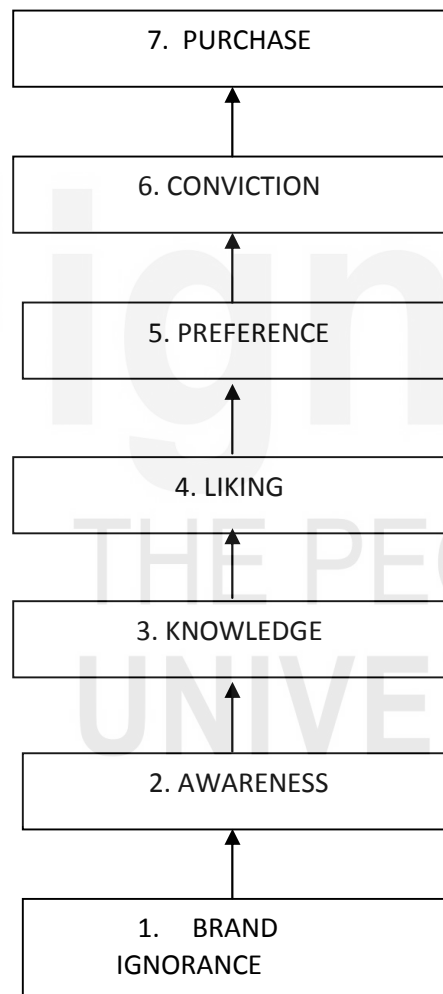


Figure 16.5 : Hierarchy of Effects

The seven steps (also known as the “**Hierarchy of Effects**”) are described as follows:

- 1) **Brand ignorance:** This stage includes potential buyers who are completely unaware of the product or service.
- 2) **Awareness:** Target customers are aware of the existence of the product in the market.
- 3) **Knowledge:** People know what has the product to offer.

- 4) **Liking:** People have favourable attitudes towards the product — those who like the product.
- 5) **Preference:** People's favourable attitude had developed to a point of preference of this brand over competitors' brand. Comparative advertising described earlier plays a very important role here.
- 6) **Conviction:** Customers combine preference with a desire to buy and are also convinced that they wish to purchase.
- 7) **Purchase:** This is the step which translates the attitude formed in step 6 into an actual purchase.

This model can be used for setting advertising objectives by a company. The advertiser must determine the proportion (percentage of the total target audience) of people who are at different stages mentioned above and then set the objectives accordingly.

For example, a company decides to launch a new brand of potato wafers (such as Lays) for the first time. Obviously, the potential buyers will be unaware of the brand. Therefore, the advertising objective of the company would be to create awareness, with simple messages repeating the name. That is exactly what Lays did.

Similarly, a company with a product which has been in the market for sometime, discovers that only a small percentage of the people are aware of the product. The advertising objective would be to increase awareness, say from the present 10% to 40% of the total target audience.

An important implication of this model is to determine the number of people at each stage and then decide the objective to move the customer closer to the point of purchase. Different types of advertising messages will have to be designed for different stages or steps shown above.

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## 16.4 ROLE OF ADVERTISING

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Advertising is beneficial to producers, middlemen, customers and the society as a whole in many aspects. However, there are some people who are very critical of the impact of advertising on the society. Let us now understand the criticism and merits of advertising.

### 16.4.1 Benefits of Advertising

- 1) **Benefits to Producers:** Advertising is beneficial to producers in the following respects:
  - i) It leads to an increase in sales volume. This increase in sales volume leads to a higher rate of production which in turn may lead to economies of scale resulting in a lower cost per unit. Further in the absence of advertising, the company would be spending more

money on other expensive means of promotion such as personal selling and sales promotion.

- ii) Advertising helps in easy introduction of products in the market.
- iii) It helps to establish direct contact between manufacturers and customers.

2) **Benefits to the Middlemen:** Middlemen, particularly wholesalers and retailers derive the following benefits from advertising:

- i) It is easier for them to sell products because consumers are aware of the product and its quality through advertising.
- ii) The product reputation which is created through advertising is shared by wholesalers and retailers alike.
- iii) It enables wholesalers and retailers to acquire product information.

3) **Benefits to Customers:** Advertising is beneficial to customers in the following aspects:

- i) Advertising stresses quality and very often prices. This forms an indirect guarantee to customers. Furthermore large scale production assured by advertising enables the seller to reduce the production cost and sell the product at a lower price.
- ii) It helps the customers to know where and when the products are available. This reduces their shopping time.
- iii) It provides an opportunity to customers to compare the merits and demerits of various substitute products.
- iv) Modern advertisements are highly informative. It is perhaps the only means through which consumers come to know about varied and new uses of products.

4) **Benefits to the Community:** Community as a whole also derives the following benefits:

- i) Advertising leads to large-scale production, thus, creating more employment opportunities. It assures employment opportunities to advertising process i.e., artists, copywriters, etc.
- ii) It starts a process of creating more wants and their satisfaction, resulting in a higher standard of living. Advertising has made more popular and universal inventions such as automobiles, radios, TVs and other household appliances.
- iii) Newspapers would not have become so cheap and popular if there had been no advertisements. It is the advertising revenue that makes newspapers thrive.

- iv) Advertising need not necessarily lead to a monopoly. It is quite possible that new entrants with better and newer products have a better chance of acceptance by the consumers; as we have seen in the case of colour TVs such as Onida and Videocon which entered the market very late, but were able to establish distinctive brand images for themselves.

