

**PUBLIC RELATION &  
ADVERTISING  
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**UNIT - I**  
**Lesson - I**

# **PUBLIC RELATIONS**

**Objective:**

On completion of this lesson you should be able to understand:

- Definition of public relations
- History of public relations
- Nature of public relations
- Public relations goals and objectives

**Structure:**

- 1.1 Introduction**
- 1.2 Definition of Public Relations**
- 1.3 History of Public Relations**
- 1.4 Nature of Public Relations**
- 1.5 Public Relations Goals and Objectives**
- 1.6 Summary**
- 1.7 Self Assessment Questions**
- 1.8 Suggested Readings**

**1.1 Introduction:**

However old the practice of public relations is, it became a serious professional practice in the latter part of the nineteenth century in the USA and in other democratized parts of the world, especially in Europe. Its emergence paralleled the development of mass production in the society, as a means both for promoting goods and services and for engaging in public policy, debates and issues of management. Twentieth century witnessed the profession's development in the form of a selected set of strategic best practices, an academic discipline to prepare future practitioners, and a subject for refinements through sophisticated scholarly investigation and discussion. Public relations is on its way to becoming a matured practice all over the world, not least because academic and professional development research continues to mature by generating a wide variety of perspectives and theoretical approaches.

**1.2 Definitions of Public Relations:**

There have been many attempts to capture the essence of public relations. The 1978 World Assembly of Public Relations Associations in Mexico agreed that public relations is "the art and social science of analyzing trends, predicting their consequences, counseling organisation

leaders and implementing planned programmes of action which will serve both the organization's and the public interest. The words 'art' and 'social science' are helpful in explaining the continuing tension between understanding PR as a measurable, science-based application of communication tools and the affection of many practitioners for the looser, more creative, aspects of the work.

It is important, however, to stress that public relations is not about dealing with 'the public' as people often think. In PR we say there is no such thing as the public. There are instead many different groups of people - not just consumers, but suppliers, employees, trustees, members, local and national trade and political bodies, local residents, among many others. One of the key concepts of PR is the idea that these groups or publics have different information needs and exert different demands on organisations. Understanding these differences is a vital skill of PR. The definition framed by the Institute of Public Relations (IPR) UK's leading professional body for public relations practitioners in 1987 is still useful. Public Relations are the planned and sustained effort to establish and maintain goodwill and understanding between an organization and its publics. Many think that PR is just about promoting an organization, whereas most PR work involves ensuring publics have an accurate view of the organization, even if they don't like what it does.

There is not a single definition for Public Relations, as it means different things for different people. The following definition would give an idea for public relations and the scope of its operations. In the early 1900s it was defined as "a management function which tabulates public attitudes, defines the policies, procedures and interests of an organization, followed by executing a program of action to earn public understanding and acceptance." From the business point of view, Public Relations can be defined as "the presentation of an organization and its activities to target audiences with the goal of gaining awareness and understanding, influencing public opinion, generating support, and developing trust and cooperation." The basic purpose of Public Relations and Public Relations Techniques is, more or less, the same in all sectors, viz. Government, Public and Private Concerns and other Institutions. Nevertheless, there are certain aspects of public relations that are peculiar to a given class of organizations.

Philip Kitchen summarizes the definitions as suggesting that public relations:

1. Is a management function.
2. Cover a broad range of activities and purposes in practice.
3. Is regarded as two-way or interactive communication.
4. Suggest that publics facing companies are not singular (i.e. consumers) but plural.
5. Suggest that relationships are long term rather than short term.

Wilcox et al. suggest that the following additional elements are also common to the various definitions:

1. **Deliberate:** Public relations are intentional, but not hazardous.
2. **Planned:** It is organized, not short term.
3. **Performance:** Public relations cannot be effective unless it is based on the actual performance of an organization.

- 4. Public Interest:** This reinforces the idea that public relations should be beneficial to the organization and to the general public.

Newsman adds the following to the mix: Creating and reinforcing trust; arousing attention; creating and preserving communication and relationships; articulating, representing and adjusting interests; influencing public opinion; resolving conflicts; and creating consensus.

### 1.3 History of Public Relations:

To many, modern public relations were born in the USA at the end of the nineteenth century.

Its rise paralleled the mass media's growth, which allowed mass-produced publicity and promotion, as well as a sort of issue management that resulted from the efforts of the robber barons to craft the public policy that was needed to support a mass production society. The practice in the USA has been dominated by public relations agencies, such as Hill and Knowlton, Burson-Marsteller, and Porter Novelli, as well as the public relations departments of major corporations. In Europe, public relations as practice have a long history. The period of the enlightenment, as developed in the eighteenth century in France and Germany, strongly influenced the evaluation and practice of public relations in many European countries.

After the end of World War II in 1945, not only did public relations have to redefine itself under the new conditions of a parliamentary democracy, it also had to dissociate itself from (Nazi) propaganda. The US influence on West German society was widely felt in the development of postwar public relations. Besides new German advertising and public relations agencies, branches of US agencies started to settle in Germany (and in many other European countries), and today research in public relations has been established in several German-speaking universities in Germany, Switzerland, and Austria. Similar distancing occurred among US practitioners, who rejected the connection between propaganda and public relations even though they had initially embraced the connection and cut their professional teeth on propaganda efforts in support of both world wars. Another country with early maturation of public relations is the United Kingdom. L'Etang (2004) placed the beginning of public relations in Britain in the 1920s. Emphasis focused especially on the role of local government, which contributed to public relations ideology and key concepts of professionalism. These articulated a strong public service ethos, laying the foundation of the (now Chartered) Institute of Public Relations, which was established in 1948.

### 1.4 Nature of Public Relations:

In the opinion of some, public relations can be defined as the art of stealthy manipulation of public opinion, the opinions of consumers and of politicians. As viewed by some, it consists of spinning the truth to the selfish interest of some organization or interest, issue advocate, person, or viewpoint usually to the disadvantage of others. In contrast, public relations has equally been seen as a professional practice and academic discipline dedicated to spreading rational and trustworthy information from and about an organization in order to open up the organization and its practices for those who are interested. At the same time, public relations is also seen as a professional practice and academic discipline dedicated to fostering effective two-way communication between some organization or entity, such as an industry, and persons whose

opinions can make or break the future success of the sponsor. Some discussants of the nature of public relations, for example in South Africa, New Zealand, and the USA, have advocated that instead of focusing on fostering sham relationships, senior practitioners are first of all the consciences of their employers. The first step in public relations is to create sound management policy that deserves the fruits of good will, as John W. Hill, the co-founding principal of Hill and Knowlton, argued in the mid- 1900s. At the time of his retirement in the late 1960s, his firm was the largest in the world. According to him, public confidence in the corporation as an institution must be earned and deserved. 'Smart publicity' will never replace sound management policies and acts in building a solid foundation of good will," he rightly claimed.

### **1.5 Public Relations Goals and Objectives:**

All public relations projects must start with realistic goals and measurable objectives. These goals and objectives derive from the problem statement - a statement that succinctly states what the project is seeking to do, what ends it is trying to achieve. The problem statement will in turn focus on the public relations goal, that will be tied to both tactical (output) and strategic (outtake and outcome) decision-making. An output is a tactic, e.g., a media release, video news release (VNR), or speech. It is the technical element and comprises what is to be done to meet the objectives. The outtake is the initial evaluation of the output: Has it accomplished its intended purpose? The outcome is whether or not the strategy that employed the tactics actually "moved the needle," met or surpassed its objectives to reach both public relations and client/business goals. A goal is simply something that is desired. In a political campaign, it is to win the election. In a branding project it is to establish, maintain or expand the brand. In a corporate project it may be to have employees sign up for certain benefits. The goal should be reasonable; the desire to corner 100 percent of a market with a new brand may be achievable, but improbable. Objectives come from goals. They are the things we seek to assess during and at the end of the project. Public relations objectives fall into three areas: informational (was the message sent out, received, and understood?), motivational (did it change or reinforce attitudes and behavioral intentions?), and behavioral (did the targeted audience do what the message asked?). Informational and behavioral objectives are fairly easy to set and evaluate; motivational objectives, however, are harder and require that the evaluation assess cognitive, affective, and intended behavioral aspirations. Good evaluation will employ a triangulated research approach; it will use multiple research methods to evaluate each of the three objectives during and after the project.

### **1.6 Summary:**

As the concepts of globalization, privatization and industrialization along with the development have been growing the practice of public relations has also been increasing at a faster rate and now assumed the size of multi billion dollar sector. This profession is being used to help managements in designing policies and implementing them effectively. The field has growing into an academic and research discipline also. Because of rapid changes across the world the goals and objectives are also changing to suit the needs of the society.

### 1.7 Self Assessment Questions:

- 1 How would you fit the following examples of public relations into Grunig's and Hunt's four models?
  - a) Campaign to reduce teenage pregnancy.
  - b) Launch of a new car.
  - c) Leaflet giving details of new bank charges.
  - d) Invitation to discuss plans for new supermarket.
- 2 List out some of the definitions of public relations.
- 3 Elaborate the nature of public relations.
- 4 Explain public relations goals and objectives with suitable examples.

### 1.8 Suggested Readings:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta D.S. : Hand Book of Public Relations
6. Moore, H.F. and Kalupa, F.B. (2005) Public relations, Principles, Cases and Problems, surjeet Publications, Delhi.
7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.

## **Lesson - 2**

# **NEED AND SCOPE OF PUBLIC RELATIONS**

### **Objective:**

On completion of this lesson you should be able to understand:

- Need of public relations
- Functions of Public relations
- The scope of public relations
- Basic elements of public relations
- Roles of public relations

### **Structure:**

#### **2.1 Introduction**

#### **2.2 Need of Public Relations**

##### **2.2.1 The Communication Gap**

##### **2.2.2 Population Growth**

##### **2.2.3 Recognition of Social Responsibility**

##### **2.2.4 Big Government**

##### **2.2.5 Development of Communication Media**

##### **2.2.6 New Standards of Ethics**

##### **2.2.7 Consumerism**

##### **2.2.8 Education in Public Relations**

#### **2.3 Functions of Public Relations**

#### **2.4 The Scope of Public Relations**

#### **2.5 Basic Elements of Public Relations**

##### **2.5.1 Social Philosophy of Management**

##### **2.5.2 PR is a Social Philosophy**

##### **2.5.3 PR is Action Resulting From Sound Policies**

##### **2.5.4 PR is Communication**



## 2.6 Role of Public Relations

### 2.6.1 System Theory

### 2.6.2 Grunig and Hunt's Models

### 2.6.3 Press Agency/Publicity Model

### 2.6.4 Public Information Model

### 2.6.5 Two-Way a Symmetric PR

### 2.6.7 Two-Way Symmetric PR

## 2.7 Summary

## 2.8 Self Assessment Questions

## 2.9 Suggested Readings

## 2.1 Introduction:

Modern socio, economic and political trends have been continuously throwing challenges to the human kind resulting in sharp cultural changes and conflicts among various communities. Though public relations have been contributing to solve these problems depending upon the situation a continuous changeover is expected from time to time. But before venturing into the applied aspects one has to understand the basic elements, needs and scope of the field of public relations.

## 2.2 Need of Public Relations:

Across the world many factors lead to the increase in the need of public relations.

They are:

- 2.2.1 The Communication Gap:** The need for communication between organizations and their publics is beginning to be recognized is attested to by the fact that public relations occupy a dominant role in the economy today.
- 2.2.2 Population Growth:** A significant factor contributing to the development of public relations has been the increase in population and the resulting expansion of all types of business, social and political organizations.
- 2.2.3 Recognition of Social Responsibility:** Public relations have grown in importance as corporations recognize that they have a social responsibility to serve the public. Public services of corporation include financial contributions to community, social welfare, health and youth organizations have participation by employees in local governments and education and sponsorship of cultural education.
- 2.2.4 Big Government:** Increasing government control of business, rising taxes, legislation adversely affecting business, legislative investigations of business and critics of business by politicians have all contributed to the expansion of public relations into the field of public affairs and relations with local, state, and national governments.

- 2.2.5 Development of Communication Media:** Unprecedented developments in communication and media made the rapid wide spread transmission of information possible. It has become easy to target large number of audience simultaneously.
- 2.2.6 New Standards of Ethics:** Higher moral standards and ethical conduct in business have contributed to the development of public relations managements. The standards are: must speak truthfully, act fairly and deal honorably with the public in order to enjoy good public relations.
- 2.2.7 Consumerism:** Increasing emphasis on consumer service has caused many companies seeking the good will and support of consumers to respond by the employment of consumer affairs activities. Consumer activist having served as pressure groups on business are frequently cited as an entering wedge for social reforms.
- 2.2.8 Education in Public Relations:** The growing emphasis on public relations education is an important measure responsible for the increasing prestige of the field.

### **2.3 Functions of Public Relations:**

One of the most important functions of PR, in the early years, was to reach out to the 'opinion leaders', who in turn acted as the 'spokes person' for motivating the general public in forming a favourable opinion about the product or service. The media-journalists and analysts were top in the list of opinion leaders then, and it was easy to find them.

In addition, public relations had developed very rapidly in recent years, partly because management of various commercial and non-commercial organizations has discovered a need for public relation activities. There has also been considerable increase in the means by which public relations messages can be conveyed for example through satellite, cable and internet media as the mass media generally has paradoxically fragmented and globalized simultaneously. It may also be true that the terms 'public relations' and 'public affairs' themselves imply something unduly special, but organization of all kinds have been organized professionally by the Institute of Public Relations (IPR) in Britain and the public relations society of America (PRSA) in the USA. By 2002, the IPR had around 7000 members and the PRSA had around 20000 members. With help of Public Relations the functions of communication, community relations, crisis management, customer relations, employee relations, government affairs, industry relations, investor relations, media relations, mediation, publicity, speech-writing and visitor relations are successfully maintained by individuals as well as organizations. The function of Public Relations has evolved over a period of time, from a mere management function to image building exercise to customer counseling to analyzing future trends of a business to strategic force for achieving business missions.

#### **Public relations involve:**

1. Evaluation of public attitudes and opinions.
2. Formulation and implementation of an organization's procedures and policy regarding communication with its publics.
3. Coordination of communications programs.
4. Developing rapport and good-will through a two way communication process.
5. Fostering a positive relationship between an organization and its public constituents.

## 2.4 The Scope of Public Relations:

The democratization of the world, especially in the latter half of the twentieth century, went hand in hand with an enormous growth of public relations all over the world, as well as the necessity of viewing public relations on a global scale. The rapid expansion of new communication technologies such as satellite television and the internet have increased the dissemination of information about products, services, and lifestyles around much of the world. Coupled with the freedom that accompanies democratization, the result has been a significant increase in the global demand for products and services, as well as of global suppliers who can meet this demand. As a result, countries in Africa, Asia, the Middle-East, Eastern Europe, and Latin America have already become, or will soon become, major centers of manufacturing as well as consumption, requiring the organizations of these countries to trade and communicate with global audience. The formation of multinational trading blocks has also contributed to shrinking the global market, thereby increasing organizational activities among and between trading blocks. These factors, have contributed to a significant spurt in global communication, placing public relations practitioners at the forefront of managing the relationships among people of varied nations and cultures on behalf of organizations of all types.

- The Public Relations make an attempt, to seek support for some activity, cause, movement, institution, product, or service through information, persuasion, adjustment, and contacts. The Public Relations play many roles and manifests in many functions in the creation of the image for a product or service.
- PR helps or compels pluralistic society to reach decisions and functions more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony.
- PR serves a wide variety of institutions in scarcity such as business, trade unions, government agencies, voluntary associations, foundations, hospitals and educational and religious institutions. To achieve their goals these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, share holders other institutions and with society at large. The managements of institutions need to understand the attitudes and values of their public in order to achieve institutional goals. The goals themselves are shaped by the external environment. The public relations practitioner acts as a counsellorship management and as a mediator, who helps to translate private aims into reasonable publicly acceptable policy and action.

### **As a management function PR encompasses the following:**

- Anticipating, analyzing and interpreting public opinion, attitudes and issues which might impact for good or ill, the operations and plans of the organization.
- Counseling managements at all levels in the organization with regard to policy decisions, courses of action and communication, taking into account their public ramifications and the organizations social or citizenship responsibilities.
- Researching, conducting and evaluating on a continuing basis, programme of action and communication to achieve informed public understanding necessary to the

success of an organization's aims. These may include marketing, financial fund raising, employees, community or governments relations and other programs.

- Planning and implementing the organization's efforts to influence or change public policy.
- Setting objectives, planning, budgeting, recruiting and training staff, developing facilities in short managing the resources needed to perform all of the above.

#### **Examples of PR Activities:**

- Corporations also use public relations as a vehicle to reach legislators and other politicians, seeking favourable tax, regulatory, and other treatment, and they may use public relations to portray themselves as the champions of social and economic growth and as enlightened employers, in support of human-resources recruiting programs.
- Non-profit organizations, including schools, universities, hospitals and human and social service agencies, use public relations in support of awareness programs, fund-raising programs, staff recruiting and to increase patronage of their services.
- Politicians use public relations to attract votes and raise money, and, when successful at the ballot box, promote and defend their service in office, with an eye to the next election or at career's end, to their legacy.

Public relations help managements in understanding the changing needs and expectations of its publics and design policies accordingly. It helps in resolving conflicts between its various publics such as employer, employee, consumer, manufacturer, management, shareholders, citizens, government and so on that result to misconception and misunderstandings. This is where PR comes to the rescue of the managements and eases out the tension and restore normalcy. In the liberal market economy, the information gaps need to be filled quickly. PR departments collect, provide relevant information on planning, technical and organizational developments, inventions and their potential utilization, etc.

The services of public relation professionals are utilized by many non profit organizations, government departments, trusts, hospitals, educational institutions and other NGOs. Individuals such as entrepreneurs, teachers, political leaders, social workers, religions, leaders are all involved in public relations day in and day out.

In understanding the concept of public relations, one has to be cautious about the following facts:

1. It is not a barrier between the truth and the public.
2. It is not propaganda to impose a point of view regardless of the truth, ethics and the public good.
3. It is not publicity aimed to achieve sales; although public relations activities greatly help sales and marketing efforts.
4. It has nothing to do with stunts or gimmick to dramatically draw the public attention. These gimmicks may work occasionally but cannot be used as a matter of practice.

5. It can not be termed as unpaid advertising.
6. Although media management is very important part of most public relation programs, it is not merely press-relations.

## 2.5 Basic Elements of Public Relations:

Public relations is composed of four basic elements i.e. first it is a social management philosophy, second it is an expression of this philosophy in policy decision, third it is action resulting from these policies and fourth it is two way communication towards the creation of these policies and then explains, reveals, defends or promotes them to the public so as to secure mutual understanding and good will.

- 2.5.1 Social Philosophy of Management:** The first basic element of a sound public relations program is a social philosophy of management that places the interest of people first in all matters pertaining to the conduct of the organization. It assumes that the right of an organization to operate is conferred by the public and that this privilege may be withdrawn. In the case of a business organization the concept is based on the premise that the primary objective of the company is not to benefit only share holders but also consumers, suppliers, dealers, community neighbors and employees. It has been accepted today by progressive members of business, professional, educational and social welfare institutions who recognize that the understanding and good will of people are essential to their existence.
- 2.5.2 PR is a Social Philosophy:** The second basic element of public relations is the expression of a social philosophy in policy decisions. On every occasion the primary responsibility of management and policy decisions have policies that define a course of action to be followed in the conduct of the enterprise. The creation of these policies which cover a range of functions is a primary responsibility of management. Policy decisions should reflect the public interest of the organization. The public relations policy decisions of an organization are among its most important. The general public relations objectives of an organization should be described in a concise statement that reflects the philosophy of that organization toward the general public.
- 2.5.3 PR is Action Resulting From Sound Policies:** The third basic element of public relations is the action resulting from the administration of policies that reflect the social philosophy of management. Even though policy statements express the intent of management to serve the public interest is not sufficient. To be meaningful, policies must be expressed in appropriate action. Good public relations cannot be achieved by the delegation of action to a public relations manager and a staff of specialists.
- 2.5.4 PR is Communication:** The fourth basic element of public relations is two way communications. Through careful listening to its publics and sensitive interpretation of the signals it receives, management can detect any likely breakdown in communication, can evaluate and consider the possibility of altering the nature, approach or emphasis of any facet of its policy.

## 2.6 Role of Public Relations:

The role of public relations differs from sector to sector and also from organization to organization. For stable sectors, sustained, pre-planned PR campaigns are essential. For the case of fast moving sectors, reactive as well as proactive programs are required. If the size of the organization is small, the PR department will be multifunctional or the PR department is within other departments, and may be part of management.

- 2.6.1 System Theory:** System theory summarizes the structure and operation of an organization, and how it interacts with its environment, breaking the organization itself into subsystems impacting on each other and the organizations environment. In this theory, PR is given a potentiality, far broader role than its frequent rival marketing, described as being 'Boundary Spanning'. The PR professional works on the edges of the organization facilitating communication between the internal subsystems and between the organization and its external audiences. Understanding these elements is vital to strategic planning, and involves the PR department in that process, evidence of high status within the organization. Systems theory frequently places PR within the management subsystem. System theory can offer further guidance on the potential importance of the PR department by differentiating closed and open systems. An organization described as a closed system resists change, reacting only when it must. Because it ignores the environment, it usually has a limited life span.
- 2.6.2 Grunig and Hunt's Four Models:** James Grunig and Todd Hunt (1984) suggested a useful way of looking at PR history, by using four categories of communication relationship with publics, placed in a historical context. Grunig and Hunt used examples from US history.
- 2.6.3 Press Agency/Publicity Model:** This is probably the kind of activity that most people associate with public relations. A press agent or publicist aims to secure coverage for a client, and truth is not an absolute requirement. This type of PR is most common in show business celebrity PR where individuals are promoted through media coverage. Grunig and Hunt point out those practitioners in these organisations concern themselves most with getting attention in the media for their clients. Understanding is not necessary for this kind of PR, which is likely to measure success in column inches or airtime. Press agents are the figures at the centre of any 'hype', and have also been derogatively called 'flacks' by journalists.
- 2.6.4 Public Information Model:** This kind of communication provides information to people - where accuracy is now important, indeed essential. This model does not seek to persuade the audience or change attitudes. Its role is similar to that of an in-house which releases relevant information to those who need it. This practitioner may not know much about the audience, and tends to rely on one-way communication, from sender to receiver.
- 2.6.5 Two-Way asymmetric PR:** This model introduces the idea of feedback or two-way communication. However, it is asymmetric or imbalanced because the intended change is in the audience's attitudes or behaviour rather than in the organisation's practices. It is also described as persuasive communication and can be demonstrated in health campaigns, for example.

**2.6.6 Two-Way Symmetric PR:** This model is sometimes described as the 'ideal' of public relations. It describes a level of equality of communication not often found in real life, where each party is willing to alter their behaviour to accommodate the needs of the other. While the other models are characterized by monologue-type communication, the symmetric model involves ideas of dialogue. Communication in this model is fully reciprocal and power relationships are balanced. The terms 'sender' and 'receiver' are not applicable in such a communication process, where the goal is mutual understanding. In both two-way models the public relations practitioner can act as a negotiator between the interests of the organization and the interests of the particular public - what Grunig calls 'boundary-spanning'. As mentioned earlier, L'Etang has found a number of similarities between public relations and diplomacy, which are also relevant here.

## 2.7 Summary:

Explosion of population across the globe, the communication gap, formation of big and alliance governments, challenges to ethics, morals, and values, growing consumerism, rapid modernization of technology and communication have encouraged public relations. PR education is slowly becoming a professional course itself and it has become a subject of academic interest and research area in many countries. Public relations help in promoting good image, help in resolving conflicts between its various publics and can clear misconception and misunderstandings also. In the present free market economies the information gaps need to be filled quickly with the help of tools such as PR.

## 2.8 Self Assessment Questions:

1. Elaborate the scope of public relations.
2. Explain role of public relations with suitable examples.
3. What are the needs of public relations?
4. What are the functions of public relations?

## 2.9 Suggested Readings:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta D.S. : Hand Book of Public Relations
6. Moore, H.F. and Kalupa, F.B. (2005) Public relations, Principles, Cases and Problems, surjeet Publications, Delhi.
7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.

## **Lesson - 3**

# **CONCEPTS OF PUBLIC RELATIONS**

### **Objective:**

On completion of this lesson you should be able to understand:

- Publicity
- Propaganda

### **Structure:**

- 3.1 Introduction**
- 3.2 Publicity**
  - 3.2.1 Avenues of Communication in Publicity**
- 3.3 Propaganda**
  - 3.3.1 History of Propaganda**
  - 3.3.2 Forms and Means of Propaganda**
- 3.4 Summary**
- 3.5 Self Assessment Questions**
- 3.6 Suggested Readings**

### **3.1 Introduction:**

The purpose of Public Relations is to earn public opinion, trust and goodwill of people. Better liaison and understanding is possible between the two parties only when balance is struck and all those related persons work in a synchronized manner. Public Relations activity involves many such concepts which are used by professionals to handle challenges in an effective manner. Though many people in this field are blessed with inherent ideas, talents, professional techniques there are some of the methods that are generally adopted to realize the objectives and get maximum results.

### **3.2 Publicity:**

Publicity is the dissemination of planned messages and news items. The news media constitute a major factor in public relations controlling the flow of publicity through the most important channels of public communication. Publicity can be achieved through publication of news releases, articles, and features in media to promote the interest of an organization or an individual. Good working relationships with editors, reporters, editorial writers, cameramen, columnists and broadcasters and an understanding of the editorial needs are essential in securing good publicity coverage. Thus, publicity is a significant tool of Public Relations.



Proper selection of the mass media is essential in preparing and placing news releases. The common practice of indiscriminate mailing of releases and articles to media without knowledge of their editorial content, audiences and editorial policy is a waste exercise. Publicity media used by public relations departments include general and special tools such as newspapers, magazines, radio and television broadcasts. The principal types of publicity are

- News Releases
- Business Feature Articles
- Service Feature Articles
- Financial Publicity
- Product Publicity
- Pictorial Publicity
- Background Editorial Material and
- Emergency Publicity

Several of these types of publicity may be used by a corporation in publicizing its activities, research and products.

**3.2.1 Avenues of Communication in Publicity:** Personal contacts would go a long way in keeping the subjects in good books. The principal method of communication with the media is by calling on editors, publisher, feature writers of newspapers, magazines, wire services and syndicates and news directors of radio and television stations. On rare occasions press conferences are arranged by public relations directors. The purpose is to obtain publicity in connection with the vitally important news such as the introduction of a new product, settlement of a labour dispute, change in management, plant expansion, corporate reorganization. News releases are usually distributed by mail. Since the editorial requirements of individual newspapers and broadcasting stations vary publicity and pictures should be sent only to those editors and news directors who are likely to use them. Previews to which the media are invited also should be scrutinized. During introduction of new models or opening of new plants and facilities special strategies are designed and implemented. Luncheons are arranged where media representatives have an opportunity to meet management, hear about new corporate developments from them and to inspect facilities. Clip sheets in which news stories and illustration from newspapers are reproduced are distributed by publicity departments to editors of daily and weekly newspapers. This will help to show news editors as to what type of stories and pictures appeared in print media such as newspapers and magazines. Media kits containing mimeographed news releases, photographs, biographies and background material are prepared by public relations department and distributed to the media at special events such as anniversaries, plant opening, new product announcements and press luncheons. Publicity service providers handle preparation, selection of media and distribution of publicity material.

Good publicity is a key factor in organizing the event. There are a variety of reasons for this. An agency may be recruited to gain publicity for the organizers and partners, or send the message out to a wider audience than what can be reached personally. Some of these major factors need to be taken into account when publicizing the event. Publicity has become crucial for the success of a business than it has been earlier. Even though many think that the media are biased, consumers still cling to the belief that people who are quoted by the media have something worthwhile to say. Positive publicity confirms the customer's choice by that they made the smart choice when they are elected to use your products or services. It enables Referrals. The viewers of the publicity campaign will have a level of knowledge about the person or the organization before you meet. It builds a strong marketing library of print and web-based articles which can become excellent marketing material that costs little to develop. It positions you in an appropriate forum.

### 3.3 Propaganda:

The term "propaganda" is of Latin origin, meaning spreading, extending, or propagating with the help of the laity. It was first used by the Catholic Church to denominate its mission. In 1622, the Sacra Congregatio de Propaganda Fide, a council of cardinals responsible for the spread of the Catholic faith, was established in Rome under Pope Gregory XV. Propaganda was adapted in a positive sense by the European labor movement in the nineteenth century which later also became a central concept of communist ideology. Lenin adopted propaganda, agitation, and organization as core terms of his press theory. The term also gained ground in commerce and became partly a synonym for advertising. While the latter term, however, referred to economic goods, propaganda took on a more psychological meaning. It was also taken on favorably in the twentieth century by the National Socialist (Nazi) movement in Germany and the fascist movement in Italy. This has always been typical of totalitarian and authoritarian states. As a consequence, the term aroused highly negative associations in western democracies and was replaced there by the term public relations.

There are numerous definitions of the term propaganda in the literature. One of the earliest scientific definitions was introduced by Harold D. Lasswell, who wrote: "Propaganda is the management of collective attitudes by the manipulation of significant symbols". Edward L. Bernays, one of the fathers of public relations (PR), wrote at around the same time: "Modern propaganda is a consistent, enduring effort to create or shape events to influence the relations of the public to the enterprise, idea or group" Jacques Ellul, a French sociologist, defined propaganda even more broadly, as the pervasive process of influencing social values.

**3.3.1 History of Propaganda:** Solon and Pericles were characterized as early protagonists of propaganda. Propaganda was also used in the medieval conflicts between state and church. Propaganda also flourished during the schism of the different Christian confessions of the reformation and the subsequent political conflicts in central Europe. Propaganda was no longer limited to the religious sphere but encroached upon the state sphere too. World War I (1914-1918) led to a hitherto unprecedented expansion especially of military propaganda. After World War I, the western democratic states at first demobilized their propaganda, while twentieth-century totalitarian movements drew upon massive propaganda to enforce their ideologies and claims to power. This was first the case in the Soviet Union, where a department of agitation and propaganda of the Central Committee of the Communist Party was established in 1920. The other communist countries followed

this example later. In the rightist ideologies, propaganda played a no less important role. In the 1920s, the National Socialists in Germany created a propaganda apparatus at party level, which they applied to state level after 1933. Adolf Hitler was convinced that Germany's defeat in World War I had to be assigned to deficient propaganda. He followed an eclectic propaganda theory, taking up elements of mass psychology (e.g., the work of Le Bon and McDougall). A propaganda ministry under the direction of Joseph Goebbels was responsible for central control. In fascist Italy, propaganda was pursued in a similar way. Even more than in World War I, national and international propaganda reached a climax in World War II. Therefore, the means of propaganda ruled again during the Cold War. Even after the end of the east/west conflict, propaganda has been revived in recent conflicts such as the Gulf War, Afghanistan, the Balkans, and Iraq. Propagandists, such as groups of Islamic terrorists, now even use the internet.

**3.3.2 Forms and Means of Propaganda:** There are three different forms of propaganda: (1) white propaganda, i.e., the open distribution of information regarded as truth; (2) gray propaganda, consisting of statements of doubtful quality, which systematically avoid identification of the source of the information; and (3) black propaganda, consisting of lies whose source is concealed, with the aim of embarking upon deception. Propaganda may be directed inwards (national propaganda) or outwards (foreign propaganda). In the first case, the national population or parts of it are addressed by the propaganda. In the second case, propaganda is directed toward people in other countries. The form and content of such propaganda depends on whether these countries are neutral, allied, or adversary. All sorts of communication means may be employed for propaganda. In the time before modern mass media were available, symbols, coins, heraldic signs, architecture, sculptures, and paintings were used. Speeches and the theatre have also been applied. The invention of printing offered greater possibilities for distribution. This applied especially to propaganda writings (leaflets, pamphlets). With the help of new graphic techniques visual propaganda became more diverse.

An important influence on public opinion is propaganda. According to the institute for propaganda analysis, propaganda is an expression of opinion by individuals and groups which is deliberately designed to influence opinions or action by other individuals or groups with reference to predetermined ends. In its broadest sense, propaganda is honest and forthright communication intended to advance a cause through enlightenments, persuasion or a dedicated sense of mission. It is currently employed by religious, charitable political and social service institutions to influence the thoughts and actions of others for their best interests. In this sense propaganda is legitimate persuasion. However propaganda as practiced by some governments and organizations has come to be accepted widely as a subversive activity that appeals to bigotry, intolerance, hate and fear by suppressing facts and publishing false and misleading information in a vicious and reprehensible manipulation of public opinion.'

Propaganda is aimed directly at manipulating emotions, opinions, and behavior, and guides you in a certain way. There are a few ways that propaganda works. The first is to appeal to your emotions. The Election Day advertisements that we talked about above are way of appealing to your emotions in order to get you to act a certain way. This kind of propaganda can be really obvious. The most suitable way is to appeal to universal emotions and get benefited from it. Though propaganda is considered to be an exercise

that promotes self interests it can motivate people through a sustained campaign such as in the cases of organ donation and activities of organizations such as Red Cross, Amnesty international etc.

Toady propaganda is a major instrument of international conflict. It is employed in television and radio broadcasts, newspapers, magazines and motion pictures to influence public opinions throughout the world. Growing literacy has made it possible for unscrupulous governments and social propagandas to influence the opinions of people of under developed countries through periodicals and pamphlets in many languages. Subversive propaganda employs various techniques to manipulate public opinion. Evasion of the truth is characteristic of most bad propaganda. Deliberate falsehoods are fabricated with intent to deceive the public. Propagandists use variations of the big lines including evaluation of the truth by quibbling and dodging. They employ words with double meanings, omit significant facts and resort to gross exaggerations to convince the public that it should accept the propagandists view.

