


Basics of Advertising

BAJMC 202

Pre-requisite based Study Material


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Pre- Requisite Modules

- Course on Basics of Advertising, Upgrad**
Duration- 5 Months
Link:
<https://www.upgrad.com/brand-and-communication-management-certificate-program-mica/>
- Lecture Slides
 Pre-requisite based Study Material, Basics of Advertising, by Dr. Gazal Singhal

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Introduction of Advertising

Advertising is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through channel of information and persuasion. Its primary goal is to increase sales, attract new customers and build brand awareness. It can take many forms, including print ads, TV commercials, social media promotions, and more.

Advertisers use storytelling, humor, emotion, and other techniques to create engaging ads. It is a constantly evolving field, and successful advertisers need to stay on top of these changes and adapt to stay ahead of the competition.


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History of Advertising in India

- In ancient India, some of the typical seals used by the Mohanjodaro and Harrapa people were the evidence of advertising. Formally, the history of advertisement in India parallels the history and development of the Indian Press. The first Indian newspaper started by James August Hickey was full of informative advertisement.
- The development of advertising agency was founded due to the development of Indian industries provided by the Swadeshi Movement of 1907-1911. By 1932 there were 109 advertising agencies in India.
- In 1967 radio commercials were introduced. Advertising on television was introduced in 1976. In Cable channels Asia Television Network started operating commercial in June 1993.

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Features of Advertising

- Communication** : Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.
- Information** : Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.
- Persuasion** : The advertiser expects to create a favourable attitude which will lead to favourable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.
- Profit Maximisation** : True advertising does not attempt at maximising profits by increasing the cost but by promoting the sales. This way It won't lead to increase the price of the product. Thus, it has a higher sales approach rather than the higher-cost approach.
- Non-Personal Presentation** : Salesmanship is personal selling whereas advertising is non-personal in character. Advertising is not meant for anyone individual but for all. There is absence of personal appeal in advertising.

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Features of Advertising

- Identified Sponsor** : A sponsor may be an individual or a firm who pays for the advertisement. The name of reputed company may increase sale or products. The product gets good market because of its identity with the reputed corporate body.
- Consumer Choice** : Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.
- Art, Science and Profession** : Advertising is an art because it represents a field of creativity. Advertising is a science because it has a body of organised knowledge. Advertising is profession is now treated as a profession with its professional bodies and code of conduct for members.
- Element of Marketing Mix** : Advertising is an important element of promotion mix. Advertising has proved to be of great utility to sell goods and services. Large manufactures spend crores of rupees on advertising.
- Element of Creativity** : A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign.

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IMPORTANCE OF ADVERTISING

1. **Promotion of Sales** : It promotes the sale of goods and services by informing and persuading the people to buy them.

2. **Introduction of New Product** : It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising.

3. **Creation of Good Public Image** : It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs.

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

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IMPORTANCE OF ADVERTISING

5. **Research**: Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.

6. **Education of People**: Advertising educate the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge.

7. **Support to Press**: Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network.

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Need for Advertisers

Advertisers play a critical role in the success of any business. They are responsible for creating and executing advertising campaigns that promote products or services to potential customers. Advertisers must have a deep understanding of the target audience and be able to craft messaging that resonates with them.

They also need to be creative and innovative in their approach to advertising, as there is a lot of competition in the marketplace. Advertisers need to keep up with the latest trends and technologies in advertising and be able to adapt quickly to changes in the industry. Ultimately, the success of an advertising campaign depends on the skill and expertise of the advertiser.

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Soft Skills Required

- **Creativity:**
Advertisers need to be able to think outside the box and come up with fresh, engaging ideas that will capture the attention of their target audience.
- **Communication:**
Good communication skills are essential for advertisers, as they need to be able to effectively convey their ideas and collaborate with others on their team.
- **Flexibility:**
The advertising industry is constantly evolving, so advertisers need to be able to adapt to changes in technology, trends, and consumer behavior.

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Soft Skills Required

- **Time management:**
Advertisers often work on multiple projects at once, so they need to be able to prioritize their tasks and manage their time effectively.
- **Problem solving:**
Advertisers need to be able to think critically and come up with solutions to problems that arise during the course of an advertising campaign.
- **Interpersonal skills:**
Advertisers need to be able to build relationships with clients, stakeholders, and other members of their team.

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Soft Skills Required

- **Attention to detail:**
Advertisers need to be meticulous in their work, ensuring that all aspects of their campaign are executed flawlessly.

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Technical Skills


- **Knowledge of advertising platforms:**
Advertisers need to be familiar with various advertising platforms such as social media, Google AdWords, and programmatic advertising.
- **Data analysis:**
Advertisers must be able to analyze data to measure the effectiveness of their advertising campaigns and make data-driven decisions.
- **Copywriting:**
Advertisers must be able to write compelling copy that will engage their target audience and encourage them to take action. the performance of their campaigns and make data-driven decisions.

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Technical Skills

- **Graphic design:**
Advertisers need to be able to create visually appealing graphics and ads that will stand out and capture the attention of their target audience.
- **Video production:**
Increasingly, video is becoming an important part of advertising campaigns. Advertisers should have some knowledge of video production techniques and be able to create engaging video content.
- **Search engine optimization (SEO):**
Advertisers need to be knowledgeable about SEO and how to optimize their campaigns to improve search engine rankings.

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Technical Skills

- **Web analytics:**

Advertisers must be able to use web analytics to track the performance of their campaigns and make data-driven decisions.

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