### 16.4.2 Criticism of Advertising

Some people are critical of advertising for the following reasons:

- 1) **Most Advertising is in bad taste:** If advertisements speak the truth, then we Indians smell worse, suffer from dandruff, colds, indigestion and bad teeth, more than any other people in the world. Movie advertisements are considered repulsive by even the most liberal people. Advertisements are noisy, illtimed and sometimes even stupid.
- 2) **Advertising insults consumer intelligence:** When an advertisement claims that Brand X tyres give more mileage; it does not say more mileage than what? The claim is indefinite. Most people do not like being talked down to. For example an advertisement which begins with "Did you know ? ....." is not well received by many people.
- 3) **Advertising appeals mainly to emotions:** It is felt that advertising is less rational and objective and more emotional. For example, an advertising appeal for an After Shave Lotion states that it makes the user more desirable and attractive to the opposite sex, rather than focusing on the antiseptic value of the lotion or its price.
- 4) **Advertising is a source of discontent:** This argument claims that if it was not for advertising we would be less aware of the material things around us in the world and would, therefore, feel more contented. For example, a person sees an advertisement for a Yamaha motorcycle. Here his want is not real because it did not originate within him. It becomes a source of discontent for him, because he can never be happy with the moped he presently owns.
- 5) **Advertising influences media:** Since advertisers provide a major source of revenue for the media, the media are likely to be influenced by the former. This financial dependence of media on advertisers can curb the freedom and autonomy they are expected to have. With the result, media will disseminate the kind of information the big business wants it to disseminate rather than provide information in line with public interest.
- 6) **Some other economic objections are as follows:**
  - i) **Advertising is not productive:** Advertising does not produce any tangible goods.

- ii) **Advertising increases cost:** Since the price of a product also includes the expenditure on advertising, the consumer tends to pay a higher price.
- iii) **Advertising leads to monopoly:** Advertising usually lays emphasis on brands. This emphasis makes the consumer a slave of a particular brand. Therefore, existing large producers tend to block new competitors from entering the market, by creating a high degree of brand loyalty through advertising.
- iv) **Advertising multiplies needs and wants:** It takes business from one concern and gives it to another. For example, people today are familiar with soap, toothpaste, talcum powder. When a new kind of talcum powder is introduced, advertising will only help to shift demand from one product to another.

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## 16.5 PARTIES INVOLVED IN ADVERTISING

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In the advertising the pattern involved are: 1) advertisers, 2) advertising agencies, 3) support organisations, 4) media, 5) consumers. Let us learn them.

- 1) **Advertisers:** These are the persons who sponsor the message. They may be producers, retailers, wholesalers, service organisations, labour unions, schools, government politicians, individuals and many more. Advertisers in short are people or organisations who pay the bills or the money required for advertising.
- 2) **Advertising Agencies:** These are independent business organisations which develop, prepare and place advertisements in media for clients who want to communicate to customers about their goods or services. Basically, advertising agencies offer potential advertisers (clients) a variety of specialised services which result in a finished advertisement. Such services include the following:
  - i) **Copywriting:** This refers to the written part of a print advertisement, including the headline, slogan and detailed description of product attributes wherever required. In broadcast media, the equivalent of this is called script-writing.
  - ii) **Advertising Art:** Refers to illustrations, drawings, photographs or other art form required in the finished advertisement.
  - iii) **Media Buying:** Involves specialists who negotiate rates with different media and gather other relevant information for buying space and/or time in suitable media.
  - iv) **Client Servicing:** An executive of the agency is assigned exclusively for handling a particular client. He/She is the connecting link between the client and the creative department in the agency.

v) **Other Services:** Include research, public relations and merchandising on behalf of the client.

- 3) **Support Organisations:** Modern advertising calls for specialists not employed either by the advertiser (client) or the advertising agency. These consist of casting specialists, cinematographers, film/tape editors, photographers, music and sound effect experts. Thus, a lot of outside help is required by the agency to produce a good advertisement. In addition, research has become a very important input for most advertising decisions, particularly to find out consumer attitudes, behaviours and profiles. It may not be possible for the agency or the client to carry out this function themselves. Therefore, they hire the services of outside experts. All such organisations are known as support organisations.
- 4) **Media:** As you know, advertising is a form of communication. As such it requires a channel through which the message can be conveyed to intended target audience. This channel is called a medium. Various types of media commonly used are newspapers, magazines, radio, television, hoardings, cinema slides, moving vehicles, etc. A detailed discussion on media will be taken up later in this unit.
- 5) **Consumers:** These are the people whom the advertiser is trying to reach with his message. However the correct term to use would be **target audience**.

### Check Your Progress B

- 1) Advertising is said to be a 'force' which moves people up a series of steps indicating their readiness to buy. List out these steps.
- 2) State some of the major objections of advertising.
- 3) Name the important parties involved in the business of advertising.
- 4) State whether the following statements are **True** or **False**.
  - i) Advertising is exclusively a private enterprise marketing tool.
  - ii) Advertising is transmitted in mass communication media, not by individual sales people.
  - iii) Firms advertise with a purpose, but each advertisement does not have a specific objective.
  - iv) Advertising objectives are diverse, but these objectives have a common element: they involve changing the attitude and behaviour of some audience.
  - v) Brand image consists of emotional feelings buyers have towards a brand.



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## 16.6 ADVERTISING MEDIA DECISIONS

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The term medium applied to advertising refers to a channel of communication or a "vehicle" for carrying the advertiser's message to his target audience. The most brilliant and original advertising ideas will be wasted if they are not presented in the right place at the right time to the right people, at the lowest possible cost. It is interesting to note that the largest part of advertising expenditure goes towards the purchase of advertising media, space and time. The success of an advertisement depends as much on the medium as on the message.

### 16.6.1 Types of Media

Advertising media can be categorised into broad types: 1) Print media, 2) Broadcast media, 3) Direct advertising media, and 4) Outdoor media. However, within each of these four categories there will be several classes. For example, print media includes both newspapers and magazines. Under newspapers we might have such classifications as daily newspapers, weekly newspapers, morning newspapers, evening newspapers, and so on. In the case of broadcast media the choice of units is limited to channels or stations. Let us examine various types of media in detail.