### 3.4 Summary:

Planned messages and interesting messages are disseminated through publicity. The news media through publication of news releases, articles, and features promote the interest of an organization or an individual. In traditional pattern "Propaganda is the management of collective attitudes by the manipulation of significant symbols" "where as the modern propaganda is a consistent, enduring effort to create or shape events to influence the relations of the public. Propaganda which was more identified with the religious sector has later extended to political field also. Propaganda was much in vogue during the period of Cold War which has been revived in recent conflicts such as the Gulf War, Afghanistan, the Balkans, and Iraq. Propagandists have been using modern technology like internet and cyber crime to promote their cause

### 3.5 Self Assessment Questions:

1. Describe the concept of publicity with suitable examples.
2. Explain various types of propaganda in PR..
3. How does the publicity help PR of a corporate hospital ?

### 3.6 Suggested Readings:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta D.S. : Hand Book of Public Relations
6. Moore, H.F. and Kalupa, F.B. (2005) Public relations, Principles, Cases and Problems, surjeet Publications, Delhi.
7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.

## **Lesson - 4**

# **ADVERTISING AND LOBBYING**

### **Objective:**

On completion of this lesson you should be able to understand:

- Advertising
- Lobbying

### **Structure:**

- 4.1 Introduction**
- 4.2 Advertising**
  - 4.2.1 Media Use**
  - 4.2.2 Control**
  - 4.2.3 Credibility**
  - 4.2.4 Principal objectives of public relations advertising**
- 4.3 Lobbying**
  - 4.3.1 Common Lobbying Mistakes**
  - 4.3.2 Important Factors for Successful Lobbying**
  - 4.3.3 Lobbying and Ethics**
- 4.4 Summary**
- 4.5 Self Assessment Questions**
- 4.6 Suggested Readings**

### **4.1 Introduction:**

To amass the public support, good image and acceptance Public Relations practitioners implement many measures among which lobbying and advertising are age old practices. If one has to get acceptance and build public opinion on a large scale these techniques would bring out better results. These two are creative fields, demand talent; involve strategic planning and continuous monitoring to achieve effective results. Especially for communicating with external publics these tools would become handy.

### **4.2 Advertising:**

Advertising is a major public relations tool used to communicate with both internal and external publics. When so used it is often referred to as 'institutional' or corporate advertising in contrast with the product advertising. It has its primary purpose, the projection of the company as

public service institution so as to create a favourable public image. Public relations advertising used to promote the public welfare is called public service advertising (PSA). It may promote concepts such as traffic safety, better human relations, public health and hygiene etc.

Designing advertisements, preparing written messages and buying time of space are the key concerns of advertisers. Their objective is to create the consumer awareness and motivation that deliver sales. The goal of public relations specialists is communication with various stakeholders, managing the organizations image and reputation and creating positive public attitudes and goodwill towards the organization. Ultimately the difference between the advertising and the public relations is that public relations take a longer and broader view of the importance of image and reputation as a corporate competitive asset and addresses a greater number of target audiences. Public relations and advertising also differ in how they use the media, the level of control they have over message delivery and their perceived credibility. Credibility was a major factor in the child hunger campaign.

**4.2.1 Media Use:** In contrast to buying advertising time and space public relations people seek to persuade media gatekeepers to carry stories about their company. Gatekeepers include writers, producers, editor's talk show coordinators and newscasters. This aspect of public relations is called publicity and carries no direct media costs. Even when public relation uses paid form of media such as advertising, the message focuses on the organization with little or no attempt to sell a brand or product line.

**4.2.2 Control:** In the case of news stories the public relations strategist is at the mercy of the media gate keeper. There is no guarantee that all or even part of a story will appear. PR writers write the story send it to the media, and cross their fingers that this story will appear. In fact, there is the real risk that a story may be rewritten or reorganized by an editor so that it no longer means what the strategist intended. In contrast, advertising runs exactly as the client who paid for it has approved. And it runs as it was scheduled.

**4.2.3 Credibility:** The public tends to trust the media more than they do the advertisers. This consumer tendency is called the implied third party endorsement. When Tom Brokaw delivered a two minute story on the NBC nightly news about an Eli Lilly pharmaceutical breakthrough he was more credible than a print ad sponsored by Eli Lilly. Thomas Harris in his book "Value added Public relations" observed that today's sophisticated and skeptical consumers know when they are being informed and when they are being sold to". He explains, "PR closes the marketing credibility gap because it is the one marketing communication tool devoted to providing information not salesmanship."

**4.2.4 Principal objectives of public relations advertising are:**

To create a favorable image of an organization.

To correct misconception.

To secure and keep good suppliers.

To arouse the interest of stockholders and the financial community.

To win the good will of community neighbors.

- To inform government officials.
- To develop the good will of dealers.
- To win the goodwill of employees.
- To inform and serve consumers.
- To improve labor relations.
- To render a public service.

The principal media of public relations advertising are also newspapers, magazines, radio, television, direct mail, outdoor, transportation and motion pictures. In selecting media consideration is given to the audience to be reached which includes employees, share holders, neighbors, the press, suppliers educators, and opinion leaders, the funds available for advertising and the fitness of the media to reach the desired audience from the standpoint of circulation, flexibility, prestige and cost. Certain media are particularly suitable for communicating with specific publics. Newspapers, radio, and television are primary media for community relations advertising. General magazines are used for reaching national audiences. Direct advertising and business magazines are desirable for informing investors. Several media formats could also be used in combination.

A distinct difference between PR and advertising is their extent of message control. When, where and how an advertisement runs is quite controllable. Advertisement space purchased in the right format (i.e broadcast, radio, print, online, sky writing, floating barge) means one has inherent control over what messages are communicated. Conversely, while the process of creating messages through public relations is controllable, what occurs after the message has left the nest is often uncontrollable. The most common uncontrollable factor is whether the media view information as newsworthy. In advertising there is no question whether your information will be publicized if the deck you are in is cleared,

No matter how interesting an advertisement might be, it is recognized as a self-serving communication. The only implication here is that someone is paid to have a message filtered directly to a consumer. There is no third party endorsement, no filter before it reaches you. Public Relations afford the credibility of indirect third-party endorsements. This means you are not paying to get advertising placed, but a publication is freely giving space to a story about your company. An endorsement such as this is a powerful tool in shaping public opinion. Consumers today are far more cynical than previous generations; with only a small percent saying they have a great deal of confidence in advertising messages. Anyone can buy visibility, however PR plays a critical role in sorting out the hype.

### **4.3 Lobbying:**

The concept of lobbying was derived from the Member's Lobby of the House of Commons in UK where the journalists used to assemble and it has been described as 'the Prime Minister's most useful tool for the political management of the news'. This system is a very important resource that British governments use and was criticized to be used by politicians for keeping control of information flows to the media and hence to the general public. It is also clear, despite claims to the contrary by those who have utilized it that it is a unique system within Western democracies. This does not mean that other governments do not attempt to manage information, of course

they do but it is a normal practice to appoint a party political spokesperson who openly represents the government position and is attributable. Not so in Britain, the Government Press Officer is actually a member of the Civil Service, and thus officially politically neutral, and, uniquely, deals with the media through a kind of secretive 'ritualistic process'.

The Lobby system 'mirrors the secrecy that surrounds so much of the government and allows the government of the day to present its own unchallenged versions of reality'. All the national newspapers, television and radio broadcasters are represented in the lobby where they are usually briefed by the Prime Minister's Press Secretary. Lobby became a government press conference which could dispense unattributable information. When a Government Press Secretary gives a briefing there is a strong likelihood that it will appear as a news item, 'replete with the political spin he places on it'. Clearly the Lobby works well for the media, in the sense that it is relatively easy to obtain a news 'story' in time for the evening news or the morning editions. It also works well for the government of the day by providing a system of information management which allows it to control and structure the media's political news agendas. However, Hennessy condemns the practice as not working in the interests of anyone else. He argues that 'any system of mass non-attributable briefings is a restrictive practice rigged for the benefit and convenience of the givers and receivers of information and against the interests of the consumer - the reader, the listener, the viewer and the voter'.

One of the techniques most commonly used in carrying out issues management campaigns is lobbying. According to Cutlip lobbying involves 'direct attempts to influence legislative and regulatory decisions in government' and public affairs are the 'specialised public relations efforts designed to build and maintain community and governmental relations'. Not surprisingly, because they have overlapping definitions, the two terms are often used interchangeably, although it can be argued that public affairs have a wider remit. Charles Miller at Citigate Public Affairs feels that there is difficulty in defining both public affairs and lobbying, and feels that the latter is 'any attempt to influence the decisions of the institutions of government'. In the USA, vast amounts of cash are spent on lobbying, \$1.45 billion in 1999. The group that spent the most was the American Association of Retired Persons, followed by the American Israel Public Affairs Committee, the National Federation of Independent Business and the National Rifle Association. In addition, companies spent money on supporting their own interests. Lobbying can be either defensive (designed to abolish or amend an existing law) or offensive (aimed at pushing the authorities to create a law). The key to lobbying is to understand the legislative process.

**4.3.1 Common Lobbying Mistakes:** In order to be successful, the lobbyist needs to be aware of issues in advance. According to the lobbyist Charles Miller, 'Every hour spent on research and monitoring is worth ten on lobbying'. The later a campaign begins, the fewer choices are open. Miller names four common lobbying mistakes:

1. Contacts are no use unless you have a sound case.
2. No amount of entertaining can substitute for a well-researched case.
3. One should think about Government, not Parliament. It is also important to talk to MPs' advisers, think system, and take account of the network of institutions.
4. Do not act unless you know how Government will react to your case.

Those organizations that want to undertake lobbying have a choice of methods. They may take on an in-house specialist, as is most likely in large organizations that



need to be constantly aware of issues and legislation. A specialist consultancy firm may be employed on a project basis, where help is needed on specific or ad hoc projects. Consultants may be used to supplement the knowledge and expertise of an in-house department. Miller feels that the bulk of professional lobbyists do the majority of their work on the political side, but that issues may not have much to do with parliamentary decisions.

#### **4.3.2 The Following Factors Were Felt To Be Important For Successful Lobbying:**

1. Access to decision makers.
2. Background research.
3. Good timing.
4. Communication skills.
5. Knowledge of government procedure.
6. Public interest.
7. Support of opinion leaders.
8. Effective targeting.
9. Favourable media coverage.
10. Knowledge about government structure.

Although favourable media coverage appears only ninth in this list, much of the lobbyist's effort is directed to making sure that their case is covered in the media appropriate to the people whom they want to influence. Public perception of an issue will increase proportionately to the amount of attention given to that issue by the media. By simply paying attention to an issue and neglecting others, the media will affect public opinion.

**4.3.3 Lobbying and Ethics:** The role of lobbying in a democracy was often questioned as it raised doubts regarding the ethical point of view. The ethical foundation of lobbying experienced the vigorous public debate in decision making; ethical dilemmas related to lobbying were raised. Especially fairness and transparency in public transactions were debated in administrations and governance where lobbying tend to play an important role. Fairness questions were raised when money is involved and some lobbyists have easier access to lawmakers than others. Frequently discussed problem is of the revolving door lobbyists-those people who once served as public officials who then go into the private sector and work to influence their former colleagues. In addition to relationships with lawmakers, they may, for example, still have access codes to offices, use lawmakers exercise facilities, or otherwise have easier entry to the corridors of power.

#### **4.4 Summary:**

Advertising helps in communicating with both internal and external publics simultaneously.

When so used it is often referred to as 'institutional' or corporate advertising in contrast with the product advertising. It has as its primary purpose of the projection. Advertising is a major public relations tool used to communicate with both internal and external publics. When so used it is often referred to as 'institutional' or corporate advertising in contrast with the product advertising. It has its primary purpose, the projection of the company as public service institution so as to create a favourable public image. Public relations advertising used to promote the public welfare is called public service advertising (PSA). It may promote concepts such as traffic safety, better human relations, public health and hygiene etc.

#### 4.5 Self Assessment Questions:

1. How does the advertising help in promoting PR of an organisation?
2. Lobbying also should be based on ethics. Explain.
3. What are the various types of lobbying present in the world about meaning?

#### 4.6 Suggested Readings:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta D.S. : Hand Book of Public Relations
6. Moore, H.F. and Kalupa, F.B. (2005) Public relations, Principles, Cases and Problems, surjeet Publications, Delhi.
7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.

## **Lesson - 5**

# **PR AND RELATED DEPARTMENTS**

### **Objective:**

On completion of this lesson you should be able to understand:

- Encroachment
- Status
- Public relations and other departments
- Stages of public relations

### **Structure:**

- 5.1 Introduction**
- 5.2 Encroachment**
- 5.3 Status**
- 5.4 Public Relations and Other Departments**
  - 5.4.1 Marketing**
  - 5.4.2 Public Relations and Human Resources Departments**
  - 5.4.3 Public Relations and Legal Departments**
- 5.5 Stages of Public Relations**
- 5.6 Summary**
- 5.7 Self Assessment Questions**
- 5.8 Suggested Readings**

### **5.1 Introduction:**

To public relations people, public relations mean managing the total communication of an organisation with all its publics. To most marketers's public relations means publicity, that is, obtaining (usually) media coverage in support of products and services. To distinguish between public relations in its broad strategic sense and public relations as a part of the marketing communications mix, the latter has been called marketing public relations (MPR). Again, public relations professionals have tended to restrict the meaning of marketing to the notion of a profit-based exchange between an organisation and its customers. This is now an outmoded concept. Marketing has broadened its parameters to include relationships with internal customers (employees) and the broader external stakeholder community. As organisations become more open, more porous and often smaller, the justification for distinct functions is less and less clear. Furthermore, employees are usually required to be multi-skilled and flexible. Even so, different

professional outlooks do maintain diverse perspectives which are of value to organisations. The fact is that in modern organisations functions need to be integrated to be effective. A visitor to a website is not at all concerned if it is the marketing or the public relations department who has designed it and put together its content, as long as information needs are satisfied. What is obviously clear is that internally there needs to be a clear understanding of the roles of each discipline and where the responsibilities lie.

## 5.2 Encroachment:

Public relations professionals fear 'encroachment' or the taking over of the discipline by non-specialists, especially marketers as well as management consultants. However, there is rejoicing when a public relations professional is made a chief executive or director of corporate communications (with marketing as a subservient partner). What is good for public relations is that as many people as possible from as many disciplines as possible are aware of the contribution that public relations can make in both strategic and tactical ways.

## 5.3 Status:

For some public relations professionals it is important that public relations are seen to be a dominant and ascendant communication discipline. It is a sign that public relations has come of age that its unique contribution in stakeholder relations is recognised. Some go further and say that the internet age requires the sophistication and knowledge of public relations professionals to handle the very complex world of internet communication, and the power plays between internet groups and their interaction with the organisation. It is true that the dialogue skills that public relations staff acquires with a range of stakeholder groups will be invaluable, but organizations also need to sell or obtain support for their products and services to survive. A good general reputation, often maintained through sustained public relations activity, will attract customers and users of services. Good service and products enhance reputation. Organizations need both marketing and public relations.

## 5.4 Public Relations and Other Departments:

The PR activity can also be linked to other functions where there is a possibility of compatibility and conflict also. Because of overlap of objectives and style of works the PR department often overlaps with other departments such as marketing, human resources, legal etc leading to disturbance and chaos.

**5.4.1 Marketing:** The relationship between public relations and marketing department turns to be sore because it becomes difficult where the line has to be drawn between these two. The PR is nothing but the extension of the marketing and both are interdependent. It leads to debates about whether public relations are a part of marketing or marketing is a part of public relations. Especially three areas are discussed much in this context.

**5.4.2 Public Relations and Human Resources Departments:** There are potential areas for co-operation and conflict between these domains:

Structural re-organization: The human resources department has a clear role vis-à-vis contracts and liabilities in situations where there are mergers, lay-offs, acquisitions and re-organization. The communication aspects of these matters, including how to

communicate with employees and external stakeholders, would normally involve public relations expertise.

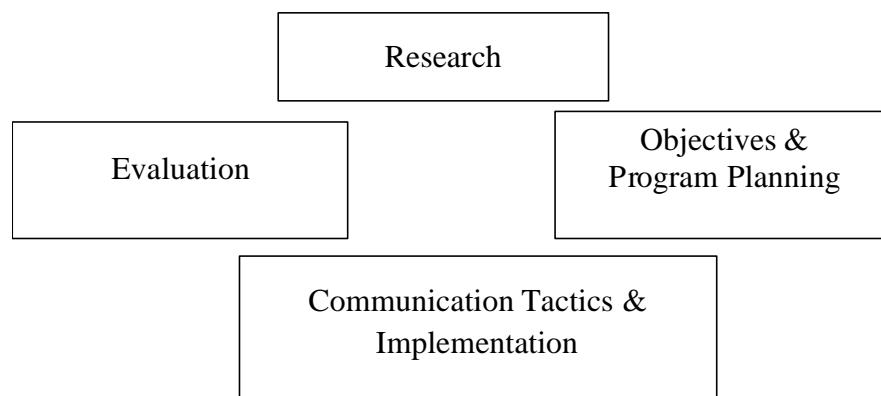
**Internal Communication:** Control of employee communication and the division between what is rightly communicated by human resources and public relations are areas of potential debate.

**Community Relations:** This might involve communication with employees who are located within the local community and also with potential employees, and again requires careful assignment of responsibility for communication. Again, as with marketing, it is important that each area recognizes the expertise and contribution that they and their fellow professionals can make. It is also vital that, as with all good public relations, a frequent, honest dialogue is maintained with willingness on both sides to give ground in order for the organisation's best interests to be served.

**5.4.3 Public Relations and Legal Departments:** When companies are under threat or handling crises there is often a tendency to turn to legal counsel. Legal concerns normally revolve around liability, risk and the natural instinct in the past has been to close down communication with the legendary 'no comment'. Lawyers are concerned that what is said may rebound on the organization and often point out that there is no requirement to say anything. However, there is an increasing recognition that corporate responsibility requires a more helpful response and that public interest should be served by providing information. 'No comment' implies something to hide, and will be seen as obstructive or insensitive by many stakeholders. Public relations professionals are aware that expressions and demonstrable actions of sensitivity, concern and responsibility enhance reputation. They value openness and want to maintain dialogue. They are also acutely aware of the need to respond quickly to given situations again the legal process usually takes time. The recent trend has been for public relations professionals and legal advisers to work together in difficult situations. Product recalls and libel cases usually include both a public relations and a legal dimension and it is not uncommon for legal representatives and public relations professionals to speak on the same issue for an organisation. The touchstone is a clear understanding of roles and recognition of the contribution of each specialist, cemented by regular and open dialogue.

## 5.5 Stages of PR:

Be it a company, an organization or an institute an affective PR exercise based on well planned and organised strategy consists of four basic steps.



The four stages in any successful public relations plan include

1. Research.
2. Planning.
3. Implementation.
4. Evaluation.

1. **Research and Strategy Development:** Once the problem or the specific opportunity or sometimes a threat is identified research would be initiated to study the problem or proposal and work out a solution. Basically there are two types of research; primary where one has to work on his own to get data and secondary method depends on information developed basing on what one can learn from other sources. Primary research can be taken up including surveys, analysis of existing data or reports and focus groups with the help of which a project was also stabilized. The research findings will help to develop a plan with realistic goals, workable strategies, measurable objectives and techniques.

**Step 1: Research**

- a. Organization.
- b. Problem or potential problem and opportunities.
- c. Publics.

Primary and secondary or informal and formal research methods can be initiated.

2. **Define the opportunity or the potential threat:** In this stage the organization's statement or strategic plan would be reviewed. Later situational analysis will be dealt with by investigating various activities of the organization. Along with this a review of what has happened in the past, or a historical perspective an internal and external analysis of what the related publics such as employees, customers and others believe might be taken up. Review of management practices is also a part of this stage. The future course of the organization could also be taken up.

**Step 2 : Objectives/ Program Planning:**

Developing a strategy.

Identifying goals and objectives.

Identifying the public.

develop a strategy for the organization are priorities.

3. **Execute the plan:** The basic principle of public relations is to build up a mutually beneficial relationship by making use of communication effectively. With the help of diversified activities such as special events, promotions, presentations to community groups, etc. the message could be sent which would in turn help to reach the goals, strategies and objectives identified in the initial plan. Before finalizing and executing the plan, the potential and size for budget should be studied. Unless the budgetary provisions are finalized the

PR department can't have an estimate of what kind of professional services can be hired and how much money and resources can be spent on various expenses. The needs of the organisation and potentiality of resources will support the PR activities.

### **Step 3: Develop and Implement Communication Tactics:**

#### **a) Develop and implement:**

1. Tactics for communicating.
2. Timeline for the program/campaign.
3. Budgetary provisions.
4. Evaluation and amendments

After the plan is executed the outcome of is studied from time to time and necessary changes should be made to the original strategy and again implemented. A continuous assessment of the progress, the errors that are cropping up and deviations from the original plan can help in putting the entire program on the right track.

### **Step 4: Evaluation during and after campaign program:**

- a) Research methods to evaluate the success during the implementation of the program campaign and after it should be identified.
- b) Measurement of the extent of the objectives is necessary.

## **5.6 Summary:**

In general public relations will help in managing the total communication of an organisation or of an individual. In marketing PR is mainly concerned with publicity in the context of which marketing public relations (MPR) was developed. Again it has been broadened to improve customer relations. Public relations professionals are concerned about 'encroachment' or the taking over by non-specialists, like marketers as well as management consultants. It has assumed an independent status also. Public relations professionals are handling the very complex world of internet communication. Public relations works in 4 stages. The four stages for successful public relations plan include research, planning, implementation and evaluation.

## **5.7 Self Assessment Questions:**

1. What is the need of public relations in HR departments?
2. What is the scope of public relations in marketing department?
3. Write a short note on status and encroachment.
4. What are the four stages of public relations?

## 5.8 Suggested Readings:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta, D.S. : Hand Book of Public Relations
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**UNIT - II**  
**Lesson - 6**

## **TOOLS OF PRESS RELATIONS**

**Objective:**

On completion of this lesson, you should be able to understand:

- Press release
- Tips for sending out Press Release
- Good qualities of a press release
- Guide lines to set up press conference
- Conducting the Press Conference
- Media Kit
- Media or plant tours
- Strategic Intent
- Integrated PR Design
- Execution
- Return on Investment Integrated Public Relations (IPR)

**Structure:**

- 6.1 Introduction**
- 6.2 Press Release**
  - 6.2.1 Some tips for sending out Press Release**
  - 6.2.2 Good qualities of a press release**
- 6.3 Press conference**
  - 6.3.1 Guide lines to set up press conference**
  - 6.3.2 Conducting the Press Conference**
- 6.4 Media Kit**
- 6.5 Media or Plant Tours**
  - 6.5.1 Strategic Intent**
  - 6.5.2 Integrated PR Design**
  - 6.5.3 Execution**

**6.5.4 Return on Investment****6.5.5 Integrated Public Relations (IPR)****6.6 Summary****6.7 Self Assessment Questions****6.8 Suggested Readings****6.1 Introduction:**

Public Relations include various activities and tools to achieve the objective effectively and successfully. To reach both the internal and external publics, individuals and organizations PR departments make use of these press tools such as press releases, press conferences, advertisements, media tours etc and communicate through news papers and other mass media effectively on a regular basis. Different media such as Print, Radio and TV particularly the formats of ads, news, feature, and advertorials can be used to build the image of the company.

Generally many tools are used in the practice of PR. But with the advent of modern technology which is available at a cheaper price websites and portals are also promoted to reach the target people through the media. The traditional tools like press conferences, press notes and meetings are also incorporated in the PR packages. Earlier press notes were released regularly and press conferences were conducted occasionally to inform the press about their plans or activities. Now along with these activities media tours, media kits, promotional events, demonstrations, displays, road shows, entertainments etc are organised to reach the people. Publication of brochures, handouts, house magazines, newsletters and annual reports has become a routine exercise. In the age of information technology internet and intra net are used to send messages quickly and qualitatively. Websites, portals of companies are loaded with ample information and social media, such as Blogs, Twitter and Face Book, have also become tools in their PR campaigns. The traditional tools such as press releases, brochures, handouts facilitate only one-way communication where as social networking sites allow the organization to engage in a two-way communication, and help in receiving immediate feedback from various stakeholders and publics.

One of the most popular and traditional tools used by public relations professionals are a press kit (also known as media kit). A press kit is usually a folder that consists of promotional materials that gives information about an event, organization, business or even a person. What is included would be a background or biography, a fact sheet, press release (or media release), media alert, brochure, newsletter, photography with caption, copies of any media clips, and social media. With the way the industry has changed, many organizations may have a website with a link, "Press Room" which would have online versions of these pieces.

**6.2 Press Release:**

A press release is a principal tool of publicity which has information about the news of its publics, organization and the nation at large which is prepared and distributed to the news media by publicity departments. There are two types of news such as spontaneous news and planned

news. Spontaneous news originates from an unplanned event, such as a strike, major accident, fire, explosion, floods etc. Such an event is handled with the help of a planned procedure. News media are notified and they may send reporters, photographers and camera crew basing on the information that reached them in the form of press release. Planned news publicity originates in the day to day developments and occurrences within the organisation which may be of news value and public interest. Press releases are prepared and distributed to the media by PR department. Subjects of press release include plant expansion, changes in personnel, production figures, exports, orders, employment, layoffs, major appointments, retirements, news policies, minutes of board meetings, special events such as plant openings, anniversaries, foreign visitors etc.

Imaginative publicity also can be taken up with the unique human interest. Humorous incidents that may occur in the organisation also figure in the press releases. Regular systematic coverage of company news sources by a publicity staff writer is essential to obtain news for release to the press. Press releases should be prepared to conform to standard journalism practice. The 'lead' or opening paragraph should summarize the principal facts and answer the five questions of what, when, who, why where etc. Even if the story is cut the lead constitutes a complete account. News of secondary importance follows and from then on and elaboration of the subject continues till the end of the story.

Press releases should be concise and factual. Additional information may be incorporated in a supplementary fact sheet so that the rewrite person or news editors may use it if it is desirable to do so. A press release should be processed on 8.5- 11 inch paper headed by the name of the company name; address and telephone number of PR manager so that the editors can contact them for verification. Double spacing and wide margins should be used. Copy should be written on only one side of the paper. The release date should appear at the top of the first page of release. When a release is distributed in advance of an event it should carry a release line: "hold for release Monday morning, April 10 or any time thereafter. If a release is more than one page long, the pages should be numbered in the centre to the top of each sheet and each page should be closed with a complete sentence so that there will not be any difficulty in handling by the news editor while composing the matter.

Timing is important in releasing news to ensure maximum consideration by the media. News personnel work toward deadlines and should have ample time to process news, routine news and stories. They should normally be in the hands of city editors of afternoon papers and radio and television stations by 9 AM and spot news by 11AM to appear in after noon editions and broadcasts. News for Morning papers or broadcasts should be on editors desks by 6PM and spot news by 11PM preceding the day of publication. Sunday news should reach Sunday editors before noon on Friday or earlier for special departments. Spot news for Sunday may be submitted as late as 4 PM Saturday. State editors close earlier. These are the typical deadlines. Maximum consideration is given by editors to news releases on certain days of the week. Monday is normally a lighter news day than the latter part of the week. Hence, the chance of getting a publicity story into a daily paper is often better on Monday. The heavy volume of news paper advertising carried in the latter part of the week limits the space available for publicity. When important local, national or international news is breaking, it is more difficult to get publicity in newspapers. News of future event should be released to newspapers and radio and television news editors as far in advance as possible with the release date indicated on the copy.

**6.2.1 Some tips for sending out Press Release:** Not only the preparation of press release need lot of exercises, lot of care is necessary in sending it to the destination i.e. to the news papers office promptly. One has to take precautionary measures such as alerting the newspaper people of possible press release on a particular day who in turn may help the PR departments of organization by guiding towards a proper channel. If it is released in a timely manner the press people will have ample time to design the news or story in an elaborate and effective manner so that it reaches as large numbers as possible.

There are mainly five areas where the PR departments have to be cautious in bringing out press releases:

- 1. Finalize The Audience:** Before starting to draft the press release one has to decide as who are the targeted audience. First decide what type of audience you would like to reach and find out which new stations and publications those people read. To have better access the local newspaper and local Radio or television stations would be most appropriate.
- 2. Wide Reach:** One has to make sure that the newspaper office reacted in a positive manner. Data bank about the details of employees in the news desk of the media organization should be made available to the PR professionals. They may ask for the names and contact details of the chief of the staff who would be particularly interested in the topic and to whom the releases should be addressed.
- 3. Timing:** Perfect timing is necessary for press releases. They should be distributed shortly before the event.
- 4. Before The Event:** Ideally, the press release should arrive on the reporter's desk the day before the event. If it arrives too early, it can become stagnant and fall to the bottom of the pile but at any later time than the day of release. It may not give the reporter enough time to prepare, especially if he/she needs to attend the event.
- 5. Collect Information:** In preparing a press release the PR department must collect detailed information. In this connection it has accesses to all the sources, authorities and powers within the organization which is directly concerned.

**6.2.2 Good qualities of a press release are:**

1. The message should have clarity.
2. The principle of unity of sentences, individual photographs and totality of message is essential.
3. Coherence is also equally essential in good press release writing.
4. The principle of emphasis is also to be followed. It is achieved by position, by repetition, by use of figures, by punctuations, by phrases and skillful arrangements of paragraphs.
5. Message completeness, conciseness, brevity, accuracy, strength etc are equally good qualities of a press release.

**6.3 Press Conference:**

On rare occasions press conferences are arranged by public relations directors. The purpose is to obtain publicity in connection with vitally important news such as the introduction of a new product, settlement of a large dispute, change in management, expansion, corporate reorganization accidents, disasters and natural calamities. A press conference is not necessary for the media unless the news is important and sees to it that it reaches them in time so that the news will secure wide coverage. The president and representatives of management should be present to make the announcement and answer reporters questions. Photographs may be taken depending upon the purpose of the conference. Prepared press releases, background information and photographs or press kits are distributed to reporters attending a conference.

A press conference is a voluntary presentation of information to the media and the chairperson along with board members would be ready with many of the supplementary issues along with the main topic. Before organising a press conference, one has to decide what information has to be presented, how it will be presented and who will present it. It is an opportunity to get your profile on TV, radio or the paper. To hold a press conference, one has to contact the media, decide the venue for it and get ready to make presentation and respond to the reporters' questions. Generally, there are two types of press conferences - reactive and proactive. Reactive press conferences respond to breaking news, and proactive ones are done at your initiative to create or announce a story. It is important to make sure you have "news" to deliver. Otherwise, you risk damaging your reputation as a credible news source.

Press conferences can be efficient methods to publicize your news, but they must be strategic and well organized. If a press conference is held every week or without solid news reporters of media houses would loose interest and stop coming. The press conference should not be held to merely hand out a document of information which could be issued even by a press release. The main reason for arranging a press conference is to highlight on the vitality of important news, and subject is an important one likely to elicit many questions from journalists present.

A press conference should be held on the importance of news which clearly indicates public attention and it should be properly timed so that news will have an opportunity of widest coverage. A press conference is usually attended by the president and different line managers in order to give answers to the reporter's questions and clarifications. On rare occasions, press conferences are arranged which have become an excellent and popularly accepted means of imparting background information off the record. Such background information is not advisable to set it out in print. Depending upon the objectives of holding conferences photographs may be taken. In the press conferences it is a practice to distribute various relevant materials like press releases, official statements, hand outs, prepared speeches, photographs or press kits. Business organizations and nonprofit organizations may hold many luncheons, dinners, meetings and conferences periodically to maintain relations with press. Such gatherings are not meant only to keep in touch with the press. But such occasions give an opportunity for valuable publicity if the press is invited to attend and report proceedings.

Through Press relations good rapport can be established with editors, reporters, expert writers of the fields such as business, science political writers etc. The relationship between press and organizations become very vital and involve special effort. There must be a community of interest between the news writers and the public relations officials. The departments of public relations provide a good source of reliable news and information. It should be convinced by supplying

good number of success stories, features and articles etc.

### 6.3.1 Guide Lines to Setup Press Conference:

- One has to remember that press always will be under the pressures of deadlines. The best time to hold a press conference is between 11.00 am and 4.00 pm. This will give the newspapers ample time to consolidate the reports.
- The best days to hold a press conference are Tuesday, Wednesday and Thursday (the earlier the better). One has to take care in selecting the day by cross checking with the fact that the same day which was finalized for the press conference could be significant for other reasons. If the selected day is important for other aspects attention of the press would be diverted and coverage for the press conference would be minimized.
- The press should be informed about press conference well in advance i.e. at least before one week to ten days. If it is to be held on a short notice press reporters and editors should be invited through letters and confirm by means of telephones also.
- The invitation should clearly mention about the details of what is the purpose of it, who will speak and what the subject is.
- Make reporter turnout calls to encourage participation and coverage on the day before and on the scheduled day also.
- The press release should be distributed at the press conference only and not before it. Otherwise the press reporters will not pay much interest to attend the press conference. If the news is leaked before the press conference itself its significance would be minimized.
- Lineup the speakers in advance, generally it should not be more than 4 people, review their statements, and have them approve any quotes attributed to them in the press release.
- Designate a moderator and create a detailed agenda.
- Select a sight that is convenient and easy to access and, if possible, is relevant to the issue. Keep an alternate plan for accommodating the press reporters in case of rain or snow if the event is held outdoors.
- Make sure the room or the venue is equipped for the broadcast media, for example, electrical outlets and a multi-box. Perfect sound or Public Address system, microphone, comfortable seating arrangements, refreshments are essential.
- Press kits should be supplied at the conference itself and they could be sent to those who were absent.
- Have visuals like signs, charts, banner, etc on the stage and in the meeting hall. Put your organization's logo on the podium. A banner may be placed at the entrance of the hall and on the way leading to the hall to furnish complete details like the exact name, address and location of it.