#### Print Media

Print medium comprises newspapers and magazines. The main difference between newspapers and magazines is the periodicity of their publication. Newspapers are published daily, whereas magazines are published periodically i.e., weekly, fortnightly, monthly, quarterly or biannually. In both cases, however, the message is conveyed through words in print, sometimes along with pictures or photographs. Words in print can be made as attractive, appealing and informative as possible, so also the accompanying picture. But newspapers and magazines have certain distinct features of their own, which are outlined below.

**Newspapers:** Published in different languages, newspapers are widely and regularly read by the educated public. Reading newspaper is the daily habit of many people in cities and towns and some literate people in the villages. Many have also become accustomed to advertisements in newspapers and look for them as sources of information. The circulation of some of the national dailies in India runs into several millions. Newspapers published in regional languages have also wide circulation, sometimes in more than one state. Thus, as a medium of advertising, newspaper reach a very large number of people. Secondly, newspaper advertising is relatively cheap than other media like radio and television. The space to be used can be decided in accordance with the need and cost involved. Thirdly, newspapers provide the facility of repeating the message every day, if necessary. Besides, in case of urgency, there is scope for inserting an advertisement without much loss of time. Finally, it is possible to select a particular newspaper suitable for the

audience in view. For national coverage, a newspaper which has nationwide circulation can be selected. For regional coverage, a newspaper published in that regional language can be selected. Since newspapers are read by the general public, they may be used as suitable media for goods of mass consumption. Many people read the newspapers in the morning and put them aside afterwards. So, the life of the advertisement in a newspaper is short.

**Magazines** :Magazines are also periodicals as they are published at periodical intervals – weekly, fortnightly, monthly and so on. Different types of magazines are published for different categories of readers. For example, there are popular general magazines containing features articles, news and stories e.g., India Today, Illustrated Weekly, Dharm Yug, etc.

There are magazines for children (e.g., Target, Chandamama, etc.) which include stories of their interest. There are magazines like Business India, Fortune, Commerce, for businessmen and executives. Similarly, there are sports magazines (e.g., Sports Week, Sports Star, etc.), women's magazines (e.g., Femina, Women's Era) professional magazines (e.g., Indian Journal of Marketing, Indian Medical Journal, etc.). film magazines (e.g., Star & Style, Film fare, etc.) and so on.

From the point of view of circulation, magazines are not as widely read as newspapers. On the other hand each magazine has a distinct category of readers. Since magazines are generally read over a period of time, they have longer life than newspapers, Thus, advertisers use magazines as media selectively according to the audience to be reached. For example, medical books, drugs, surgical equipment, medical instruments, etc., are generally advertised in medical journals. Manufacturers of office equipment, computers, etc., advertise their products in business magazines, trade journals, and so on. On the whole, the cost of advertising in magazines is relatively cheaper compared to other media like radio and TV.

However, magazines have certain limitations. One relates to the timing of publication which is periodical. Although the published advertisement has a longer life, they are published periodically and not daily like newspapers. The other limitation is the lack of flexibility in the choice of size and design of the advertisement. The design cannot be changed as quickly as in the case of a newspaper. Moreover, the circulation of a magazine does not always indicate the number of readers of the time devoted by the readers in reading it. A magazine having limited circulation may be read more thoroughly or it may be read by many more persons than another magazine with a large circulation.

### **Broadcast Media**

Broadcasting as a medium of advertising has become very popular and important. Broadcast media includes Radio and Television. Radio is simply an audio medium while TV is an audio-visual medium.

**Radio** broadcasting as a medium of advertising has been very popular in India due to the availability of radio set at prices which people of low income can also afford. In India radio sets are owned by a large number of population. Thus, advertisement appeals can reach the general public in different parts of the country very conveniently through radio broadcasts. In India advertisements are broadcast by the All India Radio (Vividh Bharti Programme) in specified channels. As a mass medium, radio broadcasting is well suited for various consumer goods having a mass appeal such as movies, electric fans, refrigerators, sewing machines, leather goods, travelling bags, etc. The advantage of radio advertising is that, being an audio medium, it does not require education to receive the message. The listeners need not be literates. Besides, the message which is orally communicated may be more impressive than the message in print. The limitations of radio advertising are: 1) it is more expensive than press advertising, 2) the life of the advertisement is very short and 3) it is difficult to remember the message in detail.

**Television** as a medium of mass communication has significantly increased in India over the last years. But its importance as a medium of advertising has grown with the use of satellite transmission and establishment of more relay stations to cover the remote parts of the country. Individuals who cannot afford to buy TV sets are able to watch TV programmes in community centres and public places. Use of television for advertising is increasing in recent times due to its extensive coverage and the impact of visual communication on the viewers. Its combination of sound, vision and movement permits the use of advertisement to demonstrate the product and its advantages. For this reason this medium is more effective than the press and radio. The major limitation of this medium is the heavy cost of advertising particularly for advertisement before or after popular programme, known as prime time. Hence, only the large enterprises are in a position to make use of this medium. Another limitation is that the duration of a commercial advertisement is only for a few seconds. Also viewers often find it difficult to assimilate a large number of advertisements within a short span of time.

### **Direct Media**

Direct response advertising is a type of interactive promotion that solicits a direct response from the prospect (target audience) without intervention of a third party. It is a two way communication between the advertiser and the target audience. **Direct Advertising Media** are the channels through which advertisers communicate directly with the target audience. Major direct media are direct mail and advertising specialities.