**6.3.2 Conducting The Press Conference:** On the day of the press conference the organizers should be available at the venue at least half an hour before and check the arrangements. The press people should be helped in making their own arrangements like fixing the cameras, providing power connections etc. All those reporters who are coming should be welcomed and made them sign in a book which help in maintaining the record of their addresses, phone numbers etc. It helps to have an idea as to who have attended the press conference and about absentees. Those who are absent can be sent press kits, press releases so that the coverage is not missed. The conference should be started in the right time and delay may lead to dispersal of press people.

The company person who acts as a moderator should welcome everyone, briefly introduce the speakers and touch upon the objective of the press conference. It should not be a length speech. After the main speakers convey the message questions should be invited from the press persons for whom the answers should be simple, brief, and pointed. A little bit of humor will enliven the press conference. The moderator should end the press conference before things drag out too long. After announcing the important points, step in and conclude the proceeding. Thank everyone for coming and offer additional information, if they need. If any media person evinces interest to meet the dignitaries for interviews or additional in-depth questions specially, necessary steps should be taken to fulfill his need.

After the press conference, fax the press release to those on your media list who did not attend. Follow-up with reporters who attended the press conference and if necessary they may be helped by providing necessary information. Apart from the above discussed activities the PR people can make use of various activities that will help journalists get first hand information and idea about what they were told by the organizations.

## 6.4 Media Kit:

Most organizations design a "press kit" or a variation that resembles one. The size and the contents depend upon the significance of it. A media kit generally contains

- Company binder or folder.
- Biography of key personnel.
- An overview of the organization (single sheet), and
- A primary document or brochure that contains your core intent.
- Press release, information about the organization, background information, photographs, brochures etc.

When visiting with editors, keep the message you are promoting and contents of your kit simple and clear. The PR representative will guide you through the presentation of materials, responses to common questions, and how to obtain media placement commitments.

## 6.5 Media or Plant Tours:

A media tour is simply a method for taking the organizational message to a variety of communication outlets. This is an important and complex exercise in which reporters, correspondents, sometimes editors visit the premises of places of the organizations about which they want to publicize. The first hand experience of media people will rouse interest in them and the coverage would be effective so that readers or viewers also get motivated by the live reports. The use of a media tour for developing and promoting a brand, however, is quite another process.

The process of developing a media tour will have four constituents

1. Strategic Intent
2. Integrated PR Design
3. Execution, and
4. Return On Investment (ROI)

Every organization has some message, event, offering they wish to promote. In addition to other marketing activities, using the "free press" as a means to reach your end goal makes good business sense.

**6.5.1 Strategic Intent:** From your vision and mission statements, draw out the core intent for the year. Next, distill a single message you want to propagate throughout the organization and to your targeted audiences (donors). In short, your rallying slogan should be reduced to a few key words.

**6.5.2 Integrated PR Design:** The strategic marketing plan should give details of the promotional components such as advertising billboards, radio, PR etc. which will be employed for the year and their specific roles. These "components" should be harmoniously integrated and support the strategic intent noted above. The PR initiatives for the year, including a media tour, will be "designed" into the overall fabric of the annual plan. The next step will be to include and integrate free press into the business strategy.

**6.5.3 Execution:** The components of a media tour include a press kit, presentation material, and a representative (internal or external) schooled in interfacing with the press. The representative will set appointments with key editors of select media vehicles (TV, radio, trade magazines, newspapers etc.) in advance and typically will schedule this tour over several consecutive days. The goal for every appointment is to reach an agreement on the free placement (editorial, radio spot, etc.), when it will run, and the desired venue.

**6.5.4 Return on Investment:** The return on investment for this undertaking lies in media placements achieved minus your total expenses. After the tour concludes, the PR representative must maintain contact with editors to determine when the editorial will run and the equivalent cost for each venue achieved. In the subsequent weeks or months that follow, a tally of free placements and their associated costs constitute the variables needed to calculate your ROI. The economic outcome should exceed two to five times the initial investment.



A media tour is an effective tool under certain circumstances. A business leader must weigh the financial benefit perceived by this endeavor versus all associated costs. Once an assessment confirms this approach makes good business sense, the next step includes defining your strategic intent followed by an intelligent IPR design. Paramount to achieving the objectives lies in the organization and execution of the tour. If properly developed, the benefits of achieving the strategic PR goals with minimal investment should yield an ROI that would be a significant figure in the net profit of the organization.

**6.5.5 Integrated Public Relations (IPR):** Whether you employ the services of an outside PR agency or make use of internal talent, the question of how you plan and implement a media tour can vary considerably. Most PR activities operate as a separate entity or under the umbrella of marketing. By virtue of this separation, the PR department may be pursuit of unrelated goals. Whatever, the functional composition, the question of how PR operates to achieve strategic objectives and provides a measurable return on investment lies in its organization and execution. For these reasons, "interesting" PR into the overall business strategy is crucial.

## 6.6 Summary:

Public Relations sector utilizes the services of many tools to reach its publics which are both internal as well as external. Earlier press releases, press conferences, advertisements, media tours were taken up regularly to communicate to the masses. By means of Print, Radio and TV by using formats of ads, news, feature, and advertorials the marketer tries to build the image of the company. Earlier Public relations communication which was mostly newspaper centric has now shifted to activities like media tours, media kits, promotional events, demonstrations, displays, road shows, entertainments etc. In a way publication of brochures, handouts, house magazines, newsletters and annual reports was replaced with outdoor and information technology communication. Websites, portals of companies, social networking sites are engaged for mobilizing and motivating the customer.

## 6.7 Self Assessment Questions:

1. Explain the importance of press relations with suitable examples.
2. How important a press release is to the public's as well as media?
3. What are precautions need to be taken while conducting a press conference?
4. Write about media tours and their importance.

## 6.8 Suggested Readings:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations.
3. Cutlip and Center : Effective Public Relations.
4. Lesley : Hand Book of Public Relations.
5. Mehta, D.S. : Hand Book of Public Relations
6. Moore, H.F. and Kalupa, F.B. (2005) Public relations, Principles, Cases and Problems, surjeet Publications, Delhi.
7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.

## **Lesson - 7**

# **PR TOOLS**

### **Objective:**

On completion of this lesson, you should be able to understand:

- House journals
- The printed house journal
- Types of house journals
- Forms of House Journals Modern technologies
- Brochure

### **Structure:**

- 7.1 Introduction**
- 7.2 House journals**
  - 7.2.1 The printed house journal**
  - 7.2.2 Types of house journals**
  - 7.2.3 Forms of House Journals**
  - 7.2.4 Modern technologies**
- 7.3 Brochure**
- 7.4 Summary**
- 7.5 Self Assessment Questions**
- 7.6 Suggested Readings**

### **7.1 Introduction:**

Printed matter will always have more life than any other tool to create effective public relations. The best way to reach publics is to bring good printed formats so that they convey more information simultaneously to many people and it can have long life. Coupled with visuals the house journals, posters and flipcharts create impact on the minds of the public readily. Open house and exhibitions help the companies promote the products under one roof. The manufacturer as well as the prospective customer will get optimum chances to gain first hand experience of all models and varieties at one place.

### **7.2 House Journals:**

In any organization along with external publics the internal publics also should be regularly informed about the policies, activities, opinions, programmes and future plans of the company as

well its strengths and weak areas. It helps in bringing the internal publics as well as the management closer to the philosophy of it and strengthens the bond between them. This emotional bond can bind the employee with the organization. At no stage the company can afford to keep itself away from the employees and dealers to other stake holders. Social, political and economic changes at the national as well as international level force the companies to promote information to reach wide range of people. This has also impacted the role of the printed house journal in the new communication paradigm.

**7.2.1 The Printed House Journal:** Internal communication which is generally neglected in any organization has become more and more crucial for effective PR. Apart from informing external public the organization has the responsibility to communicate to the employee who is the organization's most important public. Many administrators uniformly agree that the house journal is not a luxury, but a necessity in an organization in this new information society.

Considered to be an effective internal communication channel, the printed house journal is not just limited to pumping information on part of managements it also carries items such as employee achievements and other newsworthy items because employees, would like to know about their colleagues, their own achievements and what the organization has to say on a range of issues..

The format of house journal has changed due to many factors such as organizational growth, change in policies, expectations of the staff and demand for greater transparency between management and employees, and a greater awareness of cultural diversity. The internal communication has, in particular changed, in response to changes in the organizational environment. During the times of crisis, expansion, reorientation and change of managements there would be greater demand for more open information from management. By updating the information and bringing them regularly one can have control over the situation.

The house journal is an age old format in print medium of Public Relations. The house journals are also called as house organs, employees' newspapers, company newspapers or newsletters also. Though with the advent of technology, the pattern of internal communication has shifted from the printed house journal to e - journal and vast usage of internet and intranet has revolutionized it, the charm of the traditional house journal has not died down. Since many of people are not technology friendly and many more cannot afford the e- media people prefer to read the printed format. The language, i.e English is not known to many of the publics, the format, and the lay out, the fonts also became barriers for internet technology. Before planning to bring out house journals the following questions need to be answered by the organization. They are

- Do the employees welcome such journal?
- Do they regard it rather cynically as something imposed by management?
- Are employees invited to contribute to the contents? - Reader participation is very important.
- Are employees (Readers) critical letters permitted/printed?

- Does it look like it interests the employees or it only satisfies the vanity of the management?

**7.2.2 Types of House Journals:** Generally four types of house journals are published as part of Public Relations exercise. They are

1. Magazines of A4 size.
2. Newspapers like tabloids.
3. Newsletter of 2 to 8 pages.
4. Wall newspaper like a poster.

The following points need to be understood while planning a house journal

1. Determining Readership.
2. Quantity.
3. Frequency of publication
4. Policy.
5. Title.
6. Printing process.
7. Style and Format.
8. Priced or free.
9. Advertisements.
10. Distribution.
11. Budgeting.
12. Considerations.
13. Obtaining material
14. Designing New Forms of House Journals.

In recent years following four new forms of house journals have given new dimension to management employee relations.

They are

1. Audio Tapes.
2. CD/Video House journals.
3. Corporate video.
4. Electronic Newspaper.

The publics of house journals include the staff of the organization, its customers, dealers, share holders and also other sections such as

- The traders or distributors who can be educated about a company and its products.
- Users, formulators, designers and others who could be shown how to use products such as materials, components or ingredients.
- Professionals to whom products and services of interest can be described and explained.
- Patrons and organization's guests like the in-flight magazines
- Customers to whom journals are sent free of charge.
- Opinion leaders and those who matter need to be informed.

**7.2.3 Forms of House Journals:** Various forms of house journals are in vogue but only few traditional types are used. They are:

- **Newsletter:** A digest of news for busy employees like management, technicians and others in the organization which also acts as a tool of external communication.
- **The magazine:** It contains features, articles; pictures etc and its frequency can be monthly or quarterly.
- **Tabloid newspaper:** It resembles a popular newspaper.
- **Wall newspaper:** This is a very useful form of staff communication that is found in one location like a factory, a store or a hospital. It will be something like a poster - something like used by Pakistan / British rail for its stations etc.
- **Sales Bulletin:** Normally exchanged between a sales manager and sales staff which could even be weekly.
- **Annual report:** It is a storehouse of information in which a whole range of topics from turnover to trading activities, welfare measures, future plans are given in detail.

The major objectives of these publications are to inform employees about company's policies and practices, to stimulate increased production by recognizing good individual performance and stressing the need for increased output by workers and to help improve morale and promote loyalty. The content of the house journals includes news about employees, management policies and activities, company's progress. It is generally planned, designed and written by a public relations staff, by a sales promotion staff or by an outside agency sometimes. In large company's separate section of the PR department is set up to handle publications. Basically the success of the journals depends on the workmanship of the editor and his supporting staff. People associated with this publication should be good reporters, features writers who know an objective view point, and should have creative imagination, and an understanding of layout, make up and production. These journals are distributed by mail, at the employee's work places or at plant exits depending on the strength of the organization. Some of the journals are sent to the employees homes also as the families can be exposed to them and understand the situation at the spouses work place. In order to achieve an acceptable degree of readership for the publications as a whole or for its individual features and editor needs to determine the readability of the material.

**7.2.4 Modern Technologies:** Modern technologies are characterized by their interactivity and by the ability of users to communicate with other users through electronic communication channels. Public relations practitioners have to consider the latest trends and have to accept the challenges forced by the new technologies. Internet and intranet will also help a great deal to reach the publics who are particularly far away from the origin of communication. The traditional house journals and newsletters have been facing a new communication challenge. They can choose between vast arrays of electronic newsletters. The introduction of the intranet has also made the communication message more consistent, accurate and timely and target messages to specific employee groups that much better. The intranet is also suitable for more concise messages because of its format. The writing follows radio news style, and is aimed at one person or an issue, rather than the mass audience of print media. Items are also shorter and often include a contact person's name and telephone number. This gives employees, the opportunity to react to important information much sooner.

### 7.3 Brochure:

A brochure must get the reader's attention with an emotional appeal, a provocative question, or a benefit statement. Around 80% of people will not open a brochure that does not give a prime benefit or a compelling reason on the front cover. That means your company's name probably does not belong at the top- it belongs down at the bottom of the front cover, and the logo may need to go on the back.

The brochure must tell the reader exactly what the company want them to do, and invite them to do it immediately (perhaps a limited time offer, or some other reason for them to act now). This is not being pushy people just forget if they do not act right away, but the idea is that you don't want them to forget.

The words in the brochure are the real selling points. Pictures are great, but the words do the selling. The brochure is not an attractive decoration for the company and so do not let a designer make it one. The brochure need not be a literary masterpiece, and so keep it short, compelling, easy to read and above all, avoid the use of jargon.

One need not be afraid to sell his or hisr company in the brochure. Readers know that they are reading a promotional piece. They are reading the information on their own free will. And the brochure will not seal the deal. It will only pave the way for the salespeople to follow up.

Internet marketing can help the organization in marketing the products but only if it is used in conjunction with other tactical tools. In addition there are thousands of potential customers that are extremely cautious about placing important business or buying an expensive item from an unknown online vendor. That's one of the reasons why, in order to succeed, every online company must have brochures and other forms of printed sales literature to hand out to customers and prospects. An online company needs printed sales literature for two reasons:

1. **Credibility:** People expect a "real" company to have printed sales literature. It's easy to afford spending thousands of rupees on business cards, letterhead etc. and call yourself a corporation. But if you want to look like you mean business,

you need a brochure of some sort.

- 2. Time-Saving:** People want printed material to take home and read at their leisure. They can be directed to the Web site, but a brochure adds a personal touch, tells your prospect customer what the product or service can do for them and why they should buy from you. Brochures also support other advertising, direct mail, online promotions, and can be used as a sales tool by distributors. In short, a good brochure sells.

Here are some tips on writing a brochure that will support online marketing efforts, and increase sales.

One must write the brochure or leaflet from the reader's point of view and the information must unfold in the right order. It should be started by analyzing what the reader wants to know and an easy way to do this is by assessing the order in which the reader's question will follow. The brochure should answer the likely questions of a reader in a logical sequence following the reader's train of thought. A good way to organize points is to write down the questions a potential customer might have, and the answers the brochure might supply.

One should not make the common mistake of couching their services in technical jargon. Thought provoking statements should be developed which in turn will motivate the reader to pick up the brochure and open it. It would be better to add a flash which tells the reader that there is something inside which will be of interest to them like an exclusive invitation, a free report, special discount or advance notice of sales.

In brochures of eight pages or more, a list of contents is useful. Make the list in bold and separate it from the rest of the text. Use the contents to sell the brochure. Do not forget to pick out most important sales point and use it in heading. While describing the product draw up a list of product features and highlight them. One should remember that the purchaser of the product is not always the user so there may be more than one benefit for each feature.

Putting helpful information in brochure will encourage the reader to keep it, refer to it often or pass it on to the people. If you are selling paint you can provide hints on color schemes, how-to paint information, tips from the pros etc. If you are selling skin care products you can give your readers tips on how to combat pimples, dry skin, fine lines and wrinkles.

There are no shape constraints for brochures. It need not be in A4 size. It could be designed in innovative shape like a leaf, stick, carton figure etc. Season tickets to cricket matches can be designed in the shape of a cricket ball. Using imagination when designing your brochure can produce better than average results.

An experienced speaker may attempt to identify and call person to the main dais from a large audience and talk to that person so that we can effectively connect with the people. This connection with one person allows the speaker to make his talk more personal than if he were merely addressing a mass of faces. In a similar fashion, the words in your brochure should use this technique and zero in on one imaginary single person because writing in a direct personalized style will increase response.

Do not let the brochure sound aloof. Let your reader share your feelings. There's no reason why a brochure about a wood burning stove has to go into the details of how the stove works. Let the words show them how they can get the warmth for lesser prices when they purchase

one of your stoves.

It should be noted that, not everyone wants to be educated on every aspect of the product or service. Nor does everyone want to know the manufacturing details of your widget. Don't waste their time telling them about things that do not convey a benefit.

Do not get carried away with personal interests. Talk about reader, not yourself. This does not interest the reader as it is a bore in print. Instead of telling the reader how the company can help solve his problems, it is more interested in telling the reader about itself.

Every brochure should be organized so the reader can flip through the pages and easily find what they want. Provide clear signposts or headlines throughout the brochure and make sure each one says: "Hey, pay attention to me!"

Regardless of how you organize your brochure, there's only one way to end it. Ask for action, if you want your reader to respond, include a toll free number, reply card, or some form of response mechanism. In fact, to increase your brochure's selling power you should include your offer and a response mechanism on every page.

#### **7.4 Summary:**

In creating effective public relations publications play a crucial role. They will have more life than others, send so many messages and convey more information to many people simultaneously. The House journals, brochures, pamphlets, handouts, hand bills will boast of readymade impact on the minds of the public. The printed material can act as reference and can be used repeatedly for long. Because of small size and convenient shape they become handy and can be taken to any place easily. In the form of house journals and brochures public can find a flat form to voice their points, express the opinions get clarifications which become documentary evidence for further follow up.

#### **7.5 Self Assessment Questions:**

1. Explain the importance of house journal for an organisation
2. List out the various types of house journals.
3. How important a brochure is to the publics as well as media?
4. What are precautions need to be taken while designing a brochure?

#### **7.6 Suggested Reading:**

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations.
3. Cutlip and Center : Effective Public Relations.
4. Lesley : Hand Book of Public Relations.
5. Mehta, D.S. : Hand Book of Public Relations
6. Moore, H.F. and Kalupa, F.B. (2005) Public relations, Principles, Cases and Problems, surjeet Publications, Delhi.
7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.



## **Lesson - 8**

# **Outdoor Tools of Public Relations**

### **Objective:**

On completion of this lesson, you should be able to understand about

- Posters
- Flip charts
- Open house
- Exhibitions
- Budget
- Public Relations Support
- Training to manpower
- Media coverage
- Show guide or newspaper

### **Structure:**

- 8.1 Introduction**
- 8.2 Posters**
- 8.3 Flip Charts**
- 8.4 Open House**
- 8.5 Exhibitions**
  - 8.5.1 Budget**
  - 8.5.2 Public Relations Support**
  - 8.5.3 Training to Manpower**
  - 8.5.4 Media Coverage**
  - 8.5.5 Show Guide or Newspaper**
- 8.6 Summary**
- 8.4 Self Assessment Questions**
- 8.5 Suggested Readings**

## 8.1 Introduction:

Apart from the traditional tools such as press note, press conferences etc a whole range of tools are used to attract the attention of people. Along with the mainstream activities supplementary efforts will ensure the maximum result in garnering public support. Especially communities and groups can be motivated to drive the point successfully through activities like posters, flip charts, pen houses and exhibitions etc.

## 8.2 Posters:

An advertising campaign has many mediums and tools to make it successful. Some of these powerful tools are posters and flip charts. Posters are important tools in publicity designs. Generally posters and flip charts are printed for the advertising campaign. They basically perform several different functions but have very important roles that are crucial for the overall success of the public relations campaign. There are many such main roles played by the printed posters and flip charts.

The easiest and most obvious way to advertise is by displaying posters in the surrounding area. Key points to keep in mind when designing the poster are:

- Use a high quality (copyright free) background graphic. This will gain more attention to your poster and set the theme for the event.
- Make sure you include the logos of all the organizations involved in the event on your poster-partners, funding organizations, venues etc.,
- Include the minimum text possible to get your message across-more words just confuse the design.
- Ensure that an appropriate font is used for the text and captions. This includes the size of the font and the typestyle. It needs to be readable from a fair distance away. To make sure about the functionality it is always better to test it in advance.
- Include the crucial information for the reader to be able to attend the programme and related details about- what, where, when and who etc.

The color posters are the complete information providers for an advertising campaign. As the TV or Radio commercials run, the viewers or market will not be able to remember all the details and information that are aired on those promotions. Color posters are the vital link in following up those media advertisements with detailed information about the product, service or the event or information that the company wants to communicate. They help in understanding the market, plan the advertising campaign better. That is why it is crucial for advertising campaigns to invest in poster printing and flip charts also.

## 8.3 Flip Charts:

Flipcharts are excellent to use when you need to record lists of ideas or record comments from the audience. Pages can be torn from the flipchart and stuck around the room to create an expanding display also.

- Poster printing also plays an important role in terms of street promotions. It should be taken into account that no one stays in front of the TV, the computer or even the radio forever. People do leave the house to go to work, go to school and to entertain themselves outside and that is the time for the posters to take care of the campaign. Color posters are the street promotions that should keep reminding the public about the company's marketing message as they walk around "the real world".
- If you have an actual sales location or shop, posters are usually tasked as a reminder to people about your special promotional offers. Whether it is a new product, an announcement of a sale or just a special feature on your old products, poster is the easiest and most visible way to promote them within sales location. That is why you usually see advertising color posters in shop windows and walls. They remind passersby of products. Only posters can do this, making them an integral part of the campaign.
- Finally, poster printing is part of an advertising campaign market presence. When people see the advertisements in the TV, on the radio, in the Internet and all around billboards, walls and other places, they will have no real choice but to listen to what you have to say. The posters are an integral part in developing that presence especially outside where TVs, Radios and the Internet are harder to access.

So, it can be seen that, poster printing is quite useful in any kind of advertising campaign. They can work quite well with other advertisements, in other mediums since they can covert important areas and locations where those other advertisements cannot. This is the true perspective of the poster printing in an advertising campaign.

While using flip charts and posters certain precautions may be followed.

- Before presentations one should check the height of the ease and make sure you have plenty of paper.
- During presentations title each page with a short topic or heading and print the large block letters 1 ¼ inches high; larger if the room is deeper than 30ft.
- Printing should be neat and legible and different colors for page headings and primary points may be used.
- Do not use pastel colors. Black, blue, dark green and brown are acceptable. The color red should be used occasionally for emphasis.
- Don't talk to the board while writing on it and do not write more than ten lines on a page and it would be better not to fill the page to the bottom. People in the back will be unable to see.
- Respond to and note input from participants and highlight them.
- Paste important papers on the wall with masking tape or pins and highlight key points. Allow time for reading, understanding, retention and note taking.
- For complex pages, prepare ahead in light pencil and then use trace with a marker.
- If you travel with prepared pages, roll them up and carry them in mailing tube.

- Sometimes you might use two among, one which is already prepared and one for extemporaneous use.

## 8.4 Open House:

A corporate open house helps to build loyalty among customers, suppliers, vendors and the community and also showcase the abilities of administration, the staff and the equipment. This may give an opportunity to create unforgettable experiences to those who visit and earn the company good reputation. Open house is a good PR tool to educate visitors about the business, build trust and gain new friends. It helps to get to know the customers as well as to attract potential customers into their fold. Preparation of an open house should involve meticulous planning, ordering of gifts and giveaways, eye-catching advertising and make sure everything is in its place so that the event becomes a success.

It is better to decide about the number of invitees for the open house in the beginning itself. All the past and present customers should be invited in addition to numerous potential customers. The special invitees should include city leaders, such as the mayor and heads of the charitable organizations. Once invitees list is finalized budget may be planned by expecting more people to attend the open house. Funds for food, advertising, decorations, postage, beverages, giveaways and gifts, tables, chairs and other miscellaneous expenses should be allocated separately. According to the work schedules, leisure time and possibility of holidays convenient date, day and time of the business of open house may be finalized.

**8.4.1 Advertising:** Invitations for the open house could be in the form of direct mail flyers or postcards that will attract people and encourage them to participate in the open house. A personal touch may be given by using photographs of the organization, the show room and the products or services. To attract the attention of the public it is better to run an advertisement in the newspaper about a week before the open house. Erection of signs in the office or store and personally inviting every customer are important. Not only the invitees their friends and family members also could be invited for the open house.

**8.4.2 Facilities and Decorations:** Depending on the size of the invitees list and number of people likely to appear space, tables, chairs and other seating arrangements can be planned. In case of inclement weather, tents, portable rest rooms would come to our rescue. Parking facility, first aid stations, security, guides to take around may also be suitably arranged. Care should be taken to do a final cleaning and stocking of restrooms. Interesting and innovative decorations, welcome boards and banners add warmth to the venue. The host should ensure to greet everyone who attends the open house. If it is not possible to reach every person, a high-level staff member should be appointed to greet the guests. Sometimes a senior staff member with decision-making power may be made in charge to facilitate the organizer to move freely and interact with the guests.

Appropriate giveaways and door prizes can be selected and one can as well also give away some of his own products or present specialty items with company's logo engraved on them to the guests. It is better to choose something that is sure to be used often enough by the guests. The staff should be trained to communicate effectively with the invitees and refreshing them on product and service knowledge and their specific expected roles throughout the evening. We should make sure that all arrangements for

food, beverages and gifts are in order. Greet guests as they come in the door and thank them for coming and treat guests collectively once throughout the night and ask any key personalities or the chief guests to speak a few words about the open house and its significance.

Entertainment will make the open house an event to remember. It can be finalized depending on the availability of time and the guest list. If this is an adults-only business affair over lunch on Thursday a celebrity speaker may be provided. For instance, if you manufacture golf clubs, invite a golfer to give tips on swings. However, if this is a family event to be held from noon to 4 p.m. on Saturday, one must also provide entertainment for the children also along with the parents. Puppet shows, Orchestra, clowns, ponies, relay races, dances, karate, anthyakshiri, demonstrations, science experiments, race cars whatever be the choice, it should be age appropriate, fun and related to the business, if possible. The corporate open house will please the crowds when an unforgettable event is staged. Professionals such as radio jockeys and video jockeys can be invited to perform live shows. Or else demonstrations of the products and services offered by the company can be taken up to introduce the same to general public or potential consumers.

## 8.5 Exhibitions:

Exhibitions provide an opportunity to general public as well as organizations to meet people like bankers, experts, technical people, customers, journalists and analysts at one place. Exhibitions can yield good results and provide excellent opportunities for an organization if the public relations practitioner makes use of all the facilities that are at their disposal. Exhibitions do not only provide a public relations medium, but is a tool that can be used to create awareness, enlarge market for the product, and enhance reputation of the organizations. Although expensive, they are among the most effective ways of communicating with the public.

People generally visit exhibitions to find out how a new product or service actually works. For business communities it gives ample information about the existence of various models and designs and help to clinch deals with the companies if suitable products are found. They may also provide entertainment to the people who visit them and help to get away from the monotony of routine activities

Following characteristics need to be kept in mind while planning an exhibition.

- Attractiveness.
- Visibility.
- Personal Confrontation.

The public exercise helps to convey the company's image positively to the visitors, and promote any product or service offered by the organization in congenial atmospheres and bring the products at the disposal so that the consumers can compare the prices, functioning of products at the same place.

Exhibitions provide great opportunities to build the image of the organization, by obtaining positive media coverage, which is the main goal of any public relations exercise. Often these opportunities are overlooked because activities involving organizing the exhibition take priority.

Hence, the public relations program should be planned in such a way that a publicity campaign for each exhibition is included and deadlines for publications are met. Many companies participate in exhibitions without realizing what it is they want to achieve. If the PR strategy is not planned around the event well in advance, it is likely that the products exhibited will be overlooked by the people visiting the stalls.

The effort of the public relations practitioner who organizes an exhibition should be to inform as many people as possible, obtain positive media coverage for the organization, achieve follow-up coverage and feedback after the exhibition has taken place. It is always better to have a senior representative or a decision maker of the company on the stand, as the organizers of the exhibition could call for a press conference. PR exhibitions may be classified on some of these lines. They are :

**Portable Exhibitions:** Modular, which could be taken apart and moved to site.

**Permanent Exhibitions:** Usually at company premises but can be at trade centers as well.

**Mobile Exhibitions:** Moving from place to place floats etc.

While holding exhibitions certain things need to be taken care of on a sustained note.

**8.5.1 Budget:** The budget should be drawn up long before the exhibition is held and the organiser must try to make sure all expenditure is covered. Always provide for a 10% contingency in the budget to cover shortfalls, if any. Finally, there should be evaluation techniques to assess the outcome of participation in an exhibition. Unless the success of the program is not evaluated the next exhibition will also be conducted on the same lines and there will not be any scope to learn lessons from the earlier experience.

**8.5.2 Public Relations Support:** Following is the main service of support public relations can provide in an exhibition to the participants.

- Contact the Exhibition officer to offer support.
- Identify and approach the Chief Guest for visiting the stand during the tour.
- Ensure coverage in the media.
- Make available company's important officials in the press conference of the exhibition.
- Secure exclusive media coverage during exhibition.
- Advise, inform and announce to export promotion department about your product.
- Producers of relevant Radio and TV programs may be invited to provide information about future products.

**8.5.3 Training to Manpower:** An exhibition would fail miserably if staff were not trained on how to man the stand and if the objectives and benefits of the exhibition are not clearly explained to them. Basing on parameters like personality, sense of responsibility, and knowledge of the company and products staff could be selected to handle the stalls and they may be briefed about the cleanliness of the stand, punctuality and certain responsibilities. The role of the public relations practitioner is not merely about

communicating. Public relations must have a voice in the decision making process of the organization and definitely be part of the management team to ensure that the exhibition is a success and all the necessary steps are followed.

- 8.5.4. Media Coverage:** The organizers should work to obtain the best media coverage before, during and after the exhibition. Prior to the exhibition itself a press conference may be convened to give out details about the proposed programme. From time to time press notes may be released about the latest developments such as MOUs signed with companies, expansion of dealership networks, sales increase etc. It is better to conduct a media tour two or three weeks ahead of the exhibition to drive the point well into the public mind. The PR agency must set up interviews with the journalists so that they would broadcast the aims and objectives of the exhibition effectively. The pre-exhibition publicity will help increase the number of people visiting the exhibition stand. All the participant companies will try to snatch an opportunity to speak to media so that they can maximize the opportunity to focus themselves in the course of exhibition. The organizers should secure interviews by the media at an exhibition and build their PR strategy around the same. Though there will be lot of competition to get press coverage the organizers should try to snatch an opportunity to attract the attention of the public through effective media coverage. The PR department or PR agency which organizes these events should decide when, where and how the news about the organization or the product should be announced. It is worth distributing the news just ahead of the exhibition rather than during the exhibition. With so many companies holding back their news for the big event, you may have more space to make a bigger splash with your story before rather than at the same everyone else at the event.
- 8.5.5 Show Guide or Newspaper:** It is usual that exhibitions have their own printed daily schedule which is handed out to people as they arrive at the exhibition venue. The PR team of the organization should contact the exhibition organizers and help in bringing out good show guide. Generally these are handed out to everyone who attends the exhibition and is an opportunity to drive people to your stand. Apart from promoting media coverage and small news items now and then the PR team should investigate whether they can include an opinion article or case study in the guide as well as newspapers. Most good PR campaigns will have activity based around drafting case studies and we all know how powerful a tool this can be. But, it can also be a time consuming one and needs to be carefully planned. Make sure that you have a post-exhibition press release available. Journalists reporting on the success of the exhibition could mention your achievements during the exhibition. By obtaining media coverage of an upcoming exhibition, by advertising or editorials, awareness is created and exhibitors are more likely to participate. The role of public relations is not limited to simply get the media coverage they should be able to attract large number of exhibitors as well as visitors also. The organizers should persuade potential exhibitors that a particular exhibition would be of substantial benefit to them. It should be clearly stated who the target market of the exhibition is, and approximately how many visitors are expected.

Along with the regular PR activities some other public relations exercises can provide support to a promoter of an exhibition. They are

- Organize PR activities like press conference, issue of news releases to announce future exhibitions.
- Release a diary of all upcoming exhibitions.
- Cooperation with government exhibition agencies, which circulate information about exhibitions.
- Seek advance information from exhibitors.
- Cooperate in arrangements for the official opening.
- Arrange full press coverage of the official opening.
- Release "curtain raisers" for the upcoming exhibitions.
- Maintain a PR office throughout the exhibition.
- Coordinate with exhibitors for any special activity.
- Produce an end of exhibition report on exhibitor's comments.

## 8.6 Summary:

To have better access with the public directly Open house and exhibitions are conducted by organizations and individuals. Especially to promote peace and harmony companies use open houses where people can interact with top officials and company representatives directly and get first hand information. Like wise in exhibitions the manufacturer as well as the prospective customer will get optimum chances to gain first hand experience of all models and varieties at one place. They can as well get to know each other, exchange information and improve upon their relations. While planning Exhibitions issues like budget, public relations support, training to manpower, media coverage, and Show guide or newspaper are essential

## 8.7 Self Assessment Questions:

1. Explain the importance of exhibitions with suitable examples
2. How important a press release is to the public's as well as media?
3. What are the aims, objectives and types of press conference?
4. Write a note on house journals?

## 8.8 Reference Books:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta, D.S. : Hand Book of Public Relations
6. Moore, H.F. and Kalupa, F.B. (2005) Public relations, Principles, Cases and Problems, surjeet Publications, Delhi.
7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.



## **Lesson - 9**

# **PR AND AUDIO VISUAL AIDS**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Whiteboards and Overhead Projectors (OHPs)
- Displays
- Video Tapes
- Audio Tapes
- Websites
- Practical tips for developing websites professionally
- Precautions need to be taken while navigating the system
- Special effects
- Backgrounds
- External Link
- Map and Scene
- Content

### **Structure:**

#### **9.1 Introduction**

#### **9.2 Whiteboards and Overhead Projectors (OHPs)**

#### **9.3 Displays**

#### **9.4 Video Tapes**

#### **9.5 Audio Tapes**

#### **9.6 Websites**

##### **9.6.1 Practical tips for developing websites professionally**

##### **9.6.2 Precautions need to be taken while navigating the system**

##### **9.6.3 Special Effects**

##### **9.6.4 Backgrounds**

##### **9.6.5 External Link**

##### **9.6.6 Map and Scene**

##### **9.6.7 Content**

- 9.7 Summary
- 9.8 Self Assessment Questions
- 9.9 Suggested Readings

## 9.1 Introduction:

Along with publications and audio visual aids outdoor media help in promoting and maintaining community relations. PR departments and experts have been designing PR packages on the lines of audio visual aids to attract the attention of both literate as well as illiterate sections of the society. All these activities promote the image of themselves in the minds of various publics. In today's modern technology driven society of TV, computers and films, visuals are essential to make an impact. Visual presentation aids can be an essential part of speeches, and when used correctly, can drive home key points and enhance persuasive speaking. Audio and visual aids can be as simple as well as complex and can be arranged as per the interest of the public depending upon the specific occasions. Simple aids include charts, graphs and key points drawn on chart paper, handouts for the audience, clips of music or video, or props used by the presenter on stage. Complex aids such as Microsoft PowerPoint presentations, Windows Movie Maker files, slideshows, smashups of video and music or speech, and training videos inform the public in a better manner than the ordinary tools. Basic guidelines will help the presenter use these aids most effectively.

Good design of aids improves credibility and helps in understanding the concepts effectively. If there is lack of time or the skills to create your own audio-visual aids, communications experts or outsourcing agencies can render help. One should always keep all visual aids simple and uncluttered. Always take along a series of low complexity aids (such as handouts) as a backup. In case the equipment fails you might want to be prepared to go without audio-visual aids at all.

## 9.2 Whiteboards and Overhead Projectors (OHPs):

The main drawback of using a whiteboard is the lack of any permanent record of what has been written, unless you are using the electronic whiteboard. The OHP was once widely used in business presentations but has gradually been replaced by computer based displays. The main advantage of using an OHP is its ease of use. It requires no warm-up time, there is little or no noise and the only 'searching' is when the presenter looks for the slide he or she wants. They are common fixtures in most conference rooms. Overhead projectors can greatly enhance the presentation if they are used right. They are very easy to use and can accommodate large or small audiences.

## 9.3 Displays:

Laptop presentations with data projectors are the norm these days. Although the equipment is more complex than an OHP and hence there is more to go wrong, they look professional and modern. The visuals can be sophisticated and incorporate the use of sound and video footage. The presenter can also check the visuals by looking at the laptop and not over his or her shoulder to the screen. The key to a strong presentation is not the equipment one uses.

You should be able to do your presentation on a blank stage, with no props, and have it work on its own. The whole idea of visual aids is to enhance the presentation, not to be the purpose of it. The absolutely worst presenters are those who use the equipment as a crutch. For example, those who stand up before a group and just read slides during a presentation. It is very important that the following rules of using visual aids are taken care of during a successful presentation.

- Along with the plug and socket it is a good idea to carry an extension cord.
- Put the projector at height that is comfortable for you.
- Make sure the lens is dust free and put the projector on a vibration free base.
- Arrange the electric cord so no one will trip over it.
- Focus and center the picture on the screen beforehand.
- Number your transparencies in accordance with your facilitator's guide.
- Never assume projectors will work. Have a backup strategy ready.
- Keep the screen above the heads of the participants. Keep the screen in full view of participants.
- Make sure you are not blocking out sunshine and dimming nearby lights.
- Darken the room appropriately by blocking
- Turn the screen off between slides if you are going to talk for more than two minutes
- No one should be farther from the screen than six times the width of the image.
- Talk to the audience, not to the screen.

#### 9.4 Video Tapes:

While using video tapes as a part of interaction exercise certain precautions need to be taken. They are

1. Be sure the video tape is rewound and at the starting point.
2. Check to make sure the play back machine and the monitor are playing properly. Check this before the session so you may replace the machine if it is not working properly.
3. Check audio level and contrast.
4. Lights should be dimmed but not turned off.
5. Explain what the purpose of the tape is before playing it.
6. Show interest in the tape and watch it enthusiastically.
7. Summarize the main points after you have shown the tape.

## 9.5 Audio Tapes:

In using the audio tapes also one has to be cautious with certain aspects.

1. If you are going to be moving around during your presentation make sure that a clip on (Lavalier) microphone is available.
2. The Lavalier should be attached to a jacket, lapel, collar, neckline or tie above the mid chest level, but not against the larynx or your voice will become muffled.
3. Speak clearly into the microphone.
4. Keep proper distance from the microphone. When using a standard podium microphone talk about six inches from the microphone.
5. Repeat questions from the audience into the microphone. This helps everyone hear the question that was asked.

## 9.6 Websites:

The web is one of the most important research tools for journalists. In one of the recent surveys on information collection, when asked how they would get basic information about a company or organization, all journalists, who were subjects of the study, said that they would begin by doing some Web research. Most journalists started by searching an outside service, mainly Google, and also traditional services like Dow Jones Interactive and Lexis-Nexis, after which they visited the company's own website. This finding emphasizes the importance of having a clean corporate website with a clearly labeled Press or PR section that can quickly provide information for journalists. It also emphasizes the need to be well represented in external search services.

Journalists are not gullible, and they do not take a company's own word as truth. Indeed, almost all journalists said that press releases were useful only to find out how a company is trying to position itself. It is strongly recommended that PR areas have links to external sources, including press coverage; journalists often consider articles from independent newspapers and magazines to be much more credible than a company's own press releases. There are similar findings in studies of prospective customers evaluating products on consumer, and business oriented sites. This implies that links to external press coverage can also help promote sales.

The top-5 reasons journalists gave for visiting a company's website are:

1. Locate a PR contact (name and telephone number).
2. Find basic facts about the company (spelling of an executive's name, his/her age, headquarters location, and so on).
3. Discern the company's spin on events.
4. Check financial information.
5. Download images to use as illustrations in stories.

This basic information must be made easy to find and easy to understand. Journalists do not have time to go through deep, complex navigation processes. In particular, pages must present information in well-organized chunks that are easy to scan. Distracting animations and irrelevant stock photography don't help journalists who are in a hurry to find the facts.

**9.6.1** Here are some practical tips for developing websites professionally. It is always better to select a color scheme and stick on to it. If the company has a logo or preferred colors on its stationery, the basic web design should begin there revolving around the color schemes. The same corporate color code should be maintained on all pages. Do not change colors on every page. If you are not sure what color scheme to choose, surf the internet and find a website that you like. You can then model your color scheme on what already exists. During the shopping use templates and addresses for better results. If you cannot find a website you are really looking for, then the other option is to choose a template. There are many templates or pre-set designs. These come as part of the web design software or you can check out some websites that specialize in designing templates. Some sites are incorporating some sites for templates.

They are

[www.web4business.com.autemplates\\_1.htm](http://www.web4business.com.autemplates_1.htm)

[www.newtemps.com](http://www.newtemps.com)

[www.website-templates-resale-rights.com](http://www.website-templates-resale-rights.com)

[www.123webtemplatesandmore.com](http://www.123webtemplatesandmore.com)

**9.6.2** Certain precautions need to be taken while navigating the system. This is one of the most important issues to be considered when designing a website. One needs to ensure that the visitors find interesting topics easily. Most websites display their navigation bar on the left or at the top and since most people are used to this type of navigation, it is best to stick with it. It also helps to include the navigation bar at the bottom of each page to save the visitors from having to scroll back to the top.

**9.6.3 Special Effects:** While it is fine to have one or two special effects to spruce up the website, spinning graphics and logos often distract the visitor from the content, not to mention that they can take too long to download. Chances are that the visitors may click away even before the spinning finishes loading.

**9.6.4 Backgrounds:** The designer should ensure your visitors can read the text on the background, i.e., no black writing on dark blue background or yellow on white is allowed. One should also be careful that the links are visible before and after being visited. The default for links in most programs is blue (before being visited) and burgundy (after being visited), so if you have a dark background, ensure your links are light.

**9.6.5 External Link:** It is a good idea to open links to other websites in a new window. That way the visitors can easily return to the site when they are finished the external link.

**9.6.6 Map and Scene:** If the website is more than fifteen pages, it is useful to have a site map or a "Search" feature to ensure that the visitors can easily find what they are looking for.

**9.6.7 Content:** While it is important that the website looks clean and professional, it is far more important to concentrate on the content and promotion. While preparing for the professional website, certain things need to be seriously considered. They are:

1. Judicious usage of flash intros, revolving globes, animated mail boxes etc.
2. Balance loads of pop up or pop in boxes.
3. Should allow customer to play music only if they choose.
4. Hit counters of the free variety, which says "you are 27th visitor"
5. Date and time stamps, unless the website is updated daily or weekly
6. Busy backgrounds will strengthen the content part.

Adherence to these steps will take a web designer a long way.

## 9.7 Summary:

In this era of competition one has to use as many tools as possible to drive the message to the public's mind. Especially audio visual aids and outdoor media help in promoting and maintaining better relations. PR departments and experts plan PR packages to suit the genre of audio visual aids to attract the attention of both literate as well as illiterate sections of the society. Moving from traditional tools like publications and radio today's modern technology driven society looks forward for TV, computers and films as visuals are essential to create impact. Visual presentation through aids can strengthen the textual communication. Audio and visual aids can range from simple to complex and can be arranged as per the interest of the public depending upon the specific occasions. Simple aids like charts, graphs and key points drawn on chart paper, handouts, clips of music or video, or props coupled with complex aids such as Microsoft PowerPoint presentations, Windows Movie Maker files, slideshows, smashups of video and music or speech, and training videos inform the public effectively. Websites can be developed professionally by taking certain precautions, special effects, backgrounds, external link as well as map and scene etc.

## 9.8 Self Assessment Questions:

1. Write a note on website and its preparation?
2. How important is display to the publics as well as media?
3. What are the aims, objectives of types of audio visual aids?
4. Explain the importance of video tapes with suitable examples.

## 9.9 Reference Books:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta, D.S. : Hand Book of Public Relations
6. Moore, H.F. and Kalupa, F.B. (2005) Public relations, Principles, Cases and Problems, surjeet Publications, Delhi.
7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.

**UNIT - III**  
**Lesson - 10**

## **PR PUBLICS**

**Objective:**

On completion of this lesson, you should be able to understand:

**Structure:**

- 10.1 Introduction**
- 10.2 Internal Publics and communication**
  - 10.2.1 The goals of employee communication**
  - 10.2.2 How management shapes communication**
  - 10.2.3 Internal communication and company objectives**
  - 10.2.4 Output objectives in employee communication**
- 10.3 External publics and communication**
- 10.4 Summary**
- 10.5 Self Assessment Questions**
- 10.6 Suggested Readings**

### **10.1 Introduction:**

The foundation of effective public relations lies in sound policy and action in tune with the public interest. However, good policies and deeds alone are not sufficient to gain goodwill. Only through an understanding of the needs, the values, and the aspirations of the public managements can formulate a sound policy. By informing the public about policies and deeds managements can expect to gain understanding and earn good will. Effective communication with employees, customers, share holders, community neighbors and other publics is essential to good public relations. Relations with publics can be established only with the help of communications. When the communication is poor, misunderstanding and the likelihood of conflict sets in. Depending upon the public's involvement public relations exercises can be divided into two types the external and internal communications.

### **10.2 The Internal Publics and communication:**

The activities related to communication within the organization called the internal publics constitute internal public relations and communication. It is focused at gaining the sympathy and the trust of employees, resist being a big brother to its employees, oversee minor faults at work which does not affect the quality systems, and to encourage employees to feel that they belong to the institution. It creates a sense of ownership among the employees and makes them act in

the spirit of the team. They are exposed to media coverage, given access to company's achievements and other means such as meetings, publications, and participations on different occasions. In an organization one of the most important groups of stakeholders is the company's employees. Companies can hardly survive and find it difficult to prosper without taking the needs of their workforce into account. However, it is generally agreed that good external relations and policies should have a solid foundation for good internal communications. An informed workforce is more likely to be motivated to work productively which in turn reinforces the company's license to operate in its community where a substantial number of employees are likely to live. Good internal communications may not just be about differentiating a company in terms of consumer branding. Internal Communications does not just emphasise the importance of not only the employees' understanding of the company and their role within it, but also of their actual commitment to the company objectives. Treating people not money, machines or minds as the natural resource may be the key to it all. No organisational relationships are as important as those with employees at all levels.

Employees are not a homogeneous stakeholder group, but consist of workers, management and board, who perform different functions within the organisation, such as production, administration, and services. Unions may negotiate on behalf of different groups of employees. Communication operates in many ways within an organisation, flowing downwards from senior directors and management to workers, upwards from the shop floor, and between groups and individuals. Some routes may work well, others may be blocked. When communication does not work the grapevine steps in to fill the gap. The grapevine, made up of rumour and gossip, is not controlled or controllable. It is always in existence, but its effects can be moderated if communication flows are working well. Problems may arise if the grapevine is the only form of communication, or is seen as more reliable or important than information sent by management.

**10.2.1 The goals of employee communication:** Cutlip et al. (1985: 315) proposed that 'The goals of employee communication are to identify, establish and maintain mutually beneficial relationships between the organization and the employees on whom its success or failure depends.' They identify four stages of employment where effective communications are vital:

1. The starting point - attracting and inducting new employees.
2. The work - where instructions, news and job related information should be disseminated.
3. The rewards and recognition - promotions, special events, awards.
4. The termination - breakdown of equipment, layoffs, dismissals.

Communication should work towards achieving the organisation's objectives. Employee awareness of operations, problems, goals and developments will increase their effectiveness as ambassadors, both on and off the job. Asking for input to improve how things are done will encourage them to participate in the organisation. Management should demonstrate a real interest in the employees' concerns by organising attitude surveys, suggestion schemes and stimulating the upward flow of communication. There must be a response to this information, so that employees feel that their opinions have been taken into account. If this does not happen, they may be more dissatisfied than before, as their expectations of change will have been raised. Involving employees in



decision-making could lead to fewer stoppages and increased efficiency. Good internal relations impact the bottom line. Top management must support schemes to involve employees and take their opinions on board, or else such schemes will be seen as mere gimmicks and will be abandoned. The most common failing in employee communication is that it is too busy selling a management view downward. It neglects to stimulate an equivalent upward flow.

- 10.2.2 How management shapes communication:** Grunig and Hunt (1984) summarise four kinds of management theory and show how the structure and environment of an organisation affects employee communications. Structured organizations, centralised decision-making at the top will have formal roles and rules, and are likely to operate in a static environment. Machine theory, set out by Katz and Kahn, describes a group of theories which 'treat the organisation as a machine whose control and co-ordination can be engineered'. Employees have little freedom, tasks are subdivided into simple parts and roles are standardised. Communication in this arena is only necessary to instruct employees as to how to complete their task, is downwards from management and is mainly in written format, providing information which reinforces management's control. Management in this kind of company emphasises downward communication and discourages horizontal communication between groups of employees.

Barnard believed that informed workers would be more willing to co-operate with management. Instructions were replaced with expressive communication, but the downward flow of information was still emphasized. Suggestion boxes, company social events and visits by management to work areas were merely superficial gimmicks rather than genuine attempts at upward communication. In small less structured organisations, decision-making is decentralised. 'Open communication with employees about organizational decisions that affect their jobs makes up an essential part of the desirable management theory' Communication flows upwards and downwards, as well as between groups. These theories state that employees will work best in a less structured environment with an open, symmetric communication system.

No one structure will be appropriate for all organisations, in contrast to the previous three theories which were 'all or none' theories. Some organisations within a static environment will be centralised, with a communication system which mixes both instructions and expressive communications, emphasizing downward flow from management to workers. Less educated and specialised workers will be most satisfied with this structure, but it would not work for professional employees. They would be more satisfied in an organisation which functions within a dynamic environment with open and complex communication flows. Thus different organisations will choose different models of employee communication, depending on their environments and organisational goals.

- 10.2.3 Internal communication and company objectives:** Employees are informed about corporate policies and practices so that they can communicate more effectively with the outside publics. 'Truly successful internal communications turn organisations from machines into intelligent organisms which learn and grow', 'The flow of ideas, information and knowledge around the organization is crucial to success. The role of communication as the process by which this flow is achieved is central to the management of the

organization. The need for change reflected in the shift from a limited number of internal communications techniques, such as notice boards, memos and company newsletters, to more interactive media such as meetings, forums, video conferences and email. Like upward communication this is also encouraged, and workers make decisions to solve problems, more on the lines of the human resources theory model. The third kind of organisation focuses on product leadership, and must innovate to compete. Communication flows become yet more complex, both from outside and from within the organisation, involving feedback and brainstorming sessions across departments. Internal communication depends on the stage of development of a company. When first starting up, few people may be involved and communication takes place informally and frequently. As the company grows and starts employing more people, communication starts to become more functional and formal. This may eventually lead to devolving responsibility to senior division managers and communication will become more fragmented, concentrating on the division or unit rather than the company as a whole. At this point, central management may step in to co-ordinate communication to ensure all employees are aware of corporate messages. The danger here is for bureaucratic overload and a lack of responsiveness, and the grapevine may become more important. Managers start to form networks to cope with the complex organisation, bringing together people from across functions. In internal communication process the communication strategy is based on what is needed from employees at each stage of the development cycle beginning with creating awareness, using notice boards, memos, annual reports for employees and email. Communication will be essentially one way, with little interaction or feedback. Evaluation would be concerned with whether employees received or saw the message. If understanding is needed, more feedback and information tailored to a specific group must be added. Messages will be complemented with rationales, and feedback will be used to refine communication. The use of road shows, video conferencing and presentations to groups, enabling some interaction and participation are some of the methods.

Further interaction will be needed if employees' support is sought. Understanding and acceptance are also necessary. The focus shifts from education, and methods could include business forums and training events. The next step on Quirke's communication escalator is involvement, requiring dialogue rather than one-way communication. Team meetings could be used to disseminate management thinking, with cross-functional teams set up to solve issues raised. Feedback forums would be set up to inform managers of difficult issues which they need to resolve. Finally, if commitment to a new strategy is needed, employees must feel a sense of ownership and involvement in developing that strategy. Interaction, team problem solving sessions, forums and talkback sessions could work here. Management must demonstrate willingness to listen and accept feedback without retribution. Each step on the escalator builds on the one before, and 'the basics [must be] in place before pursuing innovative technologies or radical sharing of views and opinions'.

**This Type of Communication Helps:**

- To increase employee knowledge of organizational activities and policies.
- To enhance favourable employee attitudes towards the organization.
- To receive more employee feedback.

#### 10.2.4 Output objectives in employee communication:

- Output objectives in employee communication could be
- To recognise employee accomplishments in employee communications.
- To distribute communications on a weekly basis.
- To schedule interpersonal communication between management and a specific employee group each month.

Once objectives have been set, appropriate techniques can be selected, from notice boards, displays, telephone hotlines, pay slip inserts, internal television, videos, meetings, teleconferences, newsletters, direct mail, leaflets and email etc. The final part of the programme involves evaluating the success of the programme in order to adjust it and learn for the future.

### 10.3 External Publics and Communication:

The activities relating to communications between the institution and the public space, where the real role of external relations and its impact on the public are effective are called external public relations. They support through the supply of real data and information through various media to serve the public, help in transferring the vast amount of information and to identify reactions to the announced activity. External communication of management with its various publics also has its problems and limitations. Population growth has increased the size of the most groups and hence the magnitude of the communication problem. The cost of mass communication has increased so greatly that many corporations are unable to use comprehensive public information programmes. Despite these obstacles to the free flow of information communication with external publics needs to be increased in both volume and effectiveness.

#### The external audiences or publics include:

1. Customers and clients, both existing and potential.
2. Suppliers.
3. Share-holders.
4. External stakeholders.
5. The community.
6. Governments or statutory authorities.
7. The media.
8. The general public.
9. Members, donors, voluntary workers.

10. Beneficiaries and users of the service
11. Potential supporters and helpers.
12. Suppliers of services and materials.
13. Politicians, political parties.
14. Various Groups.
15. Central and local government officials.
16. Medical and health professionals.
17. Charities.
18. Opinion leaders.

External publics centered public relations activities help in promoting goodwill, brand image as well as business. The activities which can be part of this external communication involving these publics are

- Conducting press conferences and sending press releases to media organisations such as online publishers, newspapers, magazines, radio and television channels.
- Maintain websites and online activities which announce company policies, products and specifications.
- Preparing Professionally-written brochures and product flyers.
- Publishing newsletters, e-newsletters, company magazine.
- Planning product launches, displays, demonstrations.
- Seminars, workshops, exhibitions, conferences and networking events.
- Forums, blogs, and social media avenues like Face book and Twitter.
- Conducting evaluation by means of forms and customer surveys.
- Distributing thank you cards or corporate gifts for outstanding distributors or suppliers.

#### **10.4 Summary:**

Just as the planning of business and marketing are important, both internal and external public relations activities should be designed and implemented in a strategic manner and focused on realizing corporate goals. One should be careful in maintaining consistency with the messages and activities, know how they are trying to achieve and why. If an organization is not doing as above, it should take another look at the public relations activities and make an effort to give them the attention they deserve. The beneficial results and an improved performance in business will be a sure outcome.

#### **10.5 Self Assessment Questions:**

1. Who are publics in an organization? What is the significance of the concept?
2. Define Internal Publics. What type of communication techniques can be used to promote good relations in an organization?
3. Explain external publics and communication processes for them with suitable examples.
4. Publics of a business organisation are highly varied. List out the publics of a corporate hospital.

### 10.6 Suggested Readings:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta, D.S. : Hand Book of Public Relations
6. Moore, H.F. and Kalupa, F.B. (2005) Public relations, Principles, Cases and Problems, surjeet Publications, Delhi.
7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.

## **Lesson - 11**

# **MEDIA RELATIONS**

### **Objective:**

On completion of this lesson, you should be able to understand:

- The basics of media relations
- Planting stories
- The impact of new technology
- Press contact via the net

### **Structure:**

- 11.1 Introduction**
- 11.2 The basics of media relations**
- 11.3 Planting stories**
- 11.4 The impact of new technology**
- 11.5 Press contact via the net**
- 11.6 Summary**
- 11.7 Self Assessment Questions**
- 11.8 Suggested Readings**

### **11.1 Introduction:**

For the public relations practitioner, getting something onto the media agenda is the first step. In some situations, the media can also tell people what to think. If people cannot get access to other points of view, they can become dependent on the media's slant on a story. This often happens in a war situation, where limited news is available which is often heavily censored by the military, such as during the Gulf War in 1990 and the recent attack on Iraq. 'Embedded' journalists are kept to the official line and faced the possibility of being excluded from briefings or even sacked. While it is now easier to gain access to different points of view via the internet, much of the people's information about such an event will come from the mass media. Media relations form a major part of public relations in certain areas, but it can be seen that other techniques are also used to supplement and support media activity. It is far better to be pro-active in company policy and provide the media with positive stories to cover. It also allows organizations to set their own agenda and look ahead in a strategic way rather than simply reacting to journalists' negative queries if they think they can uncover some wrongdoing.

## 11.2 The Basics of Media Relations:

The first exponent of this method was Ivy Lead better Lee who in the early 1900s worked for coal operators in Philadelphia who threatened with strike action by the United Mine Workers Union. He issued a Declaration of Principles, which stated, 'We aim to supply news . . . Our matter is accurate.' The Declaration went on, Our plan is, frankly and openly, on behalf of the business concerns and public institutions, to supply to the press and public of the United States prompt and accurate information concerning subjects which it is of value and interest to the public to know about. Media relations are still the important activity on which majority of PR practitioners spend most of their time. Wragg argues that the purpose of press relations is not to issue press releases, or handle enquiries from journalists, or even to generate a massive pile of press cuttings. The true purpose of press relations is to enhance the reputation of an organization and its products, and also to influence and inform the target audience. While it is largely of a tactical nature in practice, good media relations can contribute to longer-term strategic objectives, such as:

- Improving company or brand image.
- Higher and better media profile.
- Changing the attitudes of target audiences (such as customers).
- Improving relationships with the community.
- Increasing market share.
- Influencing government policy at local, national or international level.
- Improving communications with investors and their advisers.
- Improving industrial relations.

Most stress the five Ws (who, what, where, when and why), and the need to make the release appropriate to the style and content of the targeted publication or broadcast, although not too closely in case journalists feel threatened. There is even a whole book devoted simply to how to write a press release (Bartrum 1995). A variety of methods of contact are put forward. What exactly do media relations consist of? A variety of methods of contact are put forward in media relations. Media releases can be supplemented by press conferences, media briefings, exclusive interviews, feature articles and photo opportunities. Haywood provides a useful set of checklists. Advice is also offered on selectivity in targeting. Essentially, a news release is a simple document which sets out as clearly and straightforwardly as possibly, information which a journalist could use to write or broadcast a story. Format dictates that the release should be on one side of the paper, double spaced, and clearly marked with the date of issue, the source of the material and further contact details. The layout rules essentially survive from when releases would be marked up by a journalist and sent to a compositor for setting. Even though printing methods have changed, the format of a printed release remains the same. The cardinal rule of content is always get all the important facts in the first paragraph which would be born from the practice of cutting the release from the bottom if space was limited.

A study of various texts seems to indicate that despite the expansion in the number of media titles and the development of satellite, cable and electronic broadcast media, media relations is still carried out in the same way that Ivy Lee did it. The proliferation of media has led to 'a perpetual, global slow news day' so that PR practitioners may find it easier to get their material used by the media. On the other hand, the greater number of titles has led to the development of smaller, niche outlets, so practitioners have to be more aware of the exact nature of the audience they are trying to reach.

Media relations may not always be the best way to approach them. The important thing to remember in media relations is that blitzing hundreds of journalists on a press list (however up to date the contact names might be) may hit a few right targets but is likely to miss more, and also antagonise many. This is probably one of the practices which have fuelled anti-PR feeling amongst journalists. Journalists are still individuals and have their own singular preferences. One may prefer to have a pitch made by telephone, another may find it irritating. He advises practitioners to ditch the traditional format of press releases and write them conversationally, from a 'fan standpoint' to demonstrate that the practitioner is familiar with the work of the journalist. He stresses the importance of relationship-building and trust.

Follow-up calls were particularly disliked. The most irritating practice is following up phone calls to the editor to find out details about receiving the press release. The press releases should be written simply and interestingly and should be written in a manner relevant to target audience and area. They should be focused relevant with good visuals and interviewees lined up'; 'An embargoed press release which offers interviews in advance also gives ample time to set the story carefully..' While PR practitioners are often encouraged to be persistent, knowing when to stop is also valuable. Good relationships between PR people and journalists are a real bonus.

### **11.3 Planting Stories:**

The relationship between journalists and PR practitioners are discussed seriously these days. Some people view the provision of press releases as an aide to the 'over-worked (or lazy) journalist to publish with minimum effort'. Video and audio news releases (VNR and ANR respectively) are claimed to be 'ubiquitous' on US television news. These are pre-recorded and edited stories sent to radio and TV stations. The implication is that the audience is seeing or hearing company propaganda rather than impartial news coverage. Paton refers to the practice of 'selling in', where a public relations agency may employ a freelance journalist to write up news stories on their clients' products or events. The journalist is then asked to approach relevant titles to place the material. In some cases this can result in the journalist being paid by both the agency and the publication.

### **11.4 The Impact of New Technology:**

Along with writing effective media releases, target regional and specialist media accurately and building up personal relationships with journalists are also essential. It is important to understand how the media work, yet much of his advice concerns the print and broadcast media. Media relations may give way to 'links based on a larger number of possible communication channels and more responsive forms of communication'. Expansion of the electronic media is happening at such a rate that any book, with its lengthy production schedule, could never hope to keep up. The revolution in media relations has certainly been slower than that in information



technology. The impact of new technology varies according to individual journalists, the media they work in and the industry sector. It has become easier to have a press release to hand while typing on screen. In some cases too many releases are being sent to them which are not relevant to their publication or programme. The most common complaint was that the information was irrelevant (66 per cent) or not newsworthy (65 per cent). PR practitioners have also to keep up with developments in the broadcast media. Since the number of radio stations is growing up, radio can be used in a more targeted way. As different audiences have stations which deal with different tastes PR agencies should have a better understanding about how best they can target radio stations.

### 11.5 Press Contact via The Net:

The use of the internet has affected media relations as journalists are able to obtain information straight from a website rather than waiting for press releases. The internet can also make an organisation more porous, and information can flood out an employee or anyone else with a grudge can easily make information available to a wide audience. The internet is highly useful for press contact. The media are now major users of the internet for seeking and disseminating information, and PR people can take advantage of new methods of communicating with journalists. The internet can streamline every stage of the process from making proactive contact by email to providing timely material for download. US author and PR consultant Dan Janal (1998) highlighted the use of the internet for the following methods of press contact:

- email journalists instead of telephoning them.
- communicate with journalists using online discussion forums.
- send emails to multiple recipients simultaneously (this saves time compared to putting press releases in envelopes.
- tailor your message to fit individual journalists' needs.
- act as a press resource.
- look for journalists' queries (for example, on mailing lists and message boards).
- create a library of press releases.
- write articles for online magazines.
- create online conferences and seminars.

Paul Douglas, editor of leading internet title, .net, views the role of PR practitioners as vital: Journalists source newsworthy stories in a number of ways, but the role of the PR agency in setting up interviews, supplying photography and clarifying background information makes an important contribution. Generally, PR journalist contact is good within the industry, although some PR practitioners lack a deep understanding of their clients. Tactics such as the sending of tacky gifts and glossy press packs may fulfil a role in attracting the attention of a journalist, but are no substitution for a clearly written press release that has been tailored to the readers of the publication to which the material is being submitted. Wrongly targeted press releases tend to annoy and reflect badly on a PR agency, as does calling a publication with a possible news story having never read the publication being approached. Using meaningless phrases in press releases is

unlikely to get it noticed. Getting to the point and saying directly' is likely to receive a more favourable response. They suggest categorizing and differentiating releases by subject and importance, not just cataloguing in chronological order. Releases can also be linked to related articles. Using a password-protected area for journalists can give them access to information not available on a public website, plus allow the organisation to see what subjects each journalist is interested in. Specialized email media alerts can then be sent out. Providing wireless distribution will also allow content to be accessed via personal digital assistants (PDAs) and mobile telephones.

### 11.6 Summary:

In some situations, the media not only disseminates the information but also tells them what to think of. On certain occasions they are influenced by the media's slant on a story. This is experienced in war situations, where news is limited and it is also heavily censored by the military. Good media relations can contribute to longer-term strategic objectives, such as Improving company or brand image, higher and better media profile, changing the attitudes of target audiences (such as customers), Improving relationships with the community, increasing market share, influencing government policy at local, national or international level, improving communications with investors and their advisers, improving industrial relations etc. Though many advances were made in the means of technology and the number of media titles had increased media relations do not differ much from the age of Ivy Lee. The use of the internet has affected media relations as journalists are able to obtain information straight from a website rather than waiting for press releases.

### 11.7 Self Assessment Questions:

1. What are the basics of media relations?
2. Planting stories by PR agencies is a regular practice. Explain.
3. Write about the impact of new technology

### 11.8 Suggested Readings:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta, D.S. : Hand Book of Public Relations
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7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.

## **Lesson - 12**

# **MEDIA RELATION TECHNIQUES**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Media Techniques
- Event Management
- Types of Special Events
- Setting Objectives for Events
- Preparation for Events

### **Structure:**

- 12.1 Introduction**
- 12.2 Media Techniques**
- 12.3 Event Management**
  - 12.3.1 Types of Special Events**
  - 12.3.2 Setting Objectives**
  - 12.3.3 Preparation**
- 12.4 Summary**
- 12.5 Self Assessment Questions**
- 12.6 Reference Books**

### **12.1 Introduction:**

Hitchins makes a distinction between 'techniques' used to create media interest and 'tools' which help the process once interest has been created. He includes the following list of tools: news release, press conference, informal media briefing, exclusive interview, media tour, facility visit, as well as online press office, virtual press conference and photo call.