**Direct Mail:** Sending personalised letters by post to the prospective customers is a method of advertising which often pays. These communications are mostly in the form of circulars and sometimes accompanied by catalogues or price lists. The idea behind mailing circular letters is to approach the customers directly with the advertising message and

to arouse his interest in the product or service with detailed explanation in a convincing manner. A mailing list is thus prepared and the letter is carefully drafted with personalised wordings.

The message having a personal touch is expected to be more effective. The information may be elaborated and hence likely to be more convincing. Addressed to individuals by name, the message can draw the attention of the customer without distraction from competing advertising.

**Direct mail cannot be a suitable medium for advertising products meant for public use on a mass-scale.** It is best suited for products where the people to be contacted can be only identified. For example, a company manufacturing or distributing Pharmaceutical products (medicines) may easily identify the doctors or chemists for direct communication of information relating to the products. Similarly, a book publishing company may conveniently identify university teachers and send circular letters to promote the sale of its publications. But, for promoting the sale of (say) toilet soap or wrist watches, or pen direct mail is not a suitable means of advertising. It would be expensive and time consuming to undertake direct mailing of circular letters to innumerable consumers of such products who are widely scattered. Booklets, pamphlets catalogues, etc, sent by post to prospective customers also come under direct mail. These are also suitable only in the case of a selective group of customers.

**Advertising specialties:** These are free gifts like diaries, key-rings, purses, paper weights, pens, calendars, T-shirts, etc., imprinted with a message along with the advertiser's name and address. Since they bear the name of the advertiser, they serve as reminders. This medium gives a personal touch. But this is expensive to implement on large scale.

There are some other direct media like directory advertising and sponsored magazines. **Directory advertising** includes advertising in Yellow Pages in telephone directory and Specific Trade or Association directories. In the case of **Corporation sponsored magazines**, the advertiser owns the magazine. For example, Air India and Indian Airlines both have their own inflight magazines for passengers. Similarly, many hotels publish their own magazines for circulation to a specialised group guests.

## Outdoor Media

Outdoor media of advertising refers to the media used to reach people when they are out of doors or travelling rather than at home or in the office. **Pamphlets, posters, hoardings (bill boards), neon signs, and electric displays come under the category of media.**

Pamphlets (printed handbills) are quite often used as a medium of advertising for sales promotion in a local area. Pamphlets are distributed among passers by at street crossings, railway stations or bus terminals, roadside market places, etc. Posters (message printed on paper) are generally fixed on walls,

roadside pillars, lamp posts. **Posters** are also fixed inside public transport vehicles like trams, buses and railway coaches. In these cases space is provided on payment. **Neon signs and electric displays** are usually installed on roof tops or busy street crossings so as to draw the attention of people. These are visible only in the night. **Hoardings (bill boards)** refer to large boards carrying the message, sometimes with life size pictures, and installed at public places. Hoardings are specially designed to draw the attentions of the public. As the size of the hoardings is normally large, advertisement is visible from a distance.

Outdoor media like pamphlets, posters, neon signs, electric displays and hoardings have different degrees of attention value. Pamphlets have temporary impact on the people who receive them when they are passing by and often have other matters in their mind. Posters have the disadvantage that only those who look at them may notice their existence. Besides, posters in public places are likely to have a short existence either due to superimposition of other posters or their removal by other poster agents. Neon signs and electrical displays normally attract more public attention but these are effective only during the night time. Hoardings have the maximum attention value due to the big size and installation at prominent locations.

The cost of hoardings is quite high due to the heavy initial expenditure required for its preparation and installation. The rent to be paid for locating it at a public place is also quite high. Neon signs and electric displays involve fairly high initial costs for preparation and installation. It also involves considerable recurring expenditure for use of neon gas or electrical energy besides rent to be paid for location at public places. Posters fixed on walls or pillars may be initially less expensive. Posters fixed on the space provided in public transport (buses and railway coaches) involve payment of periodic charges. However all outdoor media are by and large less expensive than radio and television advertising.

Apart from the media discussed above, there are several other types of media used for outdoor advertising. Some such media are **slide projection in cinema houses, films, exhibitions, display in show-cases, etc.** **Projection of slides** in the cinema theatre before and during the film show is one of the cheaper means of advertising. Projection of short-films before the commencement of feature film is a relatively more expensive medium of advertising. But it has the advantages similar to that of television advertising. Moreover these short films are usually of longer duration about 5 minutes than TV commercials. However, slides or films are viewed only by local people present in the theatre during the show time.

**Exhibitions** also provide opportunities for advertising goods. Consumer good can be displayed and the use of industrial goods like machinery, can be demonstrated in the exhibition. The limitation of exhibitions is that their duration is restricted to a specified period.

**Show-cases displaying** goods are located in public places like railway stations, airports, attract the attention of the public. Rent is payable for the space. Attractiveness of the products and the manner they are displayed are the main features of this advertising medium.

### 16.6.2 Evaluation of Media

One of the most critical questions facing an advertiser is the choice of media. In other words he would like to determine which medium or media would be ideal for his purpose. Broadly speaking the ideal medium should have the following characteristics: 1) The medium should be able to **reach** the largest possible number of the target audience. 2) It should be possible to convey the message adequately through the medium. 3) The medium must be **economical**. 4) It should provide **flexibility** of size, design, layout, colour, etc. 5) The media should provide adequate **scope for repeating** the message, if necessary at frequent intervals. 6) the use of the medium should result in **achieving the goal** of sales promotion.

Now the question is which can be regarded as the best medium. As a matter of fact, no single medium can be considered suitable in all situations. For this, let us evaluate each media in the light of the characteristics of an ideal medium Look at Table 16.1 for comparative study of various media.