### **12.2 Media Techniques:**

Special Techniques are used by the practitioner to create news, 'turning routine and long-running development into new acts or news pegs'. A five-point template, listing factors which appeared to increase public relations approaches being successful in obtaining media coverage was developed

for effective media coverage. They include news vehicles are events created to gain media coverage, planned not spontaneous, and their success is measured solely by how much coverage they obtain. Examples include 'surveys, research reports, media launches, announcements, anniversaries, awareness days, celebrities, awards and publicity stunts'. Linking statements to the current media agenda can also aid coverage. Thus pharmaceutical companies could link news of developments of their products to combat Flu or Hay fever to the relevant season. This method must be used with care, however, so that organisations are not thought to be capitalizing on tragedy. Demonstrations and other stunts provide the media with a visual event to cover. Headlines, slogans and stereotypes can be used to convey the essence of the message quickly and simply. Finally, selective targeting and tailoring news to specific media interests ensure that priorities are set regarding which media to approach and that their needs dictate public relations activities. Despite public relations' claims to be more strategic, media relations was still the most commonly used activity, comprising an average of nearly two-thirds of the programmes.

### 12.3 Event Management:

Special events related to PR include open houses, fairs, parades, anniversary celebrations, plant dedication and other affairs sponsored by organisations as features of their public relations programmes. Events are an important public relations activity because they satisfy the desire of most people to participate in an occasion to improve their knowledge and to enjoy the stimulation of a crowd the lights, color sound and movement involved.

**12.3.1 Types of Special Events:** A wide variety of special events are included in public relations programs. There are special days and weeks, displays, exhibits, meetings, conferences, anniversaries, awards, open houses, contests, parades, pageants, sponsored community events, public relations personalities and dedications etc.

Frequently an organization selects a specific day or week to be dedicated to its objective and moves to have it officially designated. Once this is accomplished its public relations activities are planned to call public attention to the event.

**Displays and Exhibits:** Product displays and exhibits on subjects of public interest are an important feature of many programs. National trade, business and professional shows, international fairs, local and regional exhibitions provide facilities for displays. Industrial exhibits occupy prominent places in hundreds of museums throughout the country.

**Meetings and Conferences:** Conferences, conventions and meetings with key external publics and opinion leaders are arranged. They give managements an opportunity to communicate in person with these important segments of the public to hear their viewpoints and to discuss policies and programs.

**Anniversaries:** Anniversaries of business and non profile organisations create opportunities to communicate with the public regarding the progress, accomplishments and contributions of the originations and to build public confidence and prestige.

**Special Awards:** Special awards to employees, stockholders, dealers or consumers provide public relations opportunities. Trophies, certificates, medals, trips, banquets and promotions which are given to employees for successes, record attendance, length of services, safety, record sales and other accomplishments are publicized both the employers publications and in the community news media.

**Open Houses:** Open house is perhaps the most widely employed special event. In corporate relations programs various publics are invited to the event, which may include a plant tour, exhibition of films and other activities. When the exercise is successfully handled it should contribute to a better understanding of the operations of a company.

**Contests:** Contest for consumers, stockholders employees and dealers are included in the public relations program of some organizations. They stimulate public interest and appeal to the people competitive spirit and desires excel. A radio and television manufacture stages a stock holder of the year contest for the best letter from a stock holder suggesting improvements in company operations and policies.

**Parades and Pageants:** Parades and pageants play a role in the community relations programs of many organizations.

**Sponsored Community Events:** Industrial and nonprofit organizations as well as the armed forces sponsor community events to inform the public about their activities and promote civic improvements educations and cultural health recreation and youth activities. Corporations sponsor plan community and youth organization to build goodwill for the sponsoring organization.

**Public Relations Personalities:** Some corporations and industrial associations choose young women of charm, beauty and talent to serve as their public relations personalities.

**Dedications:** Dedications of new facilities and services proved important public relations opportunities. They are planned by headquarters public relations departments assisted by regional and local staff. After consultations with management and dedication committee, composed of departments heads in addition to the above administration plans these event, selects the date, makes up the guest list, provides for transportation and reception of guests, arranges the program and handles publicity.

**12.3.2 Setting Objectives:** To be meaningful an event must have definite objectives, which need to be followed during all stages of the planning in a comprehensive manner. A statement of objective is essential in determining the theme, emphasis scope and program. The objective should consider the particular interest, background and knowledge of the person to be invited. Some of the objectives of special events in continuity programs are to maintain or enhance community approval; correct possible misconceptions about the sponsor's organization, present the company as a good employer and inform the community of the volume and values of the company local purchase. One of the prerequisite in creating an event is to allow adequate time for planning. At the earliest possible moment a written plan should be put together. After the public relations objectives and the target audience have been defined one would be in a position to begin putting together a schedule of events and finalise the timetable.

**12.3.3 Preparation:** Certain steps need to be followed in the preparatory stage of organizing an event. They are:

- A committee should be appointed in advance with coordinator to look after the entire programmer. If necessary subcommittees also can be formed and the coordinator is responsible for determining the objectives of the affair such as naming the event, selecting the date, determining the guests, and arranging for

transportation, parking, reception, publicity, community cooperation, program and follow-up of the event.

- The event should be named so that it designates its purpose or the group invited. Community events are called community day's events for employees and for families they are designated as family days.
- The overall theme and speakers should be decided at least six months before the scheduled date.
- A date should be selected that will not clash with legal holiday or other important events in the community.
- List out all the possible expenses so that the registrations to be charged can be decided upon.
- Meeting rooms, meals, coffee breaks, refreshments and registration areas should be reserved and estimated of the numbers expected noted. For collecting applications, cheques, mailing the lists of registrants and to prepare certificates clerical and secretarial assistance should be finalized.
- Invitations should be sent to the speakers, guests and other dignitaries informing them about the time, place, honorarium etc. If necessary the organizers should ask for biographies of the speakers and the make sure whether they require audio visual aids etc. The guest list should be finalized well in advance.
- The objective of a special event dictates as to who should be invited for stock holders meetings. The guest list should include share holders, the press and opinion leaders. Suppliers' open houses may be restricted to certain resources or all suppliers may be invited. Events involving the general public and plant community include employees present and retired, their families, friends, stockholders, opinion leaders, bankers, merchants, city officials, educators, students, lab officials, the clergy, doctors and lawyers fraternal and cultural organizations and the general public.
- When guests from a distance are invited transportation should be provided. A reception committee should greet all guests personally, register details of important guests and provide program and name tags. Provision should be made for small children separately wherever necessary.
- In planning a tour the route should be chosen with a view to suit visitor's understanding, interest, safety and minimum interference with work and process flow. Tour guides should be selected, trained, rehearsed, identified with name tags and provided with a planned task for each step in the process.
- Refreshments should be served to guests during intermission in short programs or at the conclusion of a plant tour.
- Pre event media publicity should be released by the PR departments 30 to 60 days before an event. It includes press conference, advertising, special articles and outdoor publicity such as posters, hoardings etc.

The special event includes speeches by executives and guests, inspection of faculties, exhibits, and demonstration of equipment, guided tours, entertainment, refreshments, motion pictures and round table discussions etc.

### 12.4 Summary:

Regarding creating interest about the organization certain techniques are used along with 'tools' which help in the processing of it. Tools like news release, press conference, informal media briefing, exclusive interview, media tour, family visit, as well as online press office, virtual press conference, photo sessions, road shows, displays are arranged. On certain occasions special techniques are used to generate news, to turn routine and long-running development into new acts or news pegs'. To give impetus to public relations approaches successful media coverage should be taken up in the form of surveys, research reports, media launches, announcements, anniversaries, awareness days, celebrities, awards and publicity stunts'. Demonstrations, slogans, stereotypes, selective targeting and tailoring of news to meet specific objectives are essential.

Events can be taken up as an important public relations activity because they involve as well as encourage many people to participate and learn new things, to improve their knowledge and to enjoy. Special events related to PR like open houses, fairs, parades, anniversary celebrations, plant dedication and other affairs sponsored by organisations as features of their public relations programmes shall be encouraged regularly.

### 12.5 Self Assessment Questions:

1. What are the occasions which need special attentions for public relations?
2. Elaborate the successful media relations techniques
3. Of late event management has become part of PR exercise. Explain.

### 12.6 Reference Books:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta, D.S. : Hand Book of Public Relations
6. Moore, H.F. and Kalupa, F.B. (2005) Public relations, Principles, Cases and Problems, surjeet Publications, Delhi.
7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.

## **Lesson - 13**

# **PUBLIC RELATIONS IN GOVERNMENT AND PRIVATE SECTORS**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Role of PR in government
- Overall goals for government PR Plan
- Objectives of PR department
- The PR communication should publicize basics
- Internal publicity division
- Press information bureau
- External publicity division
- Directorate of Advertising and Visual Publicity
- Films Division
- Public relations in private organizations

### **Structure:**

- 13.1 Introduction**
- 13.2 Role of PR in government**
  - 13.2.1 Overall goals for government PR Plan**
  - 13.2.2 Objectives of PR department**
  - 13.2.3 The PR communication should publicize basics**
  - 13.2.4 Internal publicity division**
  - 13.2.5 Press information bureau**
  - 13.2.6 External publicity division**
  - 13.2.7 Directorate of Advertising and Visual Publicity**
  - 13.2.8 Films Division**
- 13.3 Public relations in private organizations**
- 13.4 Corporate Image and Identity**
- 13.5 Summary**
- 13.6 Self Assessment Questions**
- 13.7 Reference Books**



### 13.1 Introduction:

Public Relations in its applications vary from one organization to another. They have different roles and purposes in public, private and service sectors. The success of these will be determined by the assignments and different techniques required therein besides the support provided by the public relation program. The Government is the biggest source of news. In the absence of regular flow of governmental information, the press just cannot discharge its responsibility to inform and educate the citizens or mould public opinion. Similarly, no government, much less a democratic one, can do without the press. Therefore there has to be a good working relationship between the two. Same is the case with private organizations also where in every activity of it would be scanned thoroughly by media.

### 13.2 Role of PR in Government:

According to James Madison "A popular government without popular information or a means of acquiring it, is but a prologue to a farce or tragedy, or perhaps both." Government is an institution which was formed by the public to serve the public and is guided by the legislations formed and approved by legislatures such as parliament at the centre and assemblies at state level from time to time. Whereas public is a complex group which constitutes diverse groups of people who are affected by their mutual interest. The publics of governments are so wide that it is very difficult to communicate to all these groups of people about the policies, plans schemes and activities of government that a large machinery of PR organizations work to keep the people informed. Government can effectively discharge its duties only when all members are bound by the mutual trust and faith which is possible with continuous dissemination of what will happen and what is to be done in future by the government. After independence the public relations was not given much of the importance. But as the consecutive governments started designing and implementing welfare policies necessity of communication was felt by the government and various departments and organizations were established to oversee the public relations in government. Since the inception of these departments they have become active and diversified in to communications activities in such a manner that their scope in public life has increased tremendously.

Government public relations are also expanding at a faster rate to cater to the growing needs and expectations of the public. The central and state government public relations departments have not only grown into full-fledged departments but are expanding with specializations also. Sea changes in social, political and economic policies have necessitated this specialization of PR function. The PR departments of governments establish liaison between various departments. But many a time PR departments fail to communicate effectively about policies and the governments are forced to face problems in the form of defeat in elections etc. In this context government PR had experienced a paradigm shift. Especially since the country has large diversity in its population. The PR department should opt for wide publicity and communication practices to reach them. PR people should be so proactive that they should act, react and formulate suitable programmes to communicate to public on a timely basis.

Just like private organization the PR professionals of the governments also work with an objective of winning acceptance of the people to the government. PR practitioners keep in touch with the people and act as an important link between them. Thus the PR department's role of liasoning attains importance in bigger democracies like India. At the same time people also demand

information about the activities, policies and proposals from the governments. The citizens must be informed of the governmental plans, programs, activities, successes, achievements etc. so as to involve them in the governance of the country. The information should not only flow from government to public but feedback from public is also important in any democracy. Since the government functions to fulfill the needs of the people and has to meet the expectations PR departments should strive to read public mind. Communication from the citizens, their reactions to the policies and programs, must reach the policy makers and administrators to enable them to modify or change the programs accordingly. In the context of large scale economy, development in the industrial and agricultural sectors, the need for communication with the people through different media has assumed great importance.

Government public relations rest on two fundamental premises. They are:

1. A democratic government must report its activities to the citizens
2. That effective government administration requires active citizen participation and support.

#### **13.2.1 Overall goals for government PR Plan:**

- Informing constituents about the activities of the government agency.
- Ensuring active cooperation in government program e.g. voting, seat belt use, anti smoking ordinances etc.
- Fostering citizen support for established policies & programs e.g. foreign aid, welfare etc.

Because of the complicated social fabric PR activities can be broadly divided as press relations, community relations and publicity. The significance of informing, impressing, intimating and winning support of the public is so important that the PR departments work overtime to win over the support of public. Especially when the governments are forced to face the consequences of political, economic instability, irregularities and social problems the need for public support increases enormously. There is a lot of information with the government on public affairs which should be revealed and extended to the public. There should be a mechanism by which information must reach them. The public communication process has many stages which need to be crossed to reach the ultimate destination that is common man.

#### **13.2.2 Objectives of PR Department:**

To discharge these functions in a meaningful and purposeful manner, it is necessary that the PR agencies are clear about their broad objectives which guide their work. The basic function of the government PR agencies is to

- To provide information, education/instruction, and entertainment to the citizens
- Maintain high level of confidence and mutual trust.
- To keep the public informed about policies, practices and future plans of govt., the quality of service, the types of services, effective use of funds implementing the welfare schemes etc.

- To motivate the people directly or indirectly about the activities of the govt..
- The PR departments strive to further the interest and the well being of the people as a whole and promote development of the country.
- It reports to people about the progress of promises made to public in the form of political manifestos and as was informed by president in parliament during sessions and by governor during assembly sessions.
- They try to promote exchange of information between public and government so that oneness can be promoted among the people.
- Try to maintain high level of confidence and trust on government by the people. Try to shape public opinion and win support of public
- To create and enhance awareness in nation building and increase public participation etc.

Since the country's size and population, the diversity of religions, language, regional imbalances is so great and several such factors keep influencing the governance it is not easy to evolve a national communication policy or information and PR strategy acceptable to all. Nevertheless, such a policy is essential so as to give some direction to mass media effort. 'The country should also have the necessary infrastructure to implement the basic policy in the shortest possible time. To discharge these functions in an efficient and purposeful manner, the PR communicator should have a clear idea of the basic ideals/values he has to promote. He should also know something about the available mass media infrastructure and comment work.

PR communication effort should be directed to inculcate an abiding faith in the citizens in democratic institutions such as free and fair elections, the rule of law, independence of the judiciary, freedom of the press, secular character of the state, etc. They should also promote the understanding and involvement of the citizens in the socioeconomic changes, development activities that are taking place in the country, so as to quicken the process of development. The point that needs to be emphasized is that development is possible in a democratic framework.

### **13.2.3 The PR communication should publicize basics such as**

- Enhancing rate of literacy by creating awareness through radio and TV;
- Dissemination of useful information to the different sections of the citizens like the farmers, workers, artisans, students, and youth, information on housing, medical care and medical facilities, travel, prices of essential commodities, self employment and employment opportunities, educational facilities, industrial relations;
- Planned development through the application of science and technology;
- Promote nationalism, sovereignty, integrity, unity, national cohesion and protect common cultural heritage among people from grass root level itself;
- Welfare, population control and stabilization of population at a level consistent with the requirements of national economy by reducing the present birth rate;

- Promote improved methods of agriculture in cropping exercises and utilization of fertilizers, pesticides, modern implements, etc;
- Controlling social problems such as consumption of liquor, dowry, etc.;
- Create awareness about personal savings and any other subject mentioned in the directive principles of the constitution.
- The government PR agencies also need to make a concerted effort to reach the poor and vulnerable sections of the community and the people living in remote and far flung areas. This section of the people and the areas should be identified and disparities in communication facilities are to be minimized if not ended. These sections and areas need information most and PR communication should satisfy this requirement.

**13.2.4 Internal Publicity Division:** The ministry of information and broadcasting through its various media units keeps people all over the country informed of the government policies, plans, and programs. The media also in turn provides feedback information to the government about people's reaction. They establish liaison with the state governments and other organizations working in the field of information and publicity: The ministry's mass communication set up includes regional and branch offices as well as mobile units spread all over the country.

The media unit under I & B Ministry including the public sector undertakings and autonomous bodies aided by the ministry are:

1. All India Radio;
2. Doordarshan;
3. Press Information Bureau;
4. Films Division;
5. Directorate of Advertising and Visual Publicity;
6. Publication Division;
7. Song and Drama Division;
8. Research and Reference Division;
9. Directorate of Field Publicity;
10. Photo Division;
11. Registrar of Newspapers for India;
12. Central Board of Film Censor
13. Directorate of Film festivals;
14. National Film Archives;
15. Indian Institute of Mass Communication;

16. Film and Television Institute of India;
17. Children's Film Society;
18. National Film Development Corporation; and
19. Directorate of Evolution;
20. Press council of India;
21. National centre of films for children and young people;

The state government and the Union Territories and the public sector undertakings including nationalized banks have their own department / directorates of information and public relations/publicity. These departments undertake publicity of all types through different media and keep the state government and concerned organizations informed of the press and public reactions.

**13.2.5 Press Information Bureau:** Information about the policies and programs of the government of India is disseminated through the Press Information Bureau (PIB). It also keeps the government informed of public reaction to these policies as reflected in the press. The PIB had 30 regional and branch offices, connected with a teleprinter network to dispatch information in the form of news, features, articles, backgrounders, etc in English, Hindi and in 13 regional languages. The bureau also coordinates publicity with the state government and public sector undertakings and maintains a close liaison with them. The bureau helps the correspondents with facilities such as housing, telephones, medicals, travel, and customs clearance. The PIB's counterparts in the states are the state government's public relations and information directorates. They keep close liaison with the local press and the representatives of newspapers at the state capitals.

**13.2.6 External Publicity Division:** The country's external publicity is handled by the External Publicity Division of the Ministry of External Affairs. The objective of this division is to project the correct and objective image of the country abroad. The division also seeks to promote understanding, sympathy, and support to India's external policy in foreign countries. Apart from press publicity, the Division undertakes audio-visual publicity including organization of exhibitions and cultural programs. It produces small pamphlets, especially for foreign readership and distributes other printed publicity materials on various aspects of Indian developmental effort. It works in close cooperation with other ministries and departments of the government of India, particularly the ministry of Information and Broadcasting.

**13.2.7 Directorate of Advertising and Visual Publicity:** The advertisement of all the ministries and departments, excluding Railways, of the Government of India are released to the press by the Directorate of Advertising and Visual Publicity (DAVP). The DAVP maintains a list of accredited or approved panel of advertisement agencies. In the 33 years of its existence, it has grown into a government advertising agency with the widest multimedia coverage. Its activities are not confined to a single medium. It reaches a varied and diverse audience through the press, radio, films, photos, printed materials, visual aids, and multi-dimensional representation of ideas.

The DAVP maintains a list of news papers and journals. In selecting newspapers and periodicals for the release of advertisements, it keeps in view considerations such as:

1. Effective circulation;
2. Regularity in publication;
3. Class of readership;
4. Adherence to accepted standards of journalistic ethics;
5. Production standard,
6. The language and areas intended to be covered within the available funds for the advertisements;
7. Rates which are considered reasonable and acceptable for the government publicity requirements.

In the states, the directorates of' PR or information usually handle advertisement of the government departments. The public sector undertakings in most cases have their own PR departments which release advertisements, both classified and display. There is an effective coordination between the DAVP and the state government and the public sector undertakings in regard to the selection of media, rates for advertisements, placement, and other related matters, but there is no uniformity. The outdoor publicity of the government of India through panels, hoardings, posters, slides, display boards, etc is handled by the DAVP, which has an art department to undertake visualization work. The DAVP also takes the .help of special agencies in the field. The state directorates of public relations undertake such publicity on behalf of their government.

**13.2.8 Films Division:** The Films Division, set up in 1948, with its headquarters at Bombay, records through the medium of newsreels and documentaries the contemporary history of India and the socio-economic progress of the country. Its main aim is to mobilize the film medium for providing audio-visual support in the dissemination of information to Indian and foreign audiences. The Directorate of Film Festivals makes arrangements for national and international film festivals in India and participation of India in film festivals abroad.

### 13.3 Public Relations in Private Organizations:

Public relations play a very vital role in the image building and developing identity in the corporate structure. Various aspects which are crucial play important roles in promoting good public relation. They also help in developing the basic psyche of image and identity.

### 13.4 Corporate Image and Identity:

These are basically two different things.

One should always remember that corporate image is mental i.e. What one thinks about the company?; While corporate identity is physical i.e. how one sees or identifies it?

**Elements which constitute a total corporate image are:**

1. The date of founding of company and its period of existence.
2. It's size and number of plants / factories all over the country.
3. Areas of operations and their exclusiveness.
4. It's industrial relations record and profit sharing schemes.
5. Chairman/CEOs roles in important trade association affairs.
6. Status of share prices, dividends and profits.

**Things used in establishing corporate identity**

1. Paint on vehicles and other forms of transportation.
2. All stationery, invoices, business cards, letterheads etc.
3. Name displays on factories, head office buildings etc.
4. Exhibition stands, showrooms, mobile exhibitions etc.
5. Sales literature, price lists, catalogues, etc.
6. Labels, packaging and containers.
7. House journals.
8. Instructional leaflets, service manuals.
9. Uniforms, overalls, caps, lapel badges etc.
10. Point of sales display materials.
11. Advertisements in all visual media.
12. Credits on Video tapes and slide presentations.
13. Diaries and calendars.
14. Giveaways, company ties etc.
15. Annual reports.

**Checklist of things which affect corporate image.**

1. The aftermarket.
2. Is advertising credible?
3. Is your website credible?
4. How good are your industrial relations?
5. How convenient is your packaging or delivery services?
6. How good are your trade relations?

7. How does the stock market treat you?
8. How do people like your premises?
9. How do you deal with the correspondence?
  - a) What is the quality of your correspondence?
  - b) Are your letters replied the same day?

A public relations officer of an organization will not be able to discharge his functions adequately and properly if he does not know the problems of the internal and external activities of the organization in its entirety. It is necessary for him to have an integrated thinking and approach. He must have a clear concept of the company's socio-economic development, economic plans, and an overall view of the different sectors, their long and short term perspective. What may undermine is the relationship from an agency perspective resulting in the Internal PR Manager, and the organization, in not getting the best from the agency? The following steps can be taken care of while maintaining PR departments in these organizations.

- The internal PR person has to be the gatekeeper between the organization and the agency. The agency has to expect the Internal PR Manager to defend it and not simply 'pass the message' from others. The Internal PR Manager must defend the agency like he/she defends his/her own staff.
- An agency depends on getting a clear brief. It's the responsibility of the Internal PR Manager to provide such a brief, with achievable deadlines defined - and agreed -outcomes for the project or activity. Briefs provide the whole basis on which the relationship is based and how the effectiveness of the agency can be measured.
- The agency needs information from within the organization in order to fulfill its task - either supplied or via direct access to people who have it. The Internal PR manager has to either set up procedures or meetings to access it or allow the agency direct access within the organization.
- For PR to be successful organizations often have to do things differently, take a stance or sometimes simply 'be quoted on a particular topic. It's frustrating for an agency to have an organization that is not prepared to make the necessary commitment to make it stand out.
- The agency has to perform but nothing erodes a relationship more than the agency being expected to do the impossible, especially when demands are placed by executives within the organization (or from overseas) who do not understand PR and the boundaries within which it must operate.

Here are some suggestions for the Internal PR Manager to manage the relationships in a better manner.

- Each party brings skills and knowledge to the relationship. Ensure that these are clearly defined and reviewed from time to time.
- Let other parts of the organization see your external people at work. To minimize issues ensure that the external agency also has regular contact with sales and



marketing (and even the GM or MD). If your agency is good and knows its stuff' this will become self-evident, silencing any critics down and making your job easier.

- Just as you need to ensure that your own internal staff is seen to be 'doing' a good job by the organization, the same is needed with the external agency. The more credit they can be given, the more it justifies their retention of an external PR agency.
- If the agency is not performing, be honest and let them know. But do so in a planned and detailed way. Support your point of view with examples as you would if you were reviewing an employee. But, come back to the subject after a set review period to assess the performance.
- If you are not organized properly you can not expect the agency to perform to their best. It is up to the organization to institute appropriate reporting systems, by ensuring that regular reviews take place with the management of the agency not just the people doing the work, and generally manage and direct the agency.

### 13.5 Summary:

For different sectors like private, public and service the purposes of public relations also change. Besides the support from PR programme the assignments and different techniques are required for their success. Between the organization and the public there has to be a good working relationship for the successful coexistence. Regarding the PR in government the publics of it are so wide that it is very difficult to communicate to all these groups of people about the policies, plans schemes and activities in which case wide publicity and communication would help the PR people. On par with the private sector the PR departments in public sector also need to work hard to win over the people. In central government also the ministry of information and broadcasting has many departments to its credit which will take up the responsibility of taking up the task of winning over good publicity. Internal publicity division, Press information bureau, External publicity division, Directorate of Advertising and Visual Publicity, Films Division are some such wings which have been helping in spreading the good deeds at the governmental level. In both private and public sector organizations the information should not only flow from government to public but feed back from public is also important in any democracy.

### 13.6 Self Assessment Questions:

- 1) Write a note on importance of PR in various organisations.
- 2) Write about the strategies of PR in government organizations?
- 3) What is the role of PR in private organizations?
- 4) Write about Press information bureau.
- 5) What is the role of DAVP in promoting the image of Government?

### 13.7 Reference Books:

1. Chauhan A.S. : Public Relations
2. Chunnawala and Sethia : Public Relations
3. Cutlip and Center : Effective Public Relations
4. Lesley : Hand Book of Public Relations
5. Mehta, D.S. : Hand Book of Public Relations
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7. Rayudu, C.S. and Balan K.R. (2009) Principles of Public relations, Himalaya Publishing house, Mumbai.

**UNIT - 4**  
**Lesson - 14**

# **ADVERTISING**

## **Objectives:**

On completion of this lesson you should be able to understand

- The Communications Point of View
- Definitions of advertising
- Evolution of advertising
- Advertising objectives

## **Structure:**

- 14.1 Introduction**
- 14.2 The Communications Point of View**
- 14.3. Definitions of Advertising**
- 14.4 Evolution of Advertising**
- 14.5 Advertising Objectives**
- 14.6 Summary**
- 14.7 Self Assessment Questions**
- 14.8 Reference Books**

## **14.1 Introduction:**

Advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact on consumer thoughts, feelings and actions. In its simple form advertising is about creating a message and sending it to some one hoping that they will react in a certain way. Advertising is considered to be an effective and successful tool to persuade and influence potential customers to purchase or to consume a particular brand of product or service. At the same time advertising also could become controversial when questions arise about how it influences people and whether it is a good practice or not.

Advertising is a powerful communication force and a vital marketing tool- helping to sell goods, services, images, and ideas (of ideals) through channels of information and persuasion. Notice the word 'helping' in the last sentence. By it, advertising almost never "sells" products. Though it is often credited with making cash registers ring or blamed for failing to do so, advertising is, after all, but one part of the marketing and communication processes. The "greatest ad" in the entire world cannot sell a product that is not in the store because the distribution system has broken down. Nor will it convince people to buy products that they feel cost too much or poorly

packaged, or in some other way do not live up to their expectation. Even if advertising does help sell such a product once, repeat sales are virtually impossible to obtain; and few advertisers today can survive on the time sales.

It is crucial to our understanding of advertising therefore, that we appreciate from the start the dual nature of the process, which draws from both marketing and behaviour science disciplines. It interacts with numerous other marketing concerns, including personnel selling, product development and servicing branding of merchandise, and research. Advertising is also forever intertwined with the social psychological needs, wants, and backgrounds of consumers.

Although purists might well point out that the AMA definition actually describes an advertisement, rather than advertising, these words deserve careful scrutiny. Four phrases warrant clarification.

"Paid Form": When products or services are mentioned favorably in the media-newspapers, magazines, radio or television the item appears because it is presumed to provide information or entertainment for the audience. This is publicity, and nonpayment is made by the benefited organization. Advertising, on the other hand, is published or broadcast because the advertiser has purchased time or space to tell the story of a certain product or service.

"Non personal Presentation" : Personal selling takes place when a personal, face -to -face presentation is made. Although advertising complements, or may substitute for, personal selling, it is done in a non personal manner through intermediaries or media.

"Ideas, Goods, and Services" : From this phrase we can see that advertising is concerned with much more than the promotion of tangible goods. In recent years the United States has been characterized as a service economy Banks, insurance companies, airlines, resorts, restaurants, and dry cleaners advertise as aggressively as do the makers of automobiles, detergents, or beer. Although most advertising is designed to help sell goods and services, it is being used increasingly to further public interest goals.

"An Identified Sponsor": This phrase distinguishes advertising from propaganda attempts to present opinions and ideas in order to influence attitudes and actions. So does advertising. Often the propagandist remains anonymous and the source of the idea is unknown, a condition that makes evaluation difficult. Advertising, on the other hand, discloses or identifies the source of the opinions and ideas it presents. To do otherwise would be a wasteful expenditure of funds.

## 14.2 The Communications Point of View:

The phrase "paid form" in the AMA definition is too restricted for many advertising professionals. It was designed to distinguish between advertising, which is delivered through space, or time for which the advertiser has paid, and publicity which is delivered without charge as part of the news or entertainment content of the medium. In 1980 the advertising Council arranged for more than a half- billion dollars' worth of broadcast time and print media space to be devoted to advertisements for national distribution to promote public service projects such as continuing education, safe driving, and energy conservation. None of this advertising was paid for in the usual sense; various media and advertisers gave the necessary advertising space and time. Furthermore, the creative skill used in writing, illustrating, and producing the advertisements was not paid for either. An even larger dollar volume of public service messages

was produced and delivered without cost for local community projects, such as the United Fund and support of symphonies and art galleries. To the media that deliver these messages and to the men and women who create and produce them, they are advertisements just as much as are messages designed to increase the sale of soap.

### 14.3 Definitions of Advertising:

No advertising definition is here possible except as this entire chapter may be accepted as a definition. So rapidly has advertising advanced through its various changes that even the latest dictionaries and encyclopedias are out of date in their attempts to define it. The advertising of yesterday is not the advertising of today. It is so dynamic that men not so very old have witnessed its entire development from an untrustworthy instrument of quacks to its place as an engine in the conduct and expansion of business. Whatever be the appropriate definition of advertisement is, one thing is to conclude, that every succeeding year since the beginning of the human entrepreneurship, it has left its precious deposit of new ideas, better methods, larger and swifter efficiency, and the promise of an even greater growth. It is hard to find a satisfactory solution for advertising.

"Advertising has been described as a mode of communication designed with the attempt to convince people to begin or increase the use of product or service"

Another definition, albeit lengthy, for advertisement is

"To call the public's attention to one's business, usually for the Purpose of selling products or services, through the use of various forms of media, such as print or broadcast notices"

According to Kotler in the "Principles of Marketing", advertisement is defined as:

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

Advertising provides a direct line of communication to the existing and prospective customers about the product or service.

Finally it can be concluded as a paid and persuasive communication that uses non personal media and other forms of communication to reach a broad audience to connect and identify sponsor with a target audience.

### 14.4 Evolution of Advertising:

The practice of advertising as it evolved has been dynamic. The evolution of advertising was divided into six stages. The first is the age of print where the advertisements were primarily in the form of classified ads in print media. Their objective was to deliver information and the primary medium was the newspaper. The second stage was the industrial revolution and emergence of consumer society, a period when advertising grew in importance and size because of numerous social and technological developments. The modern era was the third stage and agency era is the period when the advertising industry grew and organizations specializing in modern professional advertising have developed. To compete in the market and build demand for brands the creative era showcased an emphasis on new creative practices. In the early 1970s the accountability era which is the beginning of the industry wide focus on effectiveness emerged.

In the early 1990s the industry recognized that advertising had to pay its own way and prove its own value. Finally the tragedy of September 11, 2001 changed the perception of ad agencies which have changed ads that were considered as insensitive by the public at large. Then the downfall of economies and the bust of internet economy have cut the size of the industry as the number of advertisements had come down drastically.

The current advertising scene: Advertising continues to be a dynamic profession which changes continuously. Technology and emergence of new media has changed media landscape and made advertisements more intimate, interactive and personalized forms of communication. This new age advertising is more personal and interactive and more likely to employ creative means and mode leaving behind the traditional formats of mass media. One of the biggest trends affecting advertising is the development of the integrated marketing communication (IMC) approach which also is expanding the scope of new advertising. Integrated marketing communication is the practice of unifying all marketing communication tools so they send a consistent, persuasive message promoting company goals. In addition to the marketing communication tools the brands stake holders all those groups of people who have an interest in the brand includes employees, vendors, suppliers, distributors, investors, governments and regulators, the community, the watch dogs groups, the media and so forth. The concept of IMC and technological improvements in communication have made it possible for companies to have more of a dialogue with their customers moving marketing communication and advertising further away from one way model communication . The trend is complicated by the increasing globalization

## 14.5 Advertising Objectives:

Advertising ultimately seeks to establish what is called "mind share". Mind share is the status a brand can achieve when it co-exists with deeper, more empirical categories of objects. In India, Xerox is used for photo copying, though it is a brand name of a company. Mind share can be established to a greater or lesser degree depending on product and market. In Texas, for example, it is common to hear people refer to any soft drink, as a Coke, regardless of whether it is actually produced by Coca-Cola or not.

There are various other' objectives of advertising which include short or long term increases in sales, market share, awareness, product information, and image improvement. Harper enumerated eight ways that can work for the benefit of the advertising. They are;

### **Induce Trail:**

Advertising induces a maximum trail of the new entries in as short a period as possible.

### **Intensify Usage:**

Advertising can get more usage of a product. If a product is promoted aggressively it becomes the best selling one in the market.

### **Sustain Preferences:**

Long established brands maintain their lead though advertising.

### **Conform Imagery Advertising:**

Borrows on established imagery and confirms it in the buyers mind thus sustaining high sales for these luxury goods.

**Change Habits:**

Sometimes advertising changes the habits of people by enforcing them to adopt new products by replacing the old ones.

**Build Line Acceptances:**

Some advertisements tie together the extensive product lines in the minds of consumers.

**Break The Ice:**

When the sales person is the key to the firm's marketing success advertising can serve as a door opener.

**Build Ambience:**

Advertising can make us feel good about being in the advertisers establishment.

**14.6 Summary:**

Advertising is a complex, powerful form of communication which is effective and successful in persuading and influencing potential customers to purchase or to consume a particular brand of product or service. Advertising does help in selling a product not only once but can be repeated. It is a Paid Form of communication which promotes "Ideas, Goods, and Services" with non personal presentation. Advertising, on the other hand, discloses or identifies the source of the opinions and ideas it presents. To do otherwise would be a wasteful expenditure of funds. "Advertising is considered as a mode of communication designed with the attempt to convince people to start using a product or service" The advertising has evolved into the present form by crossing six stages. Advertising continues to be a dynamic profession which changes continuously. Advertisements have become more of intimate, interactive and personalized forms of communication. The trend are influenced by increasing globalization. In eight ways advertising can work for the benefit of the advertiser. They are inducing trial, Intensify usage, sustain preferences, conform imagery advertising, change habits, build line acceptances, break the ice and build ambience.

**14.7 Self Assessment Questions:**

1. Write few definitions of advertising.
2. List out the advertising objectives.
3. Write about the evolution of advertising.

**14.8 Reference Books:**

Longman, K.A. (1971), Advertising, Harcourt Brace Jovanovich, INC., New York.

Sandage, C.H., Fryburger, V, Rotzoll,k (1998). Advertising theory and practice, A.I.T.B.S. Publishers, New Delhi.

Wright, Advertising

Bellur : Reading in Advertising Management.

Mathur : Press Advertising.

## **Lesson - 15**

# **ADVERTISING - KEY PLAYERS**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Purpose of Advertising
- Elements of Advertising
- The Functions of Advertising
- The Key Players
- Types of Advertising
- Forms of Advertising
- Advertising Techniques

### **Structure:**

- 15.1 Introduction**
- 15.2 Purpose of Advertising**
- 15.3 Elements of Advertising**
- 15.4 The Functions of Advertising**
- 15.5 The Key Players**
- 15.6 Types of Advertising**
- 15.7 Forms of Advertising**
- 15.8 Advertising Techniques**
- 15.9 Summary**
- 15.10 Self Assessment Questions**
- 15.11 Reference Books**

### **15.1 Introduction:**

Advertising has a range of purposes and functions in its diverse operations. Along with the major sectors like marketing and public service there are many sections which benefit from this process. Depending upon the context and purpose the types of advertising also vary from occasion to occasion. In the same way many techniques are used in producing advertisements to attract the attention of publics.



## 15.2 The Purpose of Advertising:

The purpose of advertising is to

1. Help customers to know about product or Service;
2. Convince customers that a particular company's product or service satisfy their requirements;
3. Create a need for product or service;
4. Enhance the image of a particular company;
5. Introduce new products or services to the customer,
6. Reinforce salesmen's messages;
7. Guide the customers in taking the next step (ask for more information, request a sample, place an order, and so on)
8. Draw the attention of the customer towards the business.

Many people are influenced by the advertising, and so it is important for us to know why it is so and how it happens.

## 15.3 Elements of Advertising:

The advertising refers to four elements i.e. strategy, creative idea, creative execution and creative media use. The base of which is creative thinking not only in the development of advertising but also in implementation. These are also considered as the fundamental elements professionals use to analyze the effectiveness of their advertising efforts.

### Advertising Strategy:

It is the logic and planning behind the advertisements that gives it direction and focus. Every effective ad implements a sound strategy. The advertiser develops the ad to meet specific objective, carefully directs it to given audience, designs the message in such a way that suits the important concerns of the audience and runs it through the media to reach the audience effectively.

### Creative Idea:

The creative concept is the ads central idea that grabs ones attention and lasts in the memory of considerable time. Creativity is needed in all its stages such as planning, research, buying and placing of ads and also the designing.

### Creative Execution:

For the ad to be effective proper execution is essential. The details, the photography, the writing, the action, the setting, the printing and the way the product is depicted play important role in the success of an advertisement.

**Creative Media Use:**

Many advertisers use media i.e communication channels that have broad reach such as television, magazines, internet etc. Creativity is crucial for not only designing the message but is vital in delivering the message also.

**15.4 The Functions of Advertising:**

From the advertiser's perspective, advertising in general performs seven basic functions.

1. Builds awareness of products and brands
2. Creates a brand image
3. Provides product and brand information
4. Persuades people
5. Provides incentives to take action.
6. Provides brand reminders
7. Reinforces past purchases and brand experiences.

**15.5 The Key Players:**

The advertising is a complex activity because it has a number of different organizations involved in making decisions and executing advertising plans. Number of key players makes different contributions to the final product i.e. the advertisements. They include the advertiser or client, the agency, the media, the supplier and the audience. They all will have different perspectives and objectives but an effective advertisement is produced only when all of them work in unison with a common objective.

**Advertiser:**

Advertisement begins with the advertiser, the person or organization that uses advertising to send a message about its products. The advertiser initiates the advertising effort by identifying marketing problems that advertising can solve. The advertiser also makes the final decision about the target audience and the size of the advertising budget. He approves the advertising plan which contains the details of message outlines and media strategies.

**Advertising Agency:**

The second player in the advertising world is the advertising agency or department that creates the advertisement. Advertisers hire independent agencies to plan and implement part or all of their advertising reports. This relationship is also known as agency client partnership. An advertiser uses an outside agency as it is believed that the agency will be more efficient in creating an advertisement or a complete campaign that the advertiser would be on its own. Successful agencies such as Arnold worldwide will have strategic and creative workforce, media knowledge, talent, and the ability to deal with the client's i.e both the advertiser and the media to place ads. Large advertisers will sometimes participate in the advertising process through their in-house agencies or through their advertising departments.

**Media:**

The third player in the advertising is the media which is generally composed of the channels of communications which help in carrying the message from the advertiser to the audience and in the case of some media such as internet it would carry response of audience back to the advertiser also. The development of mass media is matched with the growth of the field of advertising also. Many of the media organizations help advertisers in the designing and production of advertisements. The primary advantage of usage of mass media is the cost of space in print, media or spot of time in broadcast media and cost and time in interactive media which is realized in the form of great reach where the ad reaches maximum number of people.

**The Suppliers:**

The fourth player in this process of advertising is the group of service organizations that assist advertiser, advertising agencies and the media in creating and placing the ads: the suppliers or vendors who provide specialized services. Members of this group includes artists, writers, photographers, directors, producers, printers as well as self employed freelancers and consultants among others. The number of suppliers reflects the variety of takes that it takes to put together an ad. The need to hire the services of these suppliers arises as the advertiser may not be an expert in this particular area. They may be overloaded or they may want a fresh perspective. Another reason to rely on vendors is cost. Vendors' services are always cheaper than the services of in-house people as the advertiser needs to employ large number of experts.

**The Target Audience:**

The advertising strategy starts with the identification of the customer or prospective customer and the desired audience for the advertising message. The character of the target audience has a direct bearing on the overall advertising strategy especially creative strategy and the media strategy. The task of identifying the real audience is a laborious and costly exercise. The recently developed data gathering technology reduced the time and costly of doing the research but also improved the accuracy of information about customers.

## 15.6 Types of Advertising:

Advertising is complex because so many different advertisers try to reach so many different types of audiences. Considering these different advertising situations seven major types of advertising were identified.

**Brand Advertising:**

The most visible type of advertising is the brand advertising which helps the company develop a long term brand equity and image.

**Retail or Local Advertising:**

A great deal of advertising focuses on retailers or manufacturers that sell their merchandise in a certain geographical area. In this type the message announces the facts about products that are available in their vicinity. The objective focuses on stimulating sales of products or services. Local advertising also refers to a manufacturer or distributor who offers products on a fairly restricted geographical area.

**Direct Response Advertising:**

Can use any advertising medium including direct mail but the messages are different from that of national and retail advertising as it tries to stimulate a sale directly to the consumer by mail or some other means.

**Business to Business Advertising:**

It is set between one business to another where messages are sent to distributing companies and also to industrial purchases and professionals. General consumers are not part of this exercise. In this type ads are generally carried out in professional, trade magazines.

**Institutional Advertising:**

Institutional advertising is also called as corporate advertising in which the messages focus on establishing a corporate identity or winning the public over to the organizations point of view.

**Nonprofit Advertising:**

Non governmental organizations such as charities, trusts, foundations, associations, groups, communities, institutions advertise for customers, members and volunteers as well as for donations and other forms of program participation.

**Public Service Advertising:**

It communicates a message on behalf of some good cause such as 'Idea' ad featuring Abhishek Bachan where the importance of conservation of forests is stressed and public is advised against tree cutting. These ads are generally created by advertising professionals' as well industrial groups to promote social cause where the media also usually donate the space and time.

**15.7 Forms of Advertising and Their Functions:**

In another type advertising can be classified according to its function and each functional classification possesses its own definite characteristic features.

**National Advertising:**

It is any advertising done by a manufacturer of consumer product for the purpose of convincing consumers that they will benefit from the purchase and use of the product. It is advertising done by the manufacturer or producer in contrast with that done by a retailer. Large firms engage national advertising in large quantities but the term also applies to the promotional efforts of companies with limited market coverage. National advertising exists when a trademarked product has potentiality of being sold out throughout the nation such as Godrej.

**Retail Advertising:**

In national advertising the message say in effect "buy our brand". The manufacturer cares little whether the product is purchased or not. The retail advertising on the other hand has a different goal. His advertisements message says "buy an X brand at our store" where the consumer who makes the purchase is more important to the retailer than what specific brand is purchased by him. Retail and national advertising differ in at least 5 ways such as territory covered, customer relationship, target audience interest, Expected response, and sure of price.

Generally speaking, the retailer works in a more restricted geographic market than does the national advertiser.

**Local Advertising:**

In local media in any community an appreciable amount of advertising is sponsored by local business firms. In advertising done by service institutions such as banks, dry cleaners, beauty salons, and computer schools etc, the advertiser's aim is to convey about the benefits to be derived by the local buying public from the use of the advertised service and brand loyalty so to speak must be created for these services.

**Cooperative Advertising:**

To help the consumer in identifying the product easily big brands help the dealers produce ads. These ads appear to the general public to be regular retail advertisements of a local's store, the featured product is a nationally advertised brand of merchandise and the signature is that of the local retail store. The brand manufacturer often provides the retailer with the material or guidelines from which the print ads, radio and TV commercials are produced thus assuring that the message says what the manufacturer wants it to say. The media costs are usually shared.

**Business Advertising:**

Advertisement designed to communicate with buyers acting in a role of producer rather than consumer has been given many names, including trade advertising, industrial advertising, and vocational advertising. We prefer to use specific categories within the broad classification

- Trade Advertising
- Industrial Advertising
- Farm Advertising
- Professional Advertising

**Trade Advertising:**

This type is used to persuade retailers to stock their products to feature them in those stores and to tie with national advertising campaigns in their retail ads. Retailers stock those items that customers will buy, but they are generally limited in shelf space and short of funds for investment. Therefore retailers must be convinced that stocking the products of individual manufacturers is to their advantage.

**Industrial Advertising:**

Vast array of items including machinery, equipment, raw materials, semi processed materials, parts and operating supplies are used by manufactures and other producers to make produce both for the consumer and business markets. The manufacturers of industrial goods sell their products to other producers and are not concerned with securing retail distribution. The advertising messages are designed to show manufacturers as to how they can benefit from purchase of the advertised products. Appeals of quality, service durability and economy are stressed.

**Farm Advertising:**

For the products necessary to farms and houses of farms special advisements are designed through special media. The contents of the advertisements could be industrial in nature but since the functional aspect deals with farming these ads are called functional ads.

**Professional Advertising:**

Generally professionals like doctors, lawyers and architects are desisted from advertising their desire to obtain clients. These restrictions by professional associations have been relaxed and we now see these ads by such individuals going beyond announcements of a new office location of the acquisition of a new partner. This advertising is aimed at the professional person not by him or her. This kind of advertising is known as professional advertising.

**15.8 Advertising Techniques:**

Many techniques are used by advertisers to impress upon the public to buy a product. These may include

**Repetition:**

Some advertisers concentrate on making sure their product is widely recognized. To that end, they simply attempt to make the name remembered through repetition.

**Bandwagon:**

By implying that the product is widely used, advertisers hope to convince potential buyers to get on the bandwagon.

**Testimonials:**

Advertisers often attempt to promote the superior quality of their product through the testimony of ordinary users, experts, or both. "Three out of four dentists recommend..." This approach often involves an appeal to authority.

**Pressure:**

By attempting to make people choose quickly and without long consideration, some advertisers hope to make rapid sales: "Buy now, before they're all gone!"

**Association:**

Advertisers often attempt to associate their product with desirable things, in order to make it seem equally desirable. The use of attractive models, picturesque landscapes and other similar imagery is common.

**Advertising Slogans:**

A well coined slogan with a personal touch is often used to make the customer remember the product and its application.

## 15.9 Summary:

The advertising help customers to know about product or service, create a need for them , convince customers, enhance the image of a particular company; introduce new products or services to the customer, reinforce salesmen's messages; help the customers in stepping ahead and tries to attract the attention of people. The advertising has elements such as strategy, creative idea, creative execution and creative media use. They help in estimating the effectiveness of their advertising efforts.

Advertising in general performs seven basic functions i.e. building awareness of products and brands, creating a brand image, providing product and brand information, persuades people, provides incentives and brand reminders, reinforces past purchases and brand experiences. The key players in the advertising are advertiser, advertising agency, media, the suppliers and the target audience.

## 15.10 Self Assessment Questions:

1. Elaborate the types of advertising
2. Explain the advertising techniques.
3. What are the key players of advertising?
4. Write about the elements of advertising.
5. Explain the various forms of advertising.
6. Discuss the purposes of advertising.

## 15.11 Reference Books:

Longman, K.A. (1971), Advertising, Harcourt Brace Jovanovich, INC., New York.

Sandage, C.H., Fryburger, V, Rotzoll,k (1998). Advertising theory and practice, A.I.T.B.S. Publishers, New Delhi.

Wright, Advertising

Bellur : Reading in Advertising Management.

Mathur : Press Advertising.

## **Lesson - 16**

# **ADVERTISING AND ITS ROLES**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Economic role of advertising
- Social role of advertising
- Cultural role of advertising
- Religious role of advertising

### **Structure:**

- 16.1 Introduction**
- 16.2 Economic Role**
- 16.3 Social Role**
- 16.4 Cultural Role**
- 16.5 Religious Role**
- 16.6 Summary**
- 16.7 Self Assessment Questions**
- 16.8 Suggested Readings**

### **16.1 Introduction:**

As the practice of advertising has evolved all these years it has played many important roles. It all started with the marketing role where the advertisement enabled the people to identify the producer of the product or service which ultimately leads to perform many functions such as the communication role, economic role and societal role. Rapid industrialization has enhanced the need for vigorous advertising where as technology has widened its scope also expanded with leaps and bounds. But as the proliferation of media made it more difficult for any one message to get people's attention, a need developed for more creative techniques that would make an impact. Creativity remains a key factor in evaluating the impact of an advertising idea and is an important characteristic of successful advertising. In order to better understand how advertising works let us consider the four roles advertising plays.

Advertising decisions are finalized by the business firms in the context of a sociological setting. As they are basically aimed at members of the society is affected by advertising in economic and in social ways. This chapter analyses the overall effects of advertising on society as a background for advertising more specific roles.



Advertising is big business involving billions of dollars spent each month on it. Many industries exist solely due to the influx of money advertising brings in. The cable TV industry, magazines, newspapers and many other media and non-media industries would be drastically changed if they could not sell advertising space. We would not know what to buy either for lack of details about the product.

Because of these facts, companies try all sorts of tactics to get our attention and money. Sometimes these attempts involve illegal, underhanded or dirty tricks.

Why is this advertising method illegal? It is illegal for two reasons:

- It relies on false information
- It works way too well

One of the main problems is that many times, these underhanded techniques work all too well. They are based on deception, misdirection and other highly refined but sharply unethical techniques. In many ways, and especially on the internet, the porn industry has had its share of unethical advertising. Sometimes, the advertising attempt is covered in a veneer to make it sound acceptable to people with objections: They say they are just trying to offer "relevant content" to people that may want it, or say that all they have to do to stop receiving the advertisement is... some instructions are given.

Advertising works best when it is aimed at "people who would most likely use the product". Because of this many unethical attempts are done to place advertisements in places where they should not be.

If an instance of advertising seeks to move people to choose and act rationally in morally good ways that are of true benefit to themselves and others, persons involved in it do what is morally good; if it seeks to move people to do evil deeds that are self destructive and destructive of authentic community, they do evil. This applies also to the means and the techniques of advertising: it is morally wrong to use manipulative, exploitative, corrupt and corrupting methods of persuasion and motivation

Advertising can be classified as being of questionable taste on four principal scores.

1. A moral concern over the product itself and the producers of products such as liquor, cigarettes contraceptives and feminine hygiene sprays. If a person objects to a product itself it is natural that its advertising will be deemed objectionable and will suffer as a consequence.
2. Advertising is just the most visible part of the total product entity. Rationally objection to a product should be distinguished from objection to its advertising.
1. Inappropriate time or context for the message exposure. For e.g. laxative advertising at the dinner hour lingerie ads on early evening TV: Certainly the poor timing of advertising for otherwise acceptable product may show a lack of taste on the advertiser's part, as in the showing of laxative advertisements at dinner time. Of course one might encounter that dining and watching tv simultaneously is also in bad taste. The clutter of advertising messages on tv can be irritating to the viewer. Heavy concentration of advertisements in other media such festive season rush is tolerated by the typical consumer.

2. Use of objectionable appeals such as fear or opinions on matters of sex are subjective to the utmost degree. Although no advertiser knowingly will use sex appeals in a manner that will offend the majority of the target audience there is no doubt that such appeals do create interest in advertising messages.
3. Use of objectionable techniques, excessive repetition of messages, loud volume, silliness of presentation., sound effects or the employment of unpleasant people voices of music are all part of the intrusive nature of advertising especially in the television medium. Extreme use of such technique could prove counter productive.

Whether advertising has an adverse effect on values and lifestyles is doubtful. It is claimed that advertising breeds' materialism, but it is probably more correct to say that advertising reflects people's values. Thus advertising appeals to the material wants of people rather than creating them. Similarly advertising adorns to debase the moral ethical or aesthetic standards of our society. In so far as values are concerned advertising is a neutral instrument. Advertising supports the nation's goal of assuring freedom from government and political controls over editorial matter and programming.

## 16.2 Economic Role:

Advertising contributes in many ways to our human welfare economically and socially. It makes three economic contributions.

1. Advertising encourages economic growth
2. It helps maintain competition.
3. It informs consumers.

Economists study the allocation of society's resources. Some economists charge that advertising wastes resources. First of all, they claim that advertising just adds costs to the price of the product. Although advertising is at the cost of doing business and must be included in the selling price, it may also bring about substantial reduction in production and distribution costs and result in lower prices paid by consumers. Although much advertising does aim at shifting demand from one brand to another the process leads to better products for consumers and is not really an inefficient allocation of resources; If advertising made people worse off, they would not respond to it. The ideas that advertising makes people buy many things they don't need and therefore lead to an inefficient use of resources denies the whole concept of freedom of choice underlying our economic order.

Effective advertising is persuasive. It influenced people to buy its sponsors product. But advertising also informs consumers and therefore has economic value. The critics' model assumes consumers have perfect knowledge (information) but that assumption is not valid in real life. It can play an important role in economic growth of nation. It creates more demand for more goods and services which ultimately result in more jobs. By lowering information cost, advertising assists in the marketing of more and better goods thus leading to a greater gross national product (GNP) and a higher standard of living. The advertisement lowers information costs and results in more price competition and consequent lower prices for consumers. Information is an economic good and is subjected to the law of supply and demand as are other economic goods. Advertising has proved to be a more efficient and least costly source of information than those of other sources.

In this era it may not be true then advertised brands would cost more relative to quality and consumers would choose unadvertised brands. Thus consumers in buying advertised brands are allocating some of their resources to advertising then consider that for obtaining information advertising is the most efficient use of these resources.

Through advertising consumers learn of the existence of products, and further more, they lead which products are successful from the mere fact that they are advertised. Producer tries to determine what people want, mark the item, and then advertise its availability. The opposite sequence of trying, through advertising, to get people to want what is being made doesn't work out. Consumer sovereignty exercises its veto power readily and frequently. Careful empirical studies have uncovered little evidence that the presence of advertising leads to the concentration of industry or that it erects barriers to entry into industry. In the American toy industry, the availability of television advertising had led to increase in sales of the product at lower prices to consumers. Advertising is sometimes called as the voice of free choice and certainly manufactures seeking to serve diverse wants under a system of free choice should have the opportunity to communicate the news about the availability of their product to potential buyers.

#### **Promotes Competition:**

Some claim that advertising creates the supposition of differences among products that are essentially the same. Consumers then build a brand preference for the advertised good and are willing to pay more for it because they perceive it to be better than an unadvertised but similar product. This tendency limits the competitiveness in the market for the product and gives the advertised market power. Some economists argue that advertising makes it more difficult for new producers to enter the market place by providing a barrier to entry and in addition that its presence reduces competition by bringing about industry competition and monopoly profits.

#### **Advertising and Monopoly:**

The argument that advertising reduces competition is based on the assertion that the cost of advertising a new product is prohibitive for any but the entrenched giants of industry. In other words, advertising superiority enables large existing producers to block new competition from entering a market and results in the establishment of monopolies with high prices and profits. Advertising increases market efficiency with economies of scale these result from the employment of both mass production and mass distribution methods that are possible only because advertising has expanded demand for the product. It is the cheapest and most efficient method of 1) communicating with consumers about the product availability and 2) obtaining retail distribution for that product. Advertising informs customers.

Richard Holton an economist describes advertising and its roles. The traditional critical view of advertising as held by economists as advertising leads to distribution in consumption, expenditure and reinforces positions of market power permitting the large firm to extract a higher price from buyers that would be possible if advertising were restricted or prohibited. Economists who hold this view believe that advertising is a source of market power with high prices to consumers as the inevitable income. Holton goes on to say that economists feel that advertising is as respectable a subject of scholarly research and some argue that advertising lowers information costs and results in more price competition and consequent lower prices for consumers. The important goal of any government i.e. providing employment to its youth is realize by the advertising. To create more there must be an increased demand for goods and services and advertising contributes to

the accomplishment of that goal. By lowering information costs advertising assists in the marketing of more and better goods, thus leads to a greater GNP and a higher standard of living.

Although advertising can play an important role in economic growth some economists still criticized that advertising forces undesirable allocation of society's scarce resources and is an economic waste. The traditional economic view that advertising is wasteful is based on the assumption that consumers already possess perfect information and can make choices without advertising. This assumption is not true in the real world and many economists now assign a value to information. People do not have complete information and they seek information, a fact that is demonstrated by the growing number of subscribers to consumer magazines. Information is an economic good and is subjected to the laws of supply and amends as are other economic goods. Advertising has proved to be a more efficient (less costly) source of information than other sources. If this were not true then advertised brands would cost more relative to quality and consumers would choose unadvertised brands. Thus consumers in buying advertised brands are allocating some of their resources to advertising. They consider that for obtaining information, advertising is the most efficient use of these resources.

#### **Advertising Helps Maintain Competition:**

Some economists claim that advertising creates the supposition of differences among products that are essentially the same. Consumerism than build a brand preference for the advertised goods and people are willing to pay more for it because they perceive it to be a better option than an unadvertised but similar product. This enhances the competitiveness in the market power. These economists argue that advertising makes it more difficult for new producers to enter the marketplace by providing a barrier to entry and in addition that its presence reduces competition by bringing about industry concentration and monopoly profits.

#### **Advertising and Monopoly:**

According to some economists advertising superiority enables large existing producers to block new competition from entering a market and results in the establishment of monopolies with high prices and profits. One economist states that the persons who believe that advertising decreases competition make two basic assumptions that

1. Advertising by established firms changes consumers tastes and create durable brand loyalties
2. There are increasing returns to advertising.

Advertising is the cheapest method of

1. Communicating with consumers about the product availability
2. Obtaining retail distribution for that product.

Advertising informs customers at one time. Economists distinguished between informative advertising and competitive advertising. The latter was designed primarily to shift demand from our brand to another and therefore was called undesirable, uneconomic and wasteful. Informative advertising under the system of classification was identified as classified advertising in newspapers and price oriented advertisement sponsored by retailers. Some economists have been devoting considerable thought to this problem and have concluded that all advertising is informative although

different kinds of advertising convey different kinds of information.

### 16.3 Social Role:

Advertising also has a number of societal roles to play. It informs the society about the new and improved products, helps people in comparing products and features and generally keeps informed about innovations and issues. It mirrors fashion and design trends and adds to our aesthetic sense. On the social side, we see that advertising touches members of society in four significant ways.

1. Through its persuasive abilities
2. By its truth fullness or untruth fullness
3. Through its tastefulness or tastelessness and
4. By its cultural impact on our values and lifestyles.

According to James Ferguson advertising is social institution and its costs and benefits should be evaluated to determine the total impact of advertising in our social welfare.

The advertising's major contributions to the social welfare are

1. Advertising is an efficient source of information for both consumers and industrial purchasers as it informs about product quality, new merchandise, new technology and prices.
2. Advertising reduces distribution costs by making personal selling more effective or by replacing it entirely.
3. Advertising encourages competition by lowering information cost; it also fosters product quality through clear brand identification and producer or distributor accountability
4. Advertising publicizes the material and cultural incentives of a democratic free enterprise society and so helps motivate increased productive effort by both management and workers.
5. Advertising enables both the print and broadcast media to maintain independence from governments, political parties and other special interest groups.

The political role of advertising is a very important and crucial aspect in the democratic setup because it facilitates the participation of citizens in making political choices, guarantees people about holding elected representatives responsible to people and replaces with efficient persons if it is found that elected are inefficient and are not eligible to hold on to the posts. Like economy advertising can influence political field also to a greater extent. Fair and social responsible media in a democratic system help to the tendencies of monopolization of power on the part of oligarchies and special interests. So political advertising can make its contribution by informing people about the ideas and policy proposals of parties and candidates, including new candidates not previously known to the voter. Political advertising can support and promote the functioning of the democratic process, and can also obstruct it. This happens, when money advertisements and campaigns become inevitable rather than the credibility of politicians. When advertisings

becomes a bias and comes to the rescue of people who have money and help them in all possible manners the objective of integrity in political advertising would be defeated. These advertisement could influence people's emotions, instincts, selfishness, bias and hostility.

#### 16.4 Cultural Role:

Because of the impact advertising has on media that depend on it for revenue, advertisers have an opportunity to exert a positive influence on decisions about media content. This they do by supporting material of excellent intellectual, aesthetic and moral quality presented with the public interest in view, and particularly by encouraging and making possible media presentations which are oriented to minorities whose needs might otherwise go unrecognized. Moreover, advertising can itself contribute to the betterment of society by uplifting and inspiring people and motivating them to act in ways that benefit themselves and others. Advertising can brighten lives simply by being witty, tasteful and entertaining. Some advertisements are instances of popular art, with a vivacity and plan all their own. Culture and cultural values are also influenced by advertising. They also can have a corrupting influence upon culture and cultural values. Just as economic dimension harms the developing nations by fostering consumerism and destructive patterns of consumption cultural injuries may be inflicted by advertising whose content and methods, reflecting those prevalent in the first world, are at conflict with treasure of traditional values in indigenous cultures. Today this kind of "domination and manipulation" via media rightly is "a concern of developing nations in relation to developed ones," as well as a "concern of minorities within particular nations."

The indirect but powerful influence exerted by advertising upon the, media of social communications that depend on revenues from this source points to another sort of cultural concern. In the competition to attract ever larger audiences and deliver them to advertisers, Communicators can find themselves tempted - in fact pressured, subtly or not so subtly - to set aside high artistic and moral standards and lapse into superficiality. Communicators also can find themselves tempted to ignore the educational and social needs of certain segments of the audience, the very young, the very old, the poor, who do not match the demographic patterns (age, education, income, habits of buying and consuming, etc.) of the kinds of audiences advertisers want to reach. In this way the tone and indeed the level of moral responsibility of the communications media in general are lowered.

Many often, advertising contributes to the stereotyping of particular groups that places them at a disadvantage in relation to others. This often is true of the way advertising treats women; and the exploitation of women, both in and by advertising, is a frequent deplorable abuse. "How often are they treated not as persons with an inviolable dignity but as objects whose purpose is, to satisfy others appetite for pleasure or for power? How often the role of woman as wife and mother is undervalued or even ridiculed? How often is the role of women in business or professional life depicted as a masculine caricature, a denial of the specific gifts of feminine insight, compassion, and understanding, which so greatly contribute to the civilization of love?" These are all potential harms of advertising in the culture of the society.

## 16.5 Religious Role:

In many cases, benevolent social institutions, including those of a religious nature, use advertising to communicate their messages - messages of faith, patriotism, tolerance, compassion and neighborly service, and charity toward the needy. Messages concerning health and education, constructive and helpful messages that educate and motivate people in a variety of beneficial ways are also produced. Advertising can be tasteful, in conformity with high moral standards, and occasionally even morally uplifting. But it also can be vulgar and morally degrading. Frequently it deliberately appeals to such motives as envy, status seeking and lust. Today, some advertisers consciously seek to shock and titillate by exploiting content of a morbid, perverse, pornographic nature.

In cases of the first sort, commercial advertisers sometimes include religious themes or use religious images or personages to sell products. It is possible to do this in tasteful, acceptable ways, but the practice is obnoxious and offensive when it involves exploiting religion or treating it flippantly. In cases of the second sort, advertising sometimes is used to promote products and inculcate attitudes and forms of behavior contrary to moral norms. That is the case, for instance, with the advertising of contraceptives, medicines and products harmful to health and government sponsored advertising campaigns for artificial birth control, so-called "safe sex", and similar practices.

Advertising also has an important responsibility as it influences society through its ads. It will have deeper and indirect but powerful impact on society through its influence on media. Many publications and broadcasting operations depend on advertising revenue for survival. This often is true of religious media as well as commercial media. For their part, advertisers- naturally seek to reach audiences; and the media, striving to deliver audiences to advertisers, must shape their content so to attract audiences of the size and demographic composition sought. This economic dependency of media and the power it confers upon advertisers carries with it serious responsibilities for both. "If the media are to be correctly employed, it is essential that all who use them know the principles of the moral order and apply them faithfully in this domain." The moral order to which this refers is the order of the law of human nature. In this context, the media of social communications have only two options. Either they help human persons to grow in their understanding and practice of what is true and good, or they are destructive forces in conflict with human well being. That is entirely true of advertising.

As this suggests, something more fundamental is at issue here, which is authentic and integral human development. Advertising that reduces human progress to acquiring material goods and cultivating a lavish life style expresses a false, destructive vision of the human person harmful to individuals and society alike. When people fail to practice "a rigorous respect for the moral, cultural and spiritual requirements, based on the dignity of the person and on the proper identity of each community, beginning with the family and religious societies," then even material abundance and the conveniences that technology makes available "will prove unsatisfying and in the end contempt.

## 16.6 Summary:

Over all these years advertising has played many important roles. From marketing communication, economic, societal roles have been performed by them. Rapid industrialization modern technology and also the growth of mass media flooded the field of advertising. On economic front advertising encourages economic growth, maintains competition and disseminates information to consumers. On the social side, we see that advertising touches members of our society in four significant ways i.e. through its persuasive abilities, by its truth fullness or untruth fullness, through its tastefulness or tastelessness and by its cultural impact on our values and lifestyles.

Often culture and cultural values are also influenced by advertising. They also can have a corrupting influence upon culture and cultural values. Just as economic dimension harms the developing nations by fostering consumerism and destructive patterns of consumption cultural injuries may be inflicted by advertising whose content and methods, reflecting those prevalent in the first world, are at conflict with treasure of traditional values in indigenous cultures. Benevolent religious institutions use advertising to communicate their messages - messages of faith, patriotism, tolerance, compassion and neighborly service, of charity toward the needy etc. Messages concerning health and education, constructive and helpful messages that educate and motivate people in a variety of beneficial ways are also produced by them.

## 16.7 Self Assessment Questions:

1. Explain the economic role of advertising.
2. What kind of social role does advertising have?
3. What kind of political role does advertising have?
4. Advertising should not compromise on the moral values. Comment.

## 16.8 Suggested Readings:

Longman, K.A. (1971), Advertising, Harcourt Brace Jovanovich, INC., New York.

Sandage, C.H., Fryburger, V, Rotzoll,k (1998). Advertising theory and practice, A.I.T.B.S. Publishers, New Delhi.