**Table 16.1: Features of Advertising Media**

	<b>Newspaper</b>	<b>Magazine</b>	<b>Radio</b>	<b>Television</b>	<b>Outdoor</b>	<b>Direct Media</b>
<b>Circulation or reach</b>	Maximum circulation among educated people	Restricted circulation among educated people	Reaches large number of people	Viewers are less than the listeners of radio	Mostly by local people	Limited to the members on the mailing list
<b>Duration of attention</b>	Very short period of one or two hours.	Extended over a week or more	For a few seconds	For a few seconds	Brief attention, uncertain	Brief attention, certain
<b>Cost</b>	Variable according to space	Less expensive than newspaper	More expensive than newspapers & magazines	More Expensive	Less expensive than newspapers except for bill boards	Moderately expensive, Depend on the size of mailing list.



<b>Flexibility of size design, etc.</b>	Highly flexible	Less flexible than newspapers	Restricted flexibility depending on available time	Restricted flexibility due to high cost & depending on available time	Moderately flexible depending on cost	Highly flexible
<b>Suitability</b>	Goods for mass consumption	Industrial and specialised goods	Goods for Mass consumption	Mass consumption goods	Goods with brand names	Goods having well defined markets
<b>Degree of audience selectivity</b>	Possible for regional and linguistic selectivity	Greater degree of selectivity	Limited possible for regional and linguistic selectivity	Limited possible for regional linguistic selectivity	Regional selectivity	Greater degree of selectivity
<b>Repetitive value</b>	Possible to repeat every day	Restricted to frequency of publication	Quick repetition possible	Quick repetition possible	Seen every time the prospect passed by it	Depends on frequency of mailing

If you analyse the table carefully, you will realise that no single medium is having all the requisites of an ideal medium. Each medium is ideal in some aspects and not ideal in others.

For instance, newspaper and magazines have wide circulation, flexibility, scope for audience selectivity, etc., but they are not suitable for communicating to illiterate people. Television is a visual media which is very effective, but it is the most expensive medium. Radio does not have visual impact. Outdoor media suits local advertising only. Direct mail is not suitable when the prospective customers are very large. Thus a particular medium may be suitable in one situation but not suitable in other. Hence, you have to be careful in the selection of the medium and make your choice to the requirements of a given situation.

### 16.6.3 Media Selection

Choosing advertising media is known as "matching media to markets". Some important factors which affect media choice are explained below:

- 1) **Elements of the marketing mix:** McCarthy gave a four factors classification of the marketing mix viz; Product, Price, Place, Promotion. Each one of these elements have an impact on media choice.

- i) **Product:** If the product is technical and complex, it will require a long Copy (a detailed explanation of the features, etc.). Thus, print media would be most suitable. Products like automobile tyres which require dramatization, TV might be the most effective medium. For women's dresses, colour magazines might be better.
- ii) **Price:** Very often price of a product has a direct relationship with its quality. The higher the price, the better the quality. Therefore, a high priced product should be advertised in prestigious magazines or TV to match the high quality perception in the mind of the consumer.
- iii) **Place:** Refers to the channels of distribution. This affects media selection in two ways: (1) geographical coverage, and (2) timing. If the product is being distributed in a few selected channels in one region of the country, using national magazines or network TV would be wasteful. Timing is also very crucial. For example, a product has already reached the retailers, but the advertisement is scheduled in a magazine which is due to be released after a month. This will not produce the desired results.
- iv) **Promotion:** Relates to the elements of the promotion mix: advertising, personal, selling, sales promotion and publicity. The types of media chosen will depend on the emphasis given to each of the above four elements. In industrial selling the role of personal selling is dominant; hence advertising is done very selectively—that is in trade journals or technical magazines.

2) **Media Characteristics:** The important elements are:

- i) **Audience selectivity:** It refers to the medium's relative ability to reach an audience whose members are alike in ways that are important to an advertiser. For example, a company making shorts, T-shirts and sports shoes, for sports persons, in the age group of 18-30, is more likely to find readers of "Sportstar" and other sporting magazines, falling in this category.
- iii) **Geographic selectivity:** It refers to the medium's ability to reach people in selected geographical areas. Bill boards and outdoor displays enable the advertiser to focus on neighbourhoods where target audiences are located.
- iv) **Reach:** It refers to the number of persons or households exposed to an advertising medium (or message) at least once during a given time period. Reach is often confused with circulation, which refers to the number of copies of the publication sold (print media). It is quite possible to have a circulation of one (one newspaper in a single household) but a reach of five (five adult members of the target audience being exposed to the medium). The equivalent of reach in broadcast media is called audience.

- iv) **Frequency:** Refers to the number of times that an average person or household is exposed to a message within a given time period. When image reinforcement is desired by the advertiser, higher frequency is used.
  - v) **Media scheduling:** Refers to the timing of message deliveries. This simply means finding out the best time to advertise. Should advertising be steady throughout the year or be concentrated at certain time periods? A decision on this depends upon factors like, seasonality, repurchase cycle, competitive activity and the advertising budget.
  - vi) **Media Cost:** The advertiser would like to find out what it would cost him to reach the target audience. For broadcast media the cost is by time (e.g., 10 second slots on TV), for newspapers the rate used is column centimeter (col.. cm.)-the cost of 1 column width  $\times$  1 cm depth of space. For magazines the (Cost per thousand) rate is used.
- 3) **Target Audience:** The advertiser must very clearly identify the group for whom the advertisement is meant. The factors used are age, sex, habits, life styles, personality, incomes, geographical location, etc. By building up a target audience profile, it is easier for the advertiser to match his medium to the market.
  - 4) **Nature of the message:** The preferred media should be compatible with the advertising message. For example floor covering and clothing are best presented in pictorial form. Radio will not be good medium for this. Life insurance calls for a lengthy message, hence outdoor advertising will not be appropriate.
  - 5) **Advertising budget:** It refers to the total funds available with the company for advertising. This would certainly have an impact on the type/s of media which can be selected within the given budget.

### Check Your Progress C

- 1) List out the broad media types you are familiar with, and specify the classes of media within each broad type of medium.
- 2) What are the factors that determine the choice of media?
- 3) State whether the following statements are **True** or **False**.
  - i) Media selection is the problem of finding the most cost effective media to deliver the desired number of exposures to the target audience.
  - ii) Reach is usually more critical than frequency for a complex product or for creating a brand image.

- iii) Mass coverage, high geographic selectivity and low cost are all advantages of radio.
- iv) Media scheduling depends upon factors such as quality of the medium, the number of people in the target audience, nature of the product and nature of the message.
- v) Pamphlets and Posters are examples of outdoor media.

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## 16.7 PUBLICITY

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You have learnt that the promotion mix comprises four components viz., advertising, sales promotion, personal selling and publicity. You have studied about the three components other than publicity. Now let us study about publicity.

### 16.7.1 What is Publicity?

**It is the non-personal stimulation of demand for a product, service or business unit by planting commercially significant news about it in a published medium or obtaining favourable presentation of it upon radio, television or stage that is not paid by the sponsor.**

**Salient features of the definition are as follows:**

- 1) **Non-personal/mass media:** Like advertising, publicity also reaches a very large number of people at the same time (hence non-personal) through mass media such as newspapers, magazines, radio, TV, etc.
- 2) **Commercially significant news:** This is one of the features that distinguishes publicity from advertising. When information about a product or company is considered newsworthy, mass media tend to communicate that information free of cost. Since most publicity appears in the form of news items or articles originating from the media, rather than the advertiser, it has higher credibility (believability).
- 3) **No Sponsor:** Since the information originates from the media, there is no sponsor, that means the messages are unsigned. This is another point of difference between advertising and publicity.
- 4) **Not Paid for:** Since publicity is not identified by a sponsor and the information is not disseminated at his behest, he does not pay for it. This is the third feature that differentiates publicity from advertising.
- 5) **Purpose (demand stimulation):** In some situations, where publicity is properly planned, it may lead to the creation or reinforcement of a favourable impression about the company and its products in the minds of people receiving the message. This may lead to a favourable attitude towards the product or company and leading to increased demand for the product.

For example, good reviews in various media about 1) International Boxing Championships sponsored by MRF Ltd., 2) Reliance Cup Cricket tournament sponsored by Reliance Industries and 3) ITC Sangeet Sammelan sponsored by ITC Ltd., resulted in enhancing the images of these organisations in the minds of people.

Negative publicity can damage the company's or product's image, resulting in reduced demand for the product. For instance, a great deal of adverse publicity was generated when different media condemned the following companies through articles and editorials: 1) Union Carbide for their negligence in the Bhopal gas tragedy. As a result, the Government stopped buying Union Carbide products for some time. 2) Jains Shudh Vanaspati, for using beef tallow in their product. Consumers stopped buying the product. 3) Recurring air crashes of Douglas McDonnell aircraft led to the grounding of these aircraft in many airlines.

### 16.7.2 Difference Between Publicity and Advertising

The main points of difference are indicated in Table 16.2. A careful reading of the table will help you to distinguish between the two types of promotion.

**Table 16.2: Difference between Advertising and Publicity**

Factors	Advertising	Publicity
1) Payment	The sponsoring organisation has to pay for media space and/or time.	Since the message is designed and printed by media, the company does not have to pay for it.
2) Sponsor	Has a clearly identified sponsor which may be either the company or brand name.	No sponsor is identified. The message originates from the media sources.
3) Content	The company has total control over content and coverage of the message.	The Company has no control over content and coverage, although it may have initiated media interest and supplied the necessary information.

4) Schedule	The Company can schedule repetition of the message as many times as desired.	The Company cannot schedule repetition of messages.
5) Intent	The message is meant to create, maintain and enhance a favourable impression information about the company and the product.	Presented as news is hence, less persuasive. May create a favourable or unfavourable impression.
6) Credibility	Low to moderate	High

Publicity is quite similar to advertising except that it involves an unsigned and unpaid message even though it may use the same mass media as advertising does.

### 16.7.3 Advantages and Limitations

#### Advantages

Publicity offers several advantages as a promotional tool:

- 1) It may reach people who do not ordinarily pay any attention to advertising, sales promotion or salespeople.
- 2) It has greater credibility than advertising because it appears in the context of editorials or articles.
- 3) It is relatively very inexpensive and provides coverage that would cost lakhs of rupees.
- 4) It can build up interest in a product category. Some companies and trade associations have used publicity and PR to rebuild interest in commodities like “eggs” and “milk”.

#### Limitations

- 1) Advertisers have very little control over what media editors do with the publicity material that advertisers prepare.
- 2) Media people disregard material that they do not consider newsworthy — subject matter that is untimely, uninteresting or not accurate.
- 3) Even if the material is found newsworthy, the advertiser has no control over how media people edit the content or schedule the appearance etc.



### 16.7.4 Generating Publicity

A large industrial group announcing the planned construction of a Medical Research Institute or a Post Graduate Institute of Management Studies is likely to be contacted by newspapers and television for information. This event has a high interest value and news angle. Similarly, companies like Reliance, who sponsored the World Cup Cricket, MRF who sponsored World Cup Boxing and ITC which every year sponsors ITC Sangeet Sammelan, generate publicity through sporting and social events. Thus, there are so many ways to generate publicity. Some major tools of publicity are as follows:

- 1) **News Release:** It is usually a single typed page, which contains information about the organisation released to the press. News generation requires skill in developing a story concept. The advertiser needs to cultivate as many editors and reporters as possible.
- 2) **Feature Articles:** These are longer and prepared for specific publications, such as the ones that appear in Economic Times and other business publications. These generally relate to the company's past achievements, expansion and diversification plans.
- 3) **Press Conference:** Media representatives are invited for press conferences to hear about major forthcoming events of the company. They are then handed over written material, photographs, etc., relating to that event.
- 4) **Letters to the Editor:** Letters are sent to newspapers and magazines, perhaps in response to articles appearing in those media.
- 5) **Audio Visual Material:** Audio visual material such as films, slides, video and audio cassettes are sent to TV and Radio Stations for broadcasting.

#### Check Your Progress D

- 1) Refer to Table 16.1 and specify in what ways is advertising (i) similar to and(ii) different from publicity.
- 2) Given here under are four situations. Which of these can be classified as advertisements or publicity or neither?
  - i) A customer visits a TV dealer's showroom, The dealer explains the benefits of Brand X over Brand Y.
  - ii) Sales Executive of a leading 5 Star hotel visits the General Manager of a large travel agency and talks about the wide range of services offered by the hotel.

- iii) A customer walks into a general merchant's shop and while buying 'Dove' soap discovers that she can get a stainless steel spoon free if she buys 'Margo' soap. So she bought 'Margo' soap.
  - iv) A toothpaste manufacturing company's advertisement claims its brand teeth. Some days later a report from a Dental Surgeons' Conference published in a newspaper stating that there is no ingredient in toothpaste whitens teeth.
- 3) List out the major tools used in publicity.
  - 4) The boxes labelled I and II are both examples of publicity. Read them carefully state which of the two will have a positive effect and which will have a negative effect on readers exposed to these messages.

Box I. Check Your Progress D, Unit-16, Page 43.

## ssop turns corner with Rs 1.3-cr profit

Our New Delhi Bureau  
has been in receipt of

Irving and Company Limited which has been making heavy losses for decades has finally achieved a turnaround with a record profit of Rs 1.3 crore in 1988-89.

The turnaround has come about thanks to privatisation, restructuring, diversification into the production of longwall equipment and reorganisation of the company and a reduction in the work force after the successful implementation of the Voluntary Retirement Scheme (VRS).

The implementation of VRS has, over a period of four years, reduced the number of employees in the 200-year-old unit by 2,000, about a 50% of the total work force of the unit. This is believed to have reduced expenditure on wages and salaries. Irving and Company Limited is a subsidiary of the Bharat Heavy Electricals Limited.

The public sector unit had a remarkable loss of Rs 48 crore in 1987-88. In 1987-88, the losses fell to Rs 12 crore on account of financial restructuring. For the first time in 1988-89, the unit reported a profit.

Another public sector unit which has benefited by the voluntary retirement scheme is BHEL.

and Credit. As many as 4,000 employees have taken advantage of the scheme, as a result of which the company's losses, although still high, have come down heavily in the past few years. In other public sector units, the voluntary retirement scheme has shown mixed results. For instance, in Hindustan Cables Limited and in Andhra Pradesh Paper Mills, the scheme has not been successful. Sources say that in the past three or four years, not more than 10 percent in each of the companies have availed of the scheme.

Box II. Check Your Progress, Unit-16, Page 43.

## UCC theory on Bhopal gas disaster discounted

U.S. Scientists

Source: *Washington Post*.  
Dr. Herbert H. Chen and Dr. Steven Hart have succeeded in discounting the theory propounded by the Union Carbide Corporation that MIC, inhaled by the victims of the Bhopal gas disaster did not cross the lung barrier.

A study done by them had established the presence of MIC in the blood residue in the bloodstreams of the victims.

Their findings were based on the research conducted by two scientists along with their associates at the Medical-Legal Institute, Bhopal, and the Institute of Pathology (Indian Council of Medical Research), New Delhi.

The findings of this research are being published by *Medical Science and the Law*, the official journal of British academics.

The authors of the paper say, "We decided to trace the veins from the residuals, that is, those from dead bodies and analysis of such residuals." They reportedly found as much as 10 degrees Celsius to analyse them later.

Thirty blood samples were collected at random for a retrospective analysis from autopsies and post-mortems conducted in the month of December 1984 after the leakage of the killer gas.

Autopsy samples were collected only from the bodies retained by the medico-legal institution. These samples are under preservation in deep freeze maintained from minus 20 down to minus 70 degrees Celsius.

The presence of MIC in the blood and other similar peaks of such residue in the bloodstreams of victims indicate definite evidence of the entry of a mixture of gases and

particles into the body system, contrary to the statements of the manufacturer of MIC.

Fourteen out of the 24 autopsy cases showed MIC in the blood in various amounts. This is one of the constituents of the aerosol and is also found in the soil residue, thereby proving that the Union Carbide has passed the lung barrier. This finding goes against the theory to the entire controversy.

Right from the beginning, after the disaster the medical community attending the gas-affected victims, have been inclined to the interpretation of the observed toxicology of deaths due to lack of knowledge about the exact chemical composition of the aerosol material and later of the poison cloud that descended on the residents of Bhopal.

No chemical treatment and management was available at post-

leak by the Union Carbide Corporation. There is very little information available on scientific literature about the chemical and biological properties of the lethal mixture, MIC.

A few people have argued that it was only MIC that spread during the leak through the safety valve from the Union Carbide India Ltd. Looking into the nature of the event, with such mortality and morbidity, where clear-cut identity of poisoning was not possible, the sources, the spot and the remains have to be looked into with great accuracy.

There is no gas known so far which could be the open space kill so many people and make many more moribund. Many other deaths and questions which have remained unanswered are: (1) Why so many people died with a natural commercially manufactured

and stored against all norms and where it was never indicated that it could be so dangerous to the people?

(2) What was the composition of the aerosol? (3) What were the reactions that took place one after another in the soil?

Union Carbide never provided answers to these questions. Moreover, they tried to confuse the opinion about the treatment. Of the gas victims, it is clear that Union Carbide never formulated the antidote for the gas whose contents were not known and were not made known.

The present study will help in throwing new light on the event. So far the experts of Union Carbide and other experts have claimed that the material inhaled by the victims of the Bhopal gas disaster will never cross the lung barrier.

## 16.8 LET US SUM UP

Advertising is the paid form of non-personal communication from an identified sponsor using mass media to persuade or influence an audience.

Good Advertising must: a) generate attention, b) be believable, c) be easily understood, and d) be remembered. The three fundamental objectives of advertising are: i) to inform, ii) to persuade, and iii) to remind the target audience. From these three basic objectives emerge other generalised

objectives, such as: 1) announce a new product, 2) expand the market to new buyers, 3) announce product modifications, 4) make a special offer, 5) announce location of stockists and dealers, 6) educate customers, 7) remind users, 8) please stockists, and 9) create brand preference. One of the major objectives of advertising is to change the attitude of a person in a way that moves him closer to the product being advertised. It is important for the advertiser to know how to move people to a higher state of readiness to buy along the Hierarchy of Effects.

Advertising has become an important factor in achieving social objectives, such as family planning, better health, prohibition of drinking etc. Advertising performs an informative and educative task. But there are many objections to advertising. It is said that advertising increases prices, insults consumer intelligence, is a source of discontent, tends to be monopolistic, and multiplies needs and wants of people.

Advertising can be seen as a five party business consisting of 1) advertisers, 2) advertising agencies, 3) support organisations, 4) media, and 5) consumers. A medium in advertising refers to the channel or vehicle for carrying the advertiser's message to his target audience. The four broad types of media are: 1) print media (newspapers and magazines), 2) broadcast media (radio and TV), 3) direct media (advertising specialties, directories, corporation sponsored magazines, direct mail, etc.), and 5) outdoor media (hoardings, bill boards, etc.). Final media choice depends upon factors such as: 1) elements of the marketing mix, 2) media characteristics, 3) target audience, 4) message, and 5) advertising budget.

Publicity is the news carried in mass media about an organisation and its products, policies, personnel or actions, it can originate with the media or the advertiser and is published or aired at no charge to the organisation for media space or time. Publicity is quite similar to advertising except that it involves an unsigned and unpaid message, even though it uses the same mass media as advertising. Some of the major tools used in publicity are: news release, feature articles, press conference, letters to the editor, and audio visual material.

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## 16.9 KEY WORDS

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**Audience Selectivity:** A medium's relative ability to reach an audience whose members are alike.

**Advertising Media:** Refers to channels of communication or vehicles for carrying the advertiser's message to the target audience.

**Broadcast Media:** Consists of media such as radio and television, where messages are sent through Carrier Waves.

**Direct Advertising Media:** Channels through which advertisers communicate directly with the target audience.

**Frequency:** The number of times a member of the target audience is exposed to a message within a given time period.

**Geographic Selectivity:** The medium's relative ability to reach people in selected geographical areas.

**Reach:** The number of individuals or households exposed to a given medium (message) at least once during a given time period.

**Target Audiences:** All the people for whom the advertising message is meant. It includes both present and potential customers.

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## 6.10 ANSWERS TO CHECK YOUR PROGRESS

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- A 3. i) *Type of Medium* : *Magazine*  
 ii) *Type of Communication* : *Non personal*  
 iii) *Sponsor* : *HOTLINE (Fusebase Eltoro Ltd.)*  
 iv) *Payment* : *Since it is sponsored, it is paid for.*  
 v) *Product* : *Video Projector.*

The message has all the requirements of an advertisement.

B 4 i) False ii) True iii) False iv) True v) True

C 3 i) True ii) True iii) False iv) False v) True

D 2 i) This is neither advertising nor publicity because the communication is one-to-one (i.e. personal) and there is no mass media.

ii) Once again this is a one-to-one personal selling situation, hence it is neither advertising nor publicity.

iii) This is a case of sales promotion. It is neither advertising nor publicity.

iv) Since a non-personal, unsigned message is communicated voluntarily by the media (no payment involved); it is publicity (negative, because it refutes the advertiser's claim).

D 4) Box I is an example of positive publicity, because the report speaks favourably about Jessop and Company and how did it manage to turn around from losses.

Box II is an example of negative publicity, because it negates the theory propounded by UCC.

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## 16.11 TERMINAL QUESTIONS

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- 1) "Advertising is Wasteful." Do you agree? Justify your answer.
- 2) What is advertising? How is it different from publicity?
- 3) 'No single medium is ideal in all respects.' Discuss.

- 4) Explain the various media of advertising and compare their merits and limitations.
- 5) Explain the factors that determine the choice of media in advertising:
- 6) What is publicity? Explain various tools of publicity.
- 7) How do you differentiate publicity from advertising? Explain the advantages and limitations of publicity.

Note: These questions will help you to understand the unit better. Try to write answers for them. But do not submit your answers to the University for assessment. These are for your practice only.

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### **SOME USEFUL BOOKS**

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Indira Gandhi National Open University, School of Management Studies, 1989. *Marketing for Managers MS-6*, Indira Gandhi National Open University: New Delhi(Units 15-17).

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Sherlekar, S.A. 1984. *Marketing Management*, Himalaya Publishing: New Delhi.(Chapters 15-18).

Stanton, William J., and Charles Futrell, 1987. *Fundamentals of Marketing*, McGraw-Hill: New York. (Chapters 18-20).