Wright, Advertising

Bellur : Reading in Advertising Management.

Mathur : Press Advertising.



## **Lesson - 17**

# **ETHICAL AND MORAL ROLE OF ADVERTISING**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Moral role of advertising
- Ethical aspects of advertising

### **Structure:**

- 17.1 Introduction**
- 17.2 Moral Role**
- 17.3 Ethical Aspects of Advertising**
- 17.4 Summary**
- 17.5 Self Assessment Questions**
- 17.6 Suggested Readings**

### **17.1 Introduction:**

Advertising is persuasive in nature, but there are adequate laws in existence to handle untruthful advertising which of course is not desirable. Critics say that advertising so often is in bad condition and taste. This charge may come about because the product itself is deemed to be undesirable, in such cases; advertising is not at the heart of the problems. Often the field of advertising has been facing the allegations of being unethical and yielding to the commercialism by sacrificing the values.

### **17.2 Moral Role of Advertising:**

Though the purpose of advertising is to influence the prospective it is often received in positive sense and accepted by public in general. It is considered to be informative and entertaining at times. Others believe that some advertising messages appear at the wrong time or that objectionable appeals are made, or that the advertising techniques employed are not acceptable. Each of these three areas is fraught with the hazards of personal subjectivity; what one person thinks is objectionable will not disturb another. Further more standards of taste change over time and the very definition of "waste" change over time and the very definition of taste poses problems. Errors in judgment may on certain occasions lead to tasteless advertising, but a generalization to the whole institution of advertising is unwarranted.

Advertising is claimed to be in good taste and sometime in bad taste which depend on individual perception. In determining which advertisement is in good taste or in bad taste sometimes fails to meet the test. The primary concern is the manner in which the advertising is done rather than its content matter. Involved are those ethical, moral and aesthetic considerations regarding the manner in which advertising is handling. Advertising can be classified as being of questionable taste on four principal scores.

1. Moral concern over the product itself, products such as liquor, cigarettes, contraceptives and female hygiene sprays.
2. Inappropriate time or context for the messages such as exposure of laxative advertising at the dinner hour, lingerie ads on early evening TV etc.
3. Use of objectionable appeals such as fear or favouring sex.
4. Use of objectionable techniques in the form of excessive repetition of messages, loud volume, silliness of presentation.

A basic problem is that different people have different standards. At least three problems are found while determining the line between good taste and bad taste in advertising. Ethics, moral and aesthetics or general standards of behaviors, specific standards of behaviours and artistic standards are problems involved in advertising widely. Whatever are the standards of taste, they change over time. There could be semantic problems with the variable called taste also. Advertisers, like people engaged in other forms of social communication, have a serious duty to express and foster an authentic vision of human development in its material, cultural and spiritual dimensions. Communication that meets this standard is, among other things, a true expression of 'solidarity'.

Many women and men professionally engaged in advertising do have sensitive consciences, high ethical standards and a strong sense of responsibility. But even for them external pressures, from the clients who commission their work as well as from the competitive internal dynamics of their profession, can create powerful inducements to unethical behaviour. That underlines the need for external structures and systems to support and encourage responsible practice in advertising and to discourage the irresponsible. The concept of advertising is an attempt to send information to people to convince them to spend their money' with a certain company. This concept is the foundation of much of the modern financial world. The advertisements can attack any of the senses. Sight, hearing, touches even smell or taste. For example, popcorn sold in a movie hall has a specific smell that has been refined over years to entice others in the movie theater to buy their own large pack.

#### **Advertising value system and life style:**

One accusation leveled against advertising is that it is acting as a force for debasing our aesthetic or cultural standards. Although much advertising certainly is not an artistic triumph (bargain advertising by retail establishment for instance does not kindle a park) other advertiser with a different purpose may display artwork of the finest illustration and designers' bring their creations before the eyes of millions. The marketing role of advertising focuses on satisfying the general consumers by addressing their needs through goods and services. It is not directed at the entire public but sets its eye on target market. Marketing of any product deals with the product, price, the means to distribute it to a particular place and finally advertising that helps to

communicate information about the product to a prospective customer. Marketing professionals also concentrate on brand building which distinguishes the product from its competitors.

A part from these the advertising also has an educational role where it teaches about new products and their usage of advertising is quite a 'fascinating one. On one hand, advertising helps in generating the trends in a particular society while on the other hand it is becoming the cause of breaking norms that had been part of the society for so long in order to create a unique impact. It has a somewhat ambivalent nature, something that some people like while others resent it. Some critics view this state of affairs of advertising in negative terms. They condemn advertising as a waste of time, talent and money, an essentially parasitic activity. In this view, not 'only does advertising have no value of its own, but its influence is entirely harmful and corrupting for individuals and society. But it is not true. There is truth to the criticisms, but advertising also has significant potential for good, and sometimes it is realized. Here are some of the ways that happens. Advertising is an important institution for any society more so for developing societies.

## 17.2 Ethical Aspects of Advertising:

The importance of advertising has been slowly going in any society over all these years. Advertising is not just any other way to be pervasive, powerful force shaping attitudes and behaviour in today's world. The field of advertising is extremely broad and diverse. In general terms, however, an advertisement is simply a public notice meant to convey information and invite patronage or some other response. As that suggests, advertising has two basic purposes: to inform and to persuade, and while these purposes are distinguishable, both very often are simultaneously present. Advertising is not the same as marketing, which involves the complex of commercial functions involved in transferring goods from producers and consumers or public relations, which involves the systematic effort to create a favourable public impression or image of some person, group, or entity. In many cases, though, it is a technique or instrument employed by one or both of these.

Advertising can be very simple, a local or a neighborhood phenomenon it can be very complex, and involving sophisticated research and multimedia campaigns that span the globe. It differs according to its intended audience, so that, for example, advertising aimed at children raises some technical and moral issues significantly different from those raised by advertising aimed at competent adults.

It is not a valid argument to assert that advertising simply mirrors the attitudes and values of the surrounding culture. No doubt advertising like the media of social communications in general does act as a mirror. But, it is a mirror that helps shape the reality it reflects, and sometimes it presents a distorted image of reality. Advertisers are selective about the values and attitudes to be fostered and encouraged, promoting some while ignoring others. This selectivity gives rise to the notion that advertising does no more than reflect the surrounding culture. For example, the absence from advertising of certain racial and ethnic groups in some multi-racial or multi-ethnic societies can help to create problems of image and identity, especially among those neglected, and the almost inevitable impression in commercial advertising that an abundance of possessions leads to happiness and fulfillment can be both misleading and frustrating..

Within this very general framework, we can identify several moral principles that are particularly relevant to advertising. The following three aspects are of prime importance when we talk of ethics in advertising:

1. Truthful and non bias
2. The dignity of the human person
3. Social Responsibility.

It is a fact that advertising, like other forms of expression, has its own conventions and forms of stylization, and these must be taken into account when discussing truthfulness. People take for granted some rhetorical and symbolic exaggeration in advertising; within the limits of recognized and accepted practice, this can be allowed. But it is a fundamental principle that advertising may not deliberately seek to deceive, whether it does that by what it says, by what it implies; or by what it fails to say. The proper exercise of the right to information demands that the content of what is communicated be true and, within the limits set by justice and charity, and the obligation to avoid any manipulation of truth for any reason.

There is an "imperative requirement" that advertising "respects the human person, his right to make a responsible choice, his interior freedom; all these goods would be violated if man's lower inclinations were to be exploited, or his capacity to reflect and decide compromised." These abuses are not merely hypothetical possibilities but realities in much advertising today. Advertising can violate the dignity of the human person both through its content, what is advertised, the manner in which it is advertised and through the impact it seeks to make upon its audience. Such things appeals to lust, vanity, envy and greed, and of techniques that manipulate and exploit human weakness. In such circumstances, advertisements readily become "vehicles of a deformed outlook on life, on the family, on religion and on morality, an outlook that does not respect the true dignity and destiny of the human person."

This problem is especially serious in case of such groups as children and young people, the elderly, the poor, mentally and physically challenged and the culturally people. Much advertising directed at children apparently tries to exploit their credulity and suggestibility, in the hope that they will put pressure on their parents to buy products of no real benefit to them. Advertising like this offends against the dignity and rights of both children and parents; it intrudes upon the parent-child relationship and seeks to manipulate it to its own base ends. Also, some of the comparatively little advertising directed specifically to the elderly or culturally disadvantaged seems designed to play upon their fears so as to persuade them to allocate some of their limited resources to goods or services of dubious value. Social responsibility is such a broad concept that it is exhaustive to deal with all the issues and concerns relevant under this in respect of advertising.

The ecological issue is one. Advertising that fosters a lavish life style which wastes resources and spoils the environment offends against important ecological concerns. In this desire to have and to enjoy rather than to be humane and grow, man consumes the resources of the earth and his own life in an excessive and disordered way. Man thinks that he can make arbitrary use of the earth, subjecting it without restraint to his will, as though it did not have its own requisites and a prior god-given purpose, which man can indeed develop but must not betray. Voluntary ethical codes are one such source of support. These already exist in a number of places. Though they are welcome, they are only as effective as the willingness of advertisers to comply strictly with them. It is up to the directors and managers of the media which carry advertising to make known to the public, to subscribe to and to apply the codes of professional ethics which already have been opportunely established so as to have the cooperation of the public in making these codes still better and in enforcing their observance.

The importance of public involvement needs no emphasis. Representatives of the public should participate in the; formula groups. Individuals should show application and periodic updating of ethical codes. The public representatives should include ethicists and religious people, as well as representatives of consumer belt to organize themselves into such groups in order to protect their interests in relation to commercial interests. Public authorities also have a role to play. On the one hand, government should not seek to control and dictate policy to the advertising industry; any more than to other sectors of the communications media, On the other hand, the regulation of advertising content and practice, already existing in many places, can and should extend beyond banning false advertising and narrowly defined.

For example, government regulations should address such questions as the quantity of advertising, especially in broadcast media, as well as the content of advertising directed at groups particularly vulnerable to exploitation, such as children and old people. Political advertising also seems to be an appropriate area for regulation, by imposing restrictions on how much may be spent, how and from whom money may be raised for advertising etc. The media of news and information should make it appropriate to keep the public informed about the world of advertising. Considering advertising's social impact, it is appropriate that media regularly review and critique the performance of advertisers, just as they do other groups whose activities have a significant influence on society.

In the final analysis, however, where freedom of speech and communication exists, it is largely up to advertisers themselves to ensure ethically responsible practices in their profession. Besides avoiding abuses, advertisers should also undertake to repair the harm sometimes done by advertising, insofar as that is possible: for example, by publishing corrective notices, compensating injured parties, increasing the quantity of public service advertising, and the like. Where unethical practices have become widespread and entrenched, conscientious advertisers may be called upon to make significant personal sacrifices to correct them. But people who want to do what is morally right must always be ready to suffer loss and personal injury rather than to do what is wrong. For the reasons stated above; advertising can, and often does, play a constructive role in economic growth, in the exchange of information and ideas, and in the fostering of solidarity among individuals and groups.

In light of these reflections, therefore, the advertising professionals and all those involved in the process of commissioning and disseminating advertising to eliminate its socially harmful aspects and observe high ethical standards in regard to truthfulness, human dignity and social responsibility. In this way, they will make a special and significant contribution to human, progress and to the common good.

#### **Ad values system and lifestyle:**

A frequently made charge against advertising is that life tends more and more to be influenced by advertising and that as a result the values of our world are not only dominated but even debased by advertising. But the other versions is that advertising is able to do so to widely disseminate news about that majority's values systems to a huge audience, some of whom perhaps are not aware of them. In a sense when advertising informs some parts of our culture what the predominant value system is as reflected through advertising copy and layout.

The greater impact of values and lifestyles is categorized as

1. A materialism instant gratification and level of consumption.
2. Moral ethical and aesthetic standards.
3. Conformity and diversity.
4. Interpersonal and group relationships.
5. Children.

#### **17.4 Summary:**

Often the advertising is accused of being unethical and shifting it self from the moral path. It has been facing the charges of getting more and more commercial and has been sacrificing the values. Advertising could be untruthful, in bad condition and taste and some advertising messages may appear at the wrong time also. On certain occasions objectionable appeals are made, or that the advertising techniques employed are not acceptable. These areas are also effected by personal subjectivity and objectivity. Very often standards of taste change over time and the advertising suffers. Undue judgment may lead to tasteless advertising and a generalization to the whole institution of advertising is unwarranted. Many people in the field will have sensitive consciences, high ethical standards and a strong sense of responsibility. But at times they can create powerful inducements to unethical behaviour.

#### **17.5 Self Assessment Questions:**

1. What is moral role of advertising?
2. Explain some occasions where the adverting field faces problems of moral binding.
3. Explain ethical aspects of advertising.

#### **17.6 Suggested Readings:**

Longman, K.A. (1971), Advertising, Harcourt Brace Jovanovich, INC., New York.

Sandage, C.H., Fryburger, V, Rotzoll,k (1998). Advertising theory and practice,  
A.I.T.B.S. Publishers, New Delhi.

Wright, Advertising

Bellur : Reading in Advertising Management.

Mathur : Press Advertising.

## **Lesson - 18**

# **CLASSIFICATION OF ADVERTISING**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Target group
- The Secondary type of advertising
- Other classification
- Advertising Laws

### **Structure:**

- 18.1 Introduction**
- 18.2 Target Group**
- 18.3 The Secondary Type of Advertising**
- 18.4 Other Classification**
- 18.5 Advertising Laws**
- 18.6 Summary**
- 18.7 Self Assessment Questions**
- 18.8 Suggested Readings**

### **18.1 Introduction:**

Several categories of organizations are large users of advertising; most important among them are the manufacturing, trading companies, service firms, non-profit institutions and the government agencies. Advertisement can also be classified according to various factors such as the place, field to which they belong etc. The principal means of classification are:

1. By geographical spread such as national, regional and local;
2. By target group, such as consumer advertising, industrial advertising or trade advertising;
3. By type of impact such as:
  - a. Primary Demand or Selective Demand advertising
  - b. Direct or indirect action advertising and
  - c. Institutional advertising
4. By function or purpose which would include product vs non product, commercial vs non commercial and the direct action vs indirect action advertising.

It is conceptually more interesting and analytically more important to classify advertising. The basis of classification, however, can be diverse, as can be seen from details given below.

### **Geographical Spread:**

On the basis of geographical spread, advertisements can be classified as

1. National advertising
2. Global advertising
3. Regional advertising
4. Local Advertising

#### **National Advertising:**

Some manufacturers may think that their target is the entire country. They select media with countrywide base. Some prominent companies in this category are Hindustan Lever, Brooke Bond, Larsen and Toubro, Associated Cement Companies, Escorts etc.

#### **Local Advertising:**

Small firms would like to restrict their business to state or regional level. Some firms first localize their market efforts and once success is achieved they spread out to wider horizons. A classic example of this category of companies is Nirma washing powder, which initially made its presence only at Gujarat. After gaining solid grounds in sales, subsequently it entered the other markets. Retail stores also undertake advertising. The area to be covered would generally be a town or city and the media would be selected which principally relates to that area. In recent years several magazines have appeared which focus on particular city and have direct relevance to its inhabitants like the Mumbai and other metro cities. Some times large firms may also go in for local advertising, especially when they undertake pre testing of a product. Mostly consumer products in selected areas go for local advertising before embarking promotional campaign on a national level.

#### **Global Advertising:**

Some global corporations use a universal copy in all their markets e.g., Coke or Colgate. Here they use certain universal appeals. Multinational firms treat the world as their market. Firms such as National, IBM, SONY, Ford advertise globally especially in periodicals like Times, Reader's Digest which have worldwide readership.

#### **Regional Advertising:**

Mainly products that are specific to that region are advertised through various media. Agro products, handlooms, hand made paper, handicrafts etc come under this category. These products are sold in and around the areas where they are produced. Some times seasonal products also come under this category. Though occasionally they have worldwide demand the main concentration would be on commercial sales only and the advertisements are designed to suit those needs.



There are few more categories such as primary demand, product or institutional and cooperative advertising

**Primary Demand Advertising:**

The main aim of such advertising is to create a demand for the product. This is necessary in the case of a newly developed product, or the products which are costly in nature. For products such as cars, refrigerators, washing machines, watch etc. the advertising is directed towards a class of customers and they will go for selective demand advertising.

**Product or Institutional Advertising:**

Advertising of this kind will have wide display of satisfaction. Satisfaction in turn is purely psychological in nature. It is this psychological element that is linked through advertisement. To achieve these desired effects and results, the advertising must carry the brand of the product or of the manufacturer. Most of the companies were successful in the making an image on minds of the people by using their names, such as Bata, Dunlop, Bombay Dyeing etc. The product brand is also used to achieve the same result by companies like Horlicks, Dalda, Vespa etc. Thus advertising that stresses either the produce or the manufacturers is termed respectively as product or Institutional advertising. When the company tries to sell its product or services through advertising, it is referred to as product advertising. Where the objective of advertising is to project the image of the company it takes the form of institutional advertising.

A lot of major companies and their number is growing day by day spend a good portion of their advertisement, budget on institutional advertising, also known as corporate advertising. In such advertisements, there is invariably no overt reference to the product or products manufactured by these companies. Such advertisements aim at encouraging people to have a clear understanding of what the company stands for its corporate image, as it is often called. Steel Authority of India, came out with an interesting campaign. "There is a little bit of steel in everyone..." signifies the importance of the product and the contribution of the company in this regard.

**Co-operative Advertising:**

When manufacturers, wholesalers or retailers jointly sponsor and share the expenditure on advertising, it takes the form of cooperative advertising. Such advertising would carry the names of all the parties involved from the point of view of the customers. It is more beneficial as they could get the articles directly from the authorized outlets. Manufacturers of cars, fans, TV sets etc undertake this type of advertising.

**18.2 Target Group or Primary Group Advertising:**

In marketing and advertising, a target audience, or target group is the primary group of people that, usually an advertising campaign, is aimed at and appeals to. A target audience can be people of a certain age group, gender, marital status, etc. (ex: teenagers, females, single people, etc.) A certain combination, like men from twenty to thirty is often a target audience. Other groups, although may not have the main focus, but may also be interested. Discovering the appropriate target market(s) to market a product or service is one of the most important stages involved with market research. Without knowing the target audience, a company's advertising and the selling efforts can become difficult and very expensive.

Target Audiences are set to focus on different groups such as adults, teens and children. It is essential to become familiar with your target market, their habits, behaviours, likes, and dislikes. Markets differ in size, assortment, geographic scale, locality, types of communities, and types of merchandise. Because of the many variations included in a market and since you cannot accommodate everyone's preferences, it is essential to know exactly who you are marketing to and the specific fondness of that market. To get better acquaintance with the ins and outs of your designated target market a market analysis must be completed. A market analysis is a documented examination of a market that is used to enlighten a business preparation activities surrounding decisions of inventory, purchase, work, force expansion/contraction, facility expansion, purchases of capital equipment, promotional activities, and to improve daily operations and many other aspects. Some of the target groups are listed below.

### **Consumer Advertising:**

This is a huge market area where the product and the buyers are many. The advertisements for consumer products such as soaps, blades fall under this category. This pattern is significant because buyers of consumer durables are generally very large and are widely distributed over a large geographical area and enhances the importance of advertising as a marketing tool. The preponderance of advertising can be seen by looking into any general print media such as news papers and magazines etc. These advertisements are direct in nature and are intended to promote sale of the advertised products by appealing directly to the buyers/consumers.

**Product Reputation and Corporate Advertising:** Advertising aims at promoting the sale of branded products is called product reputation advertising and accounts for the bulk of advertising expenditures. In many countries there is however another class of advertising variously called institutional, public relations and corporate advertising. The overall objectives of a corporate advertising are to create a favourable attitude or image towards the business sponsoring the advertising. One use of this is to enhance the corporate image as a part of broader public relations program. And other use of corporate advertising is to enhance the company's image by promoting good causes.

The corporate advertising is designed to

1. Enhance or maintain the company's reputation.
2. To maintain a level of awareness.
3. Provide a unified and supportive marketing approach.
4. Educate the audience on subjects of importance to the company's future.
5. Establish the company's concern for environmental or social issues.
6. Bring about a change in specific attitudes of the audience toward the company or its products.

### **Industrial Advertising:**

The sale of accessories, components, spare parts meant for industrial use will fall under this category of advertising. They are issued by the manufacturers/distributors to the buyers of industrial products. This category would include machinery and equipment, industrial intermediates,

parts and spares, components etc. Because of the unique characteristics of industrial buying decision process, the importance of industrial advertising is comparatively lower than that of consumer advertising.

#### **Trade Advertising:**

Advertisements which are directed by the manufacturers to the distribution channel members, such as wholesalers or retailers are called trade advertising. The objective of such advertising is to promote sales by motivating the distribution channel members to stock more or to attract new retail outlets. Manufacturers use advertising to communicate with retailers and wholesalers, who in fact are their immediate customers. But the choice of media however, will be different in this case. Advertisers use trade magazines and papers to reach out to this very important segment of their target audience. It will not be an exaggeration to call the wholesalers and retailers constitute the nerve system in the marketing of goods and services.

#### **Professional Advertising:**

This form of advertising is for products on which the consumers are directly not responsible for buying and the choice will be of somebody else. For example, Pharmaceutical products, where the decision makers are the doctors and not the company, fall under professional advertising. Similarly products sold to customers through architects, contractors also fall under this category of advertising.

#### **Farm Advertising:**

The advertising for farm sector like seed, pump sets etc where the target is only farmers are referred to as farm advertising.

### **18.3 The Secondary Type or Non Commercial Types of Advertising Include:**

#### **Non Commercial Advertising:**

Charitable organizations and NGOs solicit funds from governments and philanthropists through this type of advertising.

#### **Direct or Indirect Action Advertising:**

Advertising that stresses and persuades immediate 'buying of a product is known as direct action advertising. Example is consumer products. As against this, a higher priced item which is not purchased frequently such as motor car, TV sets, fans etc constitute indirect advertising. Indirect advertising is done with a view to create a favorable attitude towards the product.

Advertising is also classified by the nature of appeal it. Creates rational advertising explains the characteristics and quality of the product.

Emotional advertising tries to create an image of the product by instituting the emotional feelings. For example, Lux soap advertisements make a house wife crave to be glamorous like the model in the advertisement.

Public awareness advertisements are generally released by the government on its various social activities, programs like Polio vaccination come under this category.

## 18.4 Other Classifications:

Basing on the strategy on which the advertising is designed several alternative approaches are developed. They are primary and selective demand advertising, product reputation advertising, and push pull advertising.

### Primary and Selective Demand Advertising:

The goal of primary advertising is to stimulate a demand for a class or category or product while selective demand advertising attempts to create a demand for a particular brand. In the product category primary demand strategy may be used when a new type of product is introduced. There is no direct competition and the consuming public needs to be educated about the products benefits. However, the primary demand stimulation strategy is inappropriate for most manufactures as the money spent helps competitors as well as the advertiser who pays the bill.

### Push Pull Advertising:

Push strategy is aimed at middleman with the goal of getting them to aggressively promote the manufacturers brand to consumers. It can be used when consumers rely heavily on dealers for advice on product use. Pull strategy in its external form uses advertising to simulate consumer demand to a sufficient degree to force retailers to stock the brand in order to please the customers. The promotional campaigns of most manufactures of course are a blend of the two approaches.

## 18.5 Advertising Laws:

Many complaints are lodged against advertiser's center on allegedly deceptive advertisements,. Hence, small business consultants urge entrepreneurs and business owners to heed the following general rules of thumb:

1. Avoid writing advertisements that make false claims or exaggerate the availability of the product or the savings the consumer will enjoy.
2. Avoid running out of advertised sale items. If this does happen, businesses should consider offering "rain-checks" so that the consumer can purchase the item later at the same reduced price.
3. Avoid calling a product "free" if it has cost closely associated with it. If there are costs associated with the free item they need to be clearly disclosed in the advertisement. Since advertising is a complex process, and business law undergoes continual change, business owners should consult an attorney before distributing any advertising.
4. Since advertising is a complex process, and business law undergoes continual change, business owners should consult an attorney before distributing any advertising.

## 18.6 Summary:

Manufacturing, trading companies, service firms, non-profit institutions, government nature agencies and several such organizations use advertising to a greater extent. Just like its widespread field it has many classifications. Advertisements can be classified according to the place, field to which they belong etc. They are classified by geographical spread such as national, regional and local; by target group, such as consumer advertising, industrial advertising or trade advertising; by type of impact such as: primary demand or selective demand advertising, direct or indirect action advertising and institutional advertising. Product vs non product, commercial vs non commercial and the direct action vs indirect action advertising are also found in certain areas.

## 18.7 Self Assessment Questions:

- 1) What is the role of advertising in terms of cultural and economic aspects?
- 2) Write about the classification of advertising.
- 3) Why is advertising important and what are the different types of advertising?
- 4) Describe some common advertiser techniques.
- 5) What are the ethical aspects of advertising?
- 6) What are the differences between national advertising and global advertising?

## 18.8 Suggested Readings:

Longman, K.A. (1971), Advertising, Harcourt Brace Jovanovich, INC., New York.

Sandage, C.H., Fryburger, V, Rotzoll,k (1998). Advertising theory and practice, A.I.T.B.S. Publishers, New Delhi.

Wright, Advertising

Bellur: Reading in Advertising Management.

Mathur : Press Advertising.

## **Lesson - 19**

# **ADVERTISING AGENCY AND ITS FUNCTIONING**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Advertising agency
- Structure and functions of an advertising agency

### **Structure:**

- 19.1 Introduction**
- 19.2 Advertising Agency**
- 19.3 Structure and Functions of An Advertising Agency**
- 19.4 Summary**
- 19.5 Self Assessment Questions**
- 19.6 Suggested Readings**

### **19.1 Introduction:**

Any commercial organization or company needs an effective campaign to help its products succeed in the market place. These advertising campaigns are designed and developed by agencies which are professional in nature and help the organizations in preparing effective campaigns which will ultimately boost their marketing and increase sales. The agencies work in association with the marketing people and the agency client relationship is a partnership of working together on behalf of the brand.

### **19.2 Advertising Agency:**

An advertiser may have a contractual relationship with one or more agencies to look after their market communication tasks. Sometimes they hire several agencies in the same area as they believe the competition will result in better results. Regardless of the arrangement between them the agency client relationship plays a crucial role in the effectiveness of the advertisement. Hiring the services of an agency has four main benefits. It provides specialized services, objective advice, experienced staffing and tailor-made management of all advertising activities and personal. Ultimately the primary benefit of an agency is that it can implement the creative vision of client and help it to reach its advertising goals. Each agency will have its own style of functioning with which it is identified.

Primarily there are four types of advertising agencies such as:

**Full Service Agencies:**

In advertising full service agency is one that includes major staff functions creative services, media planning and buying, and account planning and management, market as well as consumer research. A full service advertising agency will have its own traffic department to handle internal tracking on completion of projects, a department to look after the broadcast and print production and a human resources department.

**Specialized Agencies:**

Many agencies do not follow traditional full service agency approach. The either specialize in certain functions such as writing copy, producing art, or media buying; audiences like minorities, youth; industries such as health care, computers, agriculture, business to business communication or markets. In addition there are speicliased agencies in all marketing communications areas such as direct marketing, sales promotion, public relations, events and sports marketing, packaging and point of sale. There are also client agencies.

**Creative Boutiques:**

Creative boutiques are ad agencies that are usually small and concentrate entirely on preparing the creative execution of client marketing communications. The focus of such organizations is based entirely on the idea of the creative product. A creative boutique will have one or more writers or artists on staff. There will not be staff for media, research or strategic planning. These agencies prepare advertising to run in print media, outdoors and on radio and television. Creative boutiques usually serve companies but are sometimes retained by advertising agencies when they are overloaded with work.

**Media Buying Services:**

Agencies that specialize in the purchase of media for clients are called media buying services. They are in high demand for many reasons but three reasons stand out. First, media has become more complex as the number of choices grows in the context of the proliferation of new cable channels, magazines and radio stations. Second, the cost of maintaining a component media department has escalated. Third media buying services often buy media at a low cost because they can group several clients' purchases together to develop substantial buying power.

The advertising agencies will have professionals who can organize, create, and place advertising so that it will meet established objectives better than most small businesses can do on their own. The decision whether or not to use an advertising agency depends both on a company's advertising strategy and its financial resources. The expenses associated with soliciting such talent are often prohibitive for smaller companies. Still, some small and medium sized businesses have found that agencies can be helpful in shaping and monitoring advertising strategies.

Because of their resources and expertise, advertising agencies are useful when a business is planning a broad advertising campaign that will require a large amount of resources. An advertising agency can also help track and analyze the effectiveness of the advertising. Some criteria to consider when choosing an agency include size of the agency, size of their clients (small companies should avoid allying themselves with agencies with a large stable of big corporate

clients so that they are not given step motherly treatment at a later point of time), length of time that the principal clients have been with the agency, the agencies general advertising philosophy, and the primary nature of the agency's accounts.

### 19.3 Structure and Functions of An Advertising Agency:

Advertising agency works with the help of many professionals who offer various but coordinate among themselves to bring out an effective advertisement and to discharge other functions. They include

1. Accounts management
2. Creative department
3. Media planning and buying
4. Account planning and research
5. Internal agency services

#### Account Management Department:

The account service, or the account management department, acts as liaison between the advertisement agency and its clients. It ensures that the agency will focus on the clients needs. It develops its own idea regarding research and strategy and presents the same to the client. This department will have three levels such as management supervisor who provides leadership on strategic issues and looks for new business opportunities, Account Supervisor who is the key executive working on a client business, the primary liaison between the client and the agency and the account executives who is responsible for day to day activities and operates like a project manager. Sometimes a fourth level may exist i.e., the account director who is above the account supervisor. A smaller agency will combine some of these levels.

The account manager is also responsible for interpreting the clients marketing strategy for the rest of the agency. Some agencies also engage account executives who serve as liaison to the client. He should have the quality of high degree of diplomacy and tact to handle the client successfully. He takes care of the client's business, profit goals, marketing problems and advertising objectives. The account executive is responsible for getting approved the media schedules, budgets and rough advertisements or story boards from the client. The next task is to make sure that the agency personnel produce the advertising to the client's satisfaction, The biggest role of the account executive is keeping the agency ahead of the- client through follow-up and communications.

Within an advertising agency the account manager or account executives have to take care of all major decisions related to a specific client. They include locating the client and negotiating with him. Once the client has agreed to work with the agency, the account manager works closely with the client to develop an advertising strategy. For very large clients, such as large consumer products companies, an advertising agency may assign an account manager to work full-time with only one client and, possibly, with only one of the client's product lines. For smaller accounts an account manager may simultaneously manage several different, through non-competing accounts. Once the client establishes the general guidelines for a campaign or advertisement the department supervises the day to day developments within the stipulated guidelines.



**Creative Department:**

This department includes creative directors, creative department managers copy writers, art directors and producers. In addition to these positions, broadcast production department and the art studio are two other areas where creative personnel can apply their skills. Generally this department will have people who inspire, a creative group includes people who write (copy writes) people who design ideas for print ads or television commercials (art directors) and those who convert these ideas into television or radio commercials (producers). Many agencies will employ an art director and a copy writer who will work together, and build a support group around them. Creation of an advertisement is the responsibility of the copywriters and the art department decides how the ad should look. To a large extent, the success of an agency depends upon the creative department which has a great role to play in creation and execution of the advertisements.

Much of the creative work revolves around copywriters who conceive ideas for the advertisements, write the headlines, subheads and the body copy. They also struggle to develop catchy headlines that reflect the basic theme of the advertising campaign, and often prepare the rough layout of the advertisement for print advertisement or the commercial story board. For large accounts account managers generate ideas, design concepts and create the final advertisement, which generally becomes the responsibility of the agency's creative team. The creative team also consists of specialists in graphic design, film and audio production, copywriting, computer programming, and many more.

**Media Planning and Buying:**

Agencies that don't rely on outside media specialists will have a media department that recommends to the client or another department the most efficient means of delivering message to the target audience. That department has functions such as planning, buying and research. These experts constitute one half of the physical space occupied by an agency. Media is so complex that it is not easy for some individuals to become experts in planning, others in buying and still others in doing research about trends and examining characteristics of consumers using different media.

The media department's objective is to develop a media plan which enables the ad to reach the target audience effectively in a cost effective manner. The staff analyses, selects and contracts for media time or space that will be used to deliver the ad message. This is a very important job because a large part of the client's money is spent on the media time and or space. The media department has become important in an agency's business as large advertisers prefer to consolidate media buying with minimum number of agencies which help them in saving money and improving media efficiency.

Every ad developed by creative department is sent to people through an appropriate advertising media. Each advertising media, will boast of its uniqueness for the process or method of accepting advertisements, such as different advertising cost structures (i.e., what it costs marketers to place an advertisement), different requirements for accepting advertisement designs (e.g., size of advertisement), different ways by which placements can be purchased (e.g., direct contact with media or through third-party seller), and different time schedules (i.e., when advertisement will be run). Understanding the nuances of different media is the role of a media planner, who looks for the best media match for a client and also negotiates the best deals.

**Account Planning and Research:**

A full service agency usually has a separate department specifically devoted to planning and sometimes to research. Today the emphasis in agency research is on developing an advertising message that focuses on the consumer's perspective and relationship with the brand. An account planner is a type of planner who gathers all available intelligence on the market and consumers and acts as the voice of the consumer. Account planners prepare comprehensive recommendations about the consumer's wants, needs and relationship to the clients brand and how the advertising should work to satisfy those elements is based on insights they derive from consumer research. Most major agencies conduct consumer research to make the advertising more focused and appropriate to the target audience. They also purchase research from companies that specialize in that area.

**Internal Agency Services:**

The departments that serve the operations within the agency include the traffic department, print production, general financial services and human resources or personnel.

**Production and Market Research Department:**

After the completion and approval of the copy and the illustrations the ad is sent to the production department. Generally agencies do not actually produce the finished advertisements; instead they hire printers, photographers, engravers, typographers and others to complete the finished advertisement. For the production of the approved TV commercial, the production department may supervise the casting of actors to appear in the advertisement, the setting for scenes and selecting an independent production studio. The production department sometimes hires an outside director to transform the creative concept in to a commercial.

Full-service advertising agencies employ market researchers who assess a client's market situation, including understanding customers and competitors, and also are used to test creative ideas. For instance, in the early stages of an advertising campaign researchers may run focus group sessions with selected members of the client's target market in order to get their reaction to several advertising concepts. Researchers are also used to follow up the completion of an advertising campaign to measure whether the campaign reached its objectives or not.

**Finance and Accounting Department:**

An advertising agency is in the business of providing services and must be managed that way. Thus, it has to perform various functions such as accounting, finance, human resources etc. It must also attempt to generate new business. This department has to play a vital and key role since bulk of the agency's income (approx. 65%) goes as salary and benefits to the employees.

**19.4 Summary:**

Services of qualified and experienced advertising agencies are hired by any commercial organization for developing campaign strategy. These agencies interact with marketing people before venturing into the process of producing the ad. The agency client relationship is a crucial partnership in bringing about a quality product of advertising.

Irrespective of the arrangement between them the agency client relationship plays a crucial role in the effectiveness of the advertisement. Any agency provides specialized services,

objective advice, experienced staffing and tailor-made management of all advertising activities and personal. Basically there are four types of advertising agencies such as full service agencies, specialized agencies, creative boutiques and media buying services:

The department of creative directors, creative department managers copy writers, art directors and producers participate in production of advertisement. Broadcast production department and the art studio are two other areas associated with them. This department is highly creative who inspire, creative and groups who can write (copy writes) people who design ideas for print ads or television commercials (art directors) and those who convert these ideas into television or radio commercials (producers). Many agencies will employ an art director and a copy writer who will work together, and build a support group around them.

### **19.5 Self Assessment Questions:**

1. What are the functions of an advertising agency?
2. Explain the structure of an advertising agency.
3. List out the various types of advertising agencies.

### **19.6 Suggested Readings:**

Longman, K.A. (1971), Advertising, Harcourt Brace Jovanovich, INC., New York.

Sandage, C.H., Fryburger, V, Rotzoll,k (1998). Advertising theory and practice,

A.I.T.B.S. Publishers, New Delhi.

Wright, Advertising

Bellur : Reading in Advertising Management.

Mathur : Press Advertising.

**UNIT - 5**  
**Lesson - 20**

## **ADVERTISING PLANNING**

**Objective:**

On completion of this lesson, you should be able to understand:

- Elements of advertising
- Elements of advertisement design
- Methods of advertising

**Structure:**

- 20.1 Introduction**
- 20.2 Elements of Advertising**
- 20.3 Elements of Advertisement Design**
- 20.4 Methods of Advertising**
- 20.5 Summary**
- 20.6 Self Assessment Questions**
- 20.7 Reference Books**

**20.1 Introduction:**

Advertising is a basic element in the marketing program of most business firms. It is the form of communication whose planning, organizing and controlling are important responsibilities of management of that particular organisation. Whereas an advertising campaign is defined as a unit of information distributed to accomplish a set of communication objectives.

The campaign planning for an advertisement consists of seven essential steps where

1. The advertising opportunity is ascertained.
2. The market and its potential are analyzed.
3. Advertising objectives are determined.
4. The budget and necessary control systems are established.
5. For selecting the media and creating messages necessary strategies are planned.
6. Advertising is coordinated with other promotional and marketing systems.
7. Results are evaluated.

Once the advertiser determines that the opportunity for advertising exists, the campaign plan is put into action. The market analysis and determination of objectives will be undertaken simultaneously because they are so interrelated that advertising messages influence media choices while the budget can also affect media decision. Coordination efforts are carried on parallel to advertising activities. The results of a campaign can be measured only after the campaign has started and only if communication goals have been established.

### **Appraising The Advertising Opportunity:**

Before an advertising campaign is planned the advertiser must determine whether advertising has a role to play in a marketing situation or not. Neil Borden postulated that five conditions govern the opportunity for advertising. They are

1. Presence of a favorable primary demand trend.
2. Good change for product differentiation.
3. Presence of hidden qualities.
4. Presence of powerful emotional buying motives.
5. Adequacy of funds.

A careful assessment of these conditions may lead to the conclusion that the prospective advertiser should not use advertising in the pursuit of marketing objectives or more likely that advertising will play a minor role in the marketing program of the company.

### **Analyzing The Market:**

This key step of analysis answers two important questions as to where we are? and why are we here? This analysis helps to clearly define the target group of the product. Once this is fixed the advertising campaign would be finalized. The factors such as demand, competitive response and legal constraints are highly important in planning future action.

### **Determining Advertising Objectives:**

To achieve maximum results of an advertisement the advertisement objectives should be clearly distinguished before marketing objectives. S.H.Britt advised that statement of objective for a new advertisement campaign should contain four elements. They are

1. The basic message to be delivered.
2. The audience.
3. The intended effects.
4. The specific criteria that measures the success of the campaign later.

The ultimate responsibility of determining long range advertising objectives and short term goals rests with the management of the company which has been doing the advertising.

### **Establishing The Budget and Necessary Control Systems:**

Once we know what type of advertisement is expected to do the funds to do the job must be provided. Because huge amounts are spent on advertising by many firms and expectations of

the outcome would be more and it is important to plan budget carefully. Advertising budget is only a plan for financing certain future operations. The key factors in determining the optimum size of the advertising fund are the experience and judgment of management.

### **Planning The Strategy:**

Once the objectives are clarified it is time to develop appropriate strategies to accomplish them. The two important areas of advertising are:

- a. Selecting the media
- b. Creating messages

The target group is studied and analyzed for its media habits and in the process of selection quantitative methods and type of creativity expected from ad are considered to select the media. The creation of the message, selection and scheduling of media are some of the primary functions of the advertising agency. The two tasks must be closely interrelated and should not actually be undertaken at the same time. A blue print should be designed basing on certain questions such as

1. What are the business goals?
2. What kind of people do we now sell to?
3. How do those people now think and feel?
4. What do we want those people to feel, think and do?
5. What key thought can we put into those people's minds to make them think?
6. What tone of voice will get those people to hear?

Later a campaign theme will be developed that reflects the campaign objective

### **Coordinated Effort:**

Advertising is coordinated without other promotional and marketing systems. For an effective advertisement active support from the channels of distribution and from other non advertising components of the marketing organization are needed. To make the advertisements successful elements such as production, delivery and inventory must be integrated with the advertising plan.

### **Results Need to Be Evaluated:**

As soon as the campaign is underway it can be subjected to testing within a simulated marketing environment. The results then are used to correct the format of the advertising message or to adjust expectations from the actual expenditures for the campaign. This process called pre testing is done before and may influence the buying of media and the creative steps yet to come. The other form of evaluation post testing is done only after a full commitment to creative approach and a schedule of media has been made.

## 20.2 Elements of Advertising:

There are many elements that go into a successful advertisement. It takes not only the efforts of the advertiser in designing the content of the advertisement, but also the timing of the advertisement that makes it successful. In short, nobody can guarantee a winning advertisement. As it takes a long time for the message of the advertisement to sink in the target audience, the only way to know for sure, whether the advertisement is successful or not is to test it. But there are several elements that can be incorporated into the advertisement or sales letter to give it a better chance of being a winner. To get maximum benefit out of an advertisement one has to prepare the check list of these winning elements and ensure proper incorporation of the same in the content of the advertisement.

### **Sell The Benefits:**

The customers have one point agenda. They do not bother about the awards, the name of the business, how much is being sold or how good the seller is. They only care about how and what is offered to them and how will it benefit them. So leave out all of "me" copy and sell the benefits and make the prospective customers aware of how the offering will help them either gain pleasure or avoid pain by expressing them in the form of benefits. This should not be confused with listing the features of the product or service. People aren't concerned as much with features as they are with what the features will do for them personally. To do this, list out important features of the product and then determine the benefits such as the potential of gain and the avoidance of pain etc.

### **Credibility:**

Consumers are-naturally skeptical with, all the scams; rip-offs, and untruthful advertisements consumers have experienced. Who knows what to believe anymore? Hence one must make the advertisement credible and risk-free. The good news is that it's easy to do. Using a combination of these three strategies will provide a powerful risk-free offer.

### **Use Testimonials:**

Testimonials from real people are powerful. People do not like to be guinea pigs. If they've seen that someone else has received the promised benefits, it provides instant credibility. Including pictures of the endorser will double the effectiveness of the testimonial.

### **Offer a Strong Guarantee:**

Provide as strong a guarantee, as absolutely possible. If you cannot provide a strong guarantee for your product; perhaps you shouldn't be selling it. Unfortunately, too many small business people fear that customers will take them lip on it. Seldom do guarantees get exercised. Hence offer a powerful guarantee..

### **Include Facts and Statistics:**

Use facts and statistics from reliable sources to bolster the claims. People find comfort in positive, scientific proof. Each of these strategies will build credibility and reduce the risk of prospects naturally feel when contemplating an offer.

## Urgency

The vast majority of people is naturally lazy and likes to procrastinate. Without a real or perceived sense of urgency your prospects will drag their feet. To compel your prospect to act immediately you must inject a feeling of "scarcity." Scarcity is felt when the supply of either time or product quantity is limited. For instance, placing a deadline on the offer makes the prospect feel as though they have to take advantage of the offer before they lose the opportunity. An example of this tactic could be rescinding a discount offer or a special additional bonus within a specified period of time. Another tactic is to limit the quantity available so that people will feel the need to take advantage of your offer before your product runs out. It's not unusual to see offers stating, "Till supplies last", or "only 50 available, on first come, first served basis" If you plan to use scarcity tactics, make sure that you hold true and keep your word by rescinding the offer when you say you will. If not, you will lose credibility and the tactic will backfire on you.

## Call to Respond:

Most people buy on impulse rather than logic. If the prospect finds it difficult to take advantage of your offer during their moment of impulse, you will lose the sale. Make it easy to do business with you. Many people communicate in different ways. Some like to call on the phone, others like to go to the internet, and yet others will only fax you their order. It's important to offer multiple ways to be contacted such as telephone, fax, website, cell phone, pager, or any other communication method. Studies have shown that the vast majority of people take advantage of impulse buying using the telephone more than any other method. The same studies show that when you offer a toll-free number, response rates increase. Finally, if you offer a recorded message with a toll-free number in which people can hear a message and leave their contact information, response rates increase even more.

Some of the important elements which make a successful advertisement are

## Placement:

The first step is to bring in the notice ability. The positioning of the advertisement should increase its chance of being seen by the target market. Running the world's best radio advertisement for the retirement planning services on a local station wouldn't be a good idea. This is because the target audience is different for local station and thereby there won't be any visibility for the target audience in this case, the retired people.

One should be aware of what the target for a particular advertisement campaign watches (e.g. sports, cooking, business), where they watch it (e.g. car, home, airport), and why they watch it (e.g. newspaper, magazine, radio). Until this information is gathered, one cannot make smart choices about advertisement placement which would end up in a lot of hard-earned money of the advertiser go down the drains. Research indicates that 85% of ads do not get looked at, no matter how much they cost to produce. You have to be seen if you want action. Just imagine losing 85% of the customers because the advertisement doesn't stand out from the crowd. Alternately think about increasing the response to the advertisements by six times because they do get noticed!



**Focus on Objective:**

We will never get what we want if we do not know what we want. This is true in the personal goals of individuals and also in the advertising efforts. One must have a specific objective for the intended, advertisement if we want to make the people respond to the advertisement. Whatever be the objective, gear all the elements of the advertisement to persuade consumers to fulfill the objective. Suppose the advertiser, Wants readers to call his toll-free telephone number, then his call-to-action should be, "call our toll-free number now!" Multiple objectives will result in shift 'in focus thereby confusing the prospective audience which in turn will hamper the success of the advertisement.

**Irresistible:**

The secret to constructing an irresistible offer is to add valuable bonuses and extend risk free, easy-to-pay terms. Continue heaping valuable bonuses for your customer until they throw up their hands and say, "Okay, I give! One last thought about the irresistible offer". The offer should be made so irresistible that it should appear too good to be true. Always tell the reason why it is possible to make such a great offer. This will add credibility to an incredulous advertisement.

**Unique and Competitive:**

People are attracted 'to unusual, new, funny, different things'. You need to push the advertising design as far away from your conservative side as your will power will let you. It may be hard, but do not listen to that little voice of yours telling you to do a quite, calm, conservative and this is about results. Often your unique competitive advantage is the biggest benefit that you can offer your prospective customer and so consider including the same in your headline, bulleted copy, or your guarantee. If by chance, you don't have a unique competitive advantage(s), then it is better get one... sooner the better. Not having a unique competitive advantage with which to show value, results in competing solely on price. This is a losing proposition unless one has a significant cost advantage.

**Style:**

Studies have shown that consumers read new articles seven times more than they do advertisements. It is said that the average consumer is presented with over 3,500 advertisement impressions per day. We have become jaded to promotions and commercials. Cloaking your advertisement in a news style, editorial format will not only pull more attention, but also instill credibility which is one of the major roadblocks to consumer response. "Advertorial", in other words, "advertisement editorial", type advertisements include compelling headlines, lots of informative, interesting text, quotes, and a judicious use of graphics. The reason advertorial advertisements are so compelling is that people are tired of "on your-face" sales advertisements and would prefer the silent, soft sell of an authoritative news article.

**Accountability:**

Small businesses do not have enough money to spend on advertising and therefore, must hold their advertising dollars accountable. Without knowing which advertisements are pulling well than others, one would end up wasting a lot of money. To avoid this, we need to, track the response rates of the advertisements. Instead of asking the customers where they heard about you, we must get definitive proof by implementing a process by which we can track the

advertisements. For instance, using a separate phone line or extension number for specific advertisements can help to determine the source of the inquiry. Another tactic may be to use a unique landing page on the website for different promotions. If then lead generation is monitored by direct mail, the recipients should be told to bring the mailer to take advantage of the offer at the time of purchase. While tracking advertisements the best pulling advertisements should be controlled as a "control" piece. The different elements of the advertisement determine the success of the advertisement. If it does, make that advertisement as the new control advertisement. No one of these elements can guarantee a successful advertisement on its own. The combination of these elements will increase the potential of the advertisement to be a solid winner.

### 20.3 Elements of Advertisement Design:

The advertising design works wonders in bringing out customers. The designing of advertisements is all about understanding effective communication, and how the customers interpret the advertisements. Obviously, any advertisement will have the target. How many more customers will I get? This question may seem odd, but it is a serious question. This is about maximizing the value of the advertisement. The choice whether you really need to reach everybody or have just enough people to keep your business growing stronger every year has to be made at the time of designing the advertisement.

#### Noticeability:

This one is the foremost in any advertising design. If people do not notice the advertisement, the chance of success is exactly zero. The advertising design should be made in such a manner that it should absolutely get attention first.

#### Imagery:

Strong imagery is the best attention getter. A picture is truly worth 1,000 words when it comes to getting attention. Advertisements that feature large visuals [60%-70% of the ad is the photo] score the highest for stopping power. But you need to make sure that you get the right kind of attention. Don't let a great picture dictate your advertising design. It is critical for your imagery to match your message. The pictures must match the copy, and together they must convey the intended message. In advertisements the pictures do not have much to do with the product or service, or they don't convey the right message. If the photo sells lust or humor, and you are selling security, the mental contrast will confuse all but the most determined readers. People will pass you because the reason they were attracted to your ad does not match what you are selling. You have attracted the wrong attention with your advertising design.

#### Contrast:

If imagery is the first way to get attention with the advertising design, then contrast is definitely the second way. The advertisement must contrast with the other advertisements on the page. That is why it is critical for designers to see the actual medium where their advertisement appears. If the advertisement just blends in with everything else on the page, you are wasting your money. Even worse than blending in, your customers might mistake your advertisement for your competitor's advertisement. The advertising design should give your company a unique look that contrasts with the other advertisements around it.

**Photos and Illustrations:**

This one is also easy. Pay for the best, most appropriate photo or illustration available. Buy it, own it, keep it, and use it forever. Any amount spent on this is absolutely worth it. There is an endless supply of fantastic photos available. There is a perfect photo out there for every business. The database of the advertisement agencies will have tens of millions of super high quality photographs and illustrations. One can find the right one that conveys the message intended and that takes one halfway to a highly effective advertisement. Alternatively, if one uses a poor photo, it would just mean that the effectiveness of the advertising design is cut in half. Remember, companies that cut corners on advertising design production are wasting a huge percentage of their advertising budget. It is recommended to pay for high quality production up front, and use it forever. The cost of production is trivial in comparison to the cost of the media. It is important to ensure photo reproduction quality in the media you choose. Every newspaper is printed on a different type of press. Every press is different, and every printer is different. The designer knows how to get the best quality photo reproduction from the specific press that is being used and so one must take his advice in this regard.

**The Color:**

Understanding how the customers interpret colour in advertising can be very important. First, different cultures interpret colors in different ways. Yellow represents jealousy in France, sadness in Greece, happiness in the United States, and is sacred in China. The moral, of course, is to 'know your target audience'. Along with the brightness of colours there is also white space to consider in advertising design. Without white space, you can't read the text. Photos lose their impact and the ad loses balance. White space may be the most important component of the advertising design. And not to forget that every season has its own colors, and fashion changes. When color is used correctly, it adds impact and clarity to your message. When colour is used incorrectly, it can compromise your message and confuse your target audience. Colour can draw attention, lead the eye, and add emphasis. It can be used to show continuation and relatedness, or it can differentiate. Colour certainly generates emotions and associations. Colour has meaning for people, and you need to make sure that your colors say the right thing to your customers. Don't let poor advertising design destroy your marketing campaign.

**Caption or Headline:**

The headline is the most important part of all the technical aspects of the advertisement. 80% of the success of the advertisement can be attributed to its headline. A powerful headline is. (1) benefit driven. (2) news oriented, (3) curiosity driven, or (4) how-to be oriented. It's a good practice to develop a minimum of 30 variations of the headline before finalizing on the one to use. Readers satisfy their interests by scanning headlines. If your headline doesn't grab attention your advertisement will never be read, let alone noticed.

**Graphics:**

Graphic representation is the first step in a three-step system for getting the audience to read the advertisement. The first step is to attract the reader's attention with an exciting graphic, the second step is to pull them into the advertisement with a gripping headline, and the third step is to persuade them to take action. A good graphic can attract the attention of your prospect and draw them in to your message. However, a common mistake advertisers make is to add graphics

that overpower the copy, leaving little space to tell their story. Although a picture is worth a thousand words, it can also be interpreted a thousand different ways, sometimes causing confusion. Graphics should draw attention and add to your message. Exciting graphics showing action are always an eye pleaser. Including someone in your graphic from the target market you're trying to reach, actively using your product or service, is also a good choice that will add to your message.

## 20.4 Methods of Advertising:

Small business owners can choose from two opposite philosophies when preparing their advertising strategy. The first of these, sometimes called the push method, is a stance wherein an advertiser targets retail establishments in order to establish or broaden a market presence. The second option, sometimes called the pull method, targets end-users (consumers), who are expected to ask retailers for the product and thus help "pull" it through the channel of distribution. Of course, many businesses employ some hybrid of the two when putting together their advertising strategy.

### Push Method:

The aim of the push method is to convince retailers, salespersons, or dealers to carry and promote the advertiser's product. This relationship is achieved by offering inducements, such as providing advertising kits to help the retailer sell the product, offering incentives to carry stock and developing trade promotions.

### Pull Method:

The aim of the pull method is to convince the target consumer to try, purchase, and ultimately repurchase the product. This process is achieved by directly appealing to the target consumer with coupons, in-store displays, and sweepstakes.

## 20.5 Summary:

For all business firms advertising has become inevitable because it has become a basic element of marketing. It is the paid form of communication in which planning, organizing and controlling are important responsibilities. In advertising the campaign planning consists of seven essential steps which start from ascertaining advertisement opportunity to evaluation of results.

After determining advertising objectives, establishing the budget and necessary control systems, planning of the strategy is very essential. All the people who are part of producing the advertisement should work with coordination. Elements of advertising include informing the people and motivating them to buy the product. Credibility of the advertisement can be earned by use testimonials, of the people who have already used it, offering a strong guarantee and including facts and statistics. Elements of advertisement design consist of noticeability, imagery, contrast, photos and illustrations, color, caption or headline and graphics. In advertising two methods i.e. push and pull methods are used generally.

**20.6 Self Assessment Questions:**

1. What are the elements of advertising?
2. List out the elements of advertisement design.
3. Explain the methods of advertising.
4. Prepare an advertisement for a baby shampoo

**20.7 Reference Books:**

Longman, K.A. (1971), Advertising, Harcourt Brace Jovanovich, INC., New York.

Sandage, C.H., Fryburger, V, Rotzoll,k (1998). Advertising theory and practice,

A.I.T.B.S. Publishers, New Delhi.

Wright: Advertising

Bellur: Reading in Advertising Management.

Mathur : Press Advertising.

## **Lesson - 21**

# **ADVERTISING STRATEGY**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Advertising strategy
- Stages of advertising strategy
- Stages in campaign planning

### **Structure:**

- 21.1 Introduction**
- 21.2 Advertising strategy**
- 21.3 Stages of advertising strategy**
- 21.4 Stages in campaign planning**
- 21.5 Summary**
- 21.6 Self Assessment Questions**

### **21.1 Introduction:**

Advertising plays an extremely important role in providing differential advantage for many products. It is often used to communicate product differences to the public and it may even be used to generate differences. For many products, brand differentiation is primarily accomplished through characterization in advertising. Some brands are characterized in terms of the kinds of people who tend to use them; others in terms of how it feels to use them; still others in terms of moods.

### **21.2 Advertising Strategy:**

Each of us is bombarded with over 1,500 commercial messages on a daily basis. We use self developed filters to "weed out" most of these advertising messages, so that only about 60 or 70 messages are actually processed by our brains. In order to get the message among the unfiltered ones, the company needs a relevant, well-constructed and efficient advertising strategy. Creating such a strategy is a highly complex process and the experience and creativity of the advertising company have an essential role in it. There are several key elements that should be focused upon in an advertising strategy: target audience, product specifications and presentation, advertising mediums, duration of the advertising campaign and projected results. Some of these basic elements are:

**Target Audience:**

Who are you selling to? This is the most important question. One has to understand the potential of customers before laying out an advertising strategy plan. The advertising agency will gradually eliminate audience segments that do not fit with the profile of the potential customer, so that the advertisement campaign money is properly invested and the promotional message reaches the people that are most likely to be interested in the services or products. Different segments of the general population may be targeted, depending on the product or the service offered.

**Product Presentation:**

Product presentation is a vital advertisement strategy. This product presentation is highly dependant on the target audience. Adapt the product to the tastes of the potential customers do not sell dark blue socks to little girls and do not put Britney Spears' face on a product destined for old school motorcyclists. The name, design, logo and packaging of the product (or services) fall into this category. After reading the market, implement your findings into the advertising strategy and create the product that is most likely to appeal to your targeted segment of the population. Advertisements, video or audio advertisements are included here as well - aim them at your precisely identified target. This would seem more like common sense, nevertheless, it is vital to remember who your customers are and target them specifically.

**Media:**

Planning out the advertising strategy also means knowing where the advertisements will appear. Different mass media outlets have various advantages and disadvantages for example, radio is cheap but has a weak impact, and television advertising is effective but very expensive and so on. The advertising agency will have to work out a financial plan as part of the overall advertising strategy and suggest the best mediums to spread the message. PPC advertisement, otherwise known as "pay per click" is another advertising strategy that utilizes advertising networks to deliver highly qualified leads to specific websites who then pay for each visitor they receive.

**Duration of The Campaign:**

Work with the agency to determine the proper duration for the advertisement campaign, based on your budget and projected results. A short and intense campaign might do wonders for one product and prove totally inefficient for another. Here, the experience or the advertising company hired is of utmost importance, and so make sure you partner with an agency you trust. In addition, it is better to find an agency that has experience running the kind of campaign you are proposing. This would help you not ending up spending money to be a test case for the advertisement agency.

**Projected Results:**

Advertising may be a subjective domain, but figures do not lie. Set some goals and craft your advertising strategy according to them. Some of your expectations might be tempered by the advertising agency, or maybe some of their requests will have to face your tight budget. In any of the cases, compromise is a viable solution, and adapting to a plan as you go is not necessarily a bad thing.

### 21.3 Stages of Advertising Strategy:

As a business begins, one of the major goals of advertising must be to generate awareness of the business and its products. Once the business' reputation is established and its products are positioned within the market, the amount of resources used for advertising will decrease as the consumer develops a kind of loyalty to the product. Ideally, this established and ever-growing consumer base will eventually aid the company in its efforts to carry their advertising message out into the market, both through its purchasing actions and its testimonials on behalf of the product or service.

Essential to this rather abstract process is the development of a "positioning statement," as defined by Gerald E. Hills in "Marketing Option and Marketing". "A 'positioning statement' explains how a company's product (or service) is differentiated from those of key competitors." With this statement, the business owner turns intellectual objectives into concrete plans. In addition, this statement acts as the foundation for the development of eleven selling proposals, which is composed of the elements that will makeup the advertising message's "copy platform." This platform delineates the images copy, and art work that the business owner believes will sell the product. With these concrete objectives, the following elements of the advertising strategy need to be considered seriously. They are target audience, product concept, communication media, and advertising message.

These elements are at the core of an advertising strategy, and are often referred to as the "creative mix." Most advertisers stress clear planning and flexibility from the beginning, which are the keys to success. On top of it, one needs to have creativity, and the ability to adapt to new market trends. A rigid advertising strategy often leads to a loss of market share. Therefore, the core elements of the advertising strategy need to mix in a way that allows the message to envelope the target consumer, providing ample opportunity for this consumer to become acquainted with the advertising message.

#### Target Consumer:

The target consumer is a complex combination of persons. It includes the person who ultimately buys the product, as well as those who decide what product will be bought, (but do not physically buy it), and those who influence product purchases, such as children, spouse, and friends. In order to identify the target consumer, and the forces acting upon any purchasing decision, it is important to define three general criteria in relation to that consumer, as discussed by the Small Business Administration:

1. **Demographics:** Age, gender, job, income, ethnicity, and hobbies.
2. **Behaviours:** When considering the consumers' behavior an advertiser needs to examine the consumer's awareness of the business and its competition, the type of vendors and services the consumer currently uses, and the types of appeals that are likely to convince the consumer to give the advertiser's product or service a chance.
3. **Needs and Desires:** Here an advertiser must determine the consumer needs- both in practical terms and in terms of self-image, etc.-and the kind of pitch/message that will convince the consumer that the advertiser's services or products can fulfill those needs.



**Product Concept:**

The product concept grows out of the guidelines established, in the "positioning statement." How the product is positioned within the market will dictate the kind of values the product represents, and thus how the target consumer will receive that product. Therefore, it is important to remember that no product is just itself, but the consumer needs to be able to identify with. Whether couched in presentations that emphasize sex, humor, romance, science, masculinity or femininity, the consumer must be able to believe in the product's representation.

**Media for Communication:**

The communication media is the means by which the advertising message is transmitted to the consumer. In addition to marketing objectives and budgetary restraints, the characteristics of the target consumer need to be considered as an advertiser decides what media to use. The types of media categories from which advertisers can choose include the following:

1. Print: Primarily newspapers (both weekly and daily) and magazines.
2. Audio: FM and AM radio.
3. Video: Promotional videos, infomercials.
4. World Wide Web.
5. Direct mail.
6. Outdoor advertising: Billboards, advertisements on public transportation (cabs, buses)

After deciding on the medium that is financially in reach, and most likely to reach the target audience, an advertiser needs to schedule the broadcasting of that advertising. The media schedule, as defined by Hills, is "the combination of specific times (for example, by day, week, and month) when advertisements are inserted into media vehicles and delivered to target audiences."

**Message:**

An advertising message is guided by the "advertising or copy platform," which is a combination of the marketing objectives, copy, art, and production values. This combination is best realized after the target consumer has been analyzed, the product concept has been established, and the media and vehicles have been chosen. At this point, the advertising message can be directed at a very concrete audience to achieve very specific goals. Hiam and Schewe listed three major areas that an advertiser should consider when endeavoring to develop an effective "advertising platform". They are:

1. What are the product's unique features?
2. How do consumers evaluate the product? What is likely to persuade them to purchase the product?
3. How do competitors rank in the eyes of the consumer? Are there any weaknesses in their positions? What are their strengths?

Most business consultants recommend employing an advertising agency to create the art work and write the copy. However, many small businesses do not have the up-front capital to hire such an agency, and therefore need to create their own advertising pieces. When doing this a business owner needs to follow a few important guidelines.

### **Budget:**

The advertising budget can be written before or after a business owner has developed the advertising strategy. When to make a budget decision depends on the importance of advertising and the resources available to the business. If, for instance, a business knows that they only have a certain amount of money for advertising then the budget will tend to dictate what advertising is to be developed and what the overall marketing objectives will be. On the other hand, if a business has the resources available, the advertising strategy can be developed to meet predetermined marketing objectives. For small businesses, it is usually best to put together an advertising budget early in the advertising process.

The following approaches are the most common methods of developing an effective budget. All the methods listed are progressive ones that look to perpetuate growth:

1. Percentage of future or past sales.
2. Competitive approach.
3. Market share.
4. All available funds.
5. The task of objective approach.

The easiest and the most common approach is the percentage of future or past sales method. Most industry experts recommend basing spending on anticipated sales, in order to ensure growth. But for a small business, where survival may be a bigger concern than growth, basing the advertising budget on past sales is often a more sensible approach to take.

## **21.4 Stages in Campaign Planning:**

Campaigns are a significant part of the public relations profession and they should be carried out with meticulous planning and thorough management. Generally the top management consisting of senior managers ensures their personal participation in the campaign planning, as the success of the campaign depends on the various inputs given by them with respect to internal resources and external market situations. Specific step-by-step measures should be taken up and worked out meticulously when planning any PR campaign to ensure it meets the objectives set. The planning processes in PR campaigns demonstrate that whatever results occur is deliberate or, indeed, have been taken into consideration. There are many stages of a successful PR campaign and some of the stages are listed below:

### **1. Research:**

Whatever be the kind of PR activity one may involved in, research will be at the core of the theme. Depending on what you're doing, different research methods can be used at various times. For example, if you're working on a campaign to influence teachers that a school blood screening program will help create awareness of diabetes 'among pupils, you might want to find

out their current opinion by carrying out a nationwide questionnaire among teachers. Or maybe you're embarking on an internal communications audit and want to speak more in depth with employees. Initiating a focus group might be a good means to do this.

Research methods are categorized into two groups. They are

**Primary:**

This method helps to get first hand information by using tools such as questionnaires, one-to-one interviews, telephone interviews, focus groups, blogs etc.

**Secondary:**

Often called desk research and involves gathering information from already published sources such as books, journals, papers, libraries, internet etc.

**2. Situation Analysis:**

The research that has been carried out should clearly define the current situation with regard to the campaign depending on what is involved. This might include an organization's current situation in the market, how it is perceived by customers or staff or how it is fairing financially. Going back to the blood screening in schools example, it might include the current situation with regard to public opinion on the issue or how it has been portrayed in the media. Whatever the campaign involves, one must absolutely be aware of everything both internally and externally. Basing on this SWOT analysis to examine strengths, weaknesses, opportunities and threats of the current situation, and a PEST analysis examine the external environment politically, economically, socially and technologically.

**3. Objectives:**

Once the management is aware of the problem(s) faced by the organization, through research and analysis made as above" it is easier to define the objectives of the campaign. The objectives are what is hoped to be the end result of the PR activity. Each objective must be SMART.

**Specific:**

Are they clearly defined and comprehensive?'

**Measurable:**

Can each objective be measured in the evaluation?

**Achievable:**

Considering other factors (e.g. budget and timescale) are they achievable?

**Realistic:**

Are you being realistic given the resources you have?'

**Time:**

When do you want to achieve the set objectives?

Depending on the situation, sometimes the objectives set can initially be before the research has been undertaken, in which case we can compare the objectives and the results achieved and use the knowledge gained for future planning.

#### **4. Identifying the Publics:**

The research carried out in the initial stages of the planning process should have identified each public relevant to the campaign. This is crucial to ensure that the key messages are communicated as efficiently as possible. The research also should have identified each public's current attitude to the situation to allow the campaigner to tailor the key messages appropriately. Using the blood screening in schools example, publics can also be sub-categorized into categories such as:

##### **Latent Publics:**

Groups that face a problem but fail to recognize it - pupils.

##### **Aware Publics:**

Groups that recognize a problem exists - teachers, media, parents.

##### **Active Publics:**

Groups that are doing something about the problem - Diabetes awareness creators, Self help groups, the Government.

#### **5. Identifying The Stakeholders:**

Once the publics of the campaign have been categorized, it is then important to identify who the stakeholders are. A stakeholder analysis is not as specific as identifying publics as it looks at everyone that is involved in the campaign as opposed to only those who need to be communicated to. Publics can also be categorized as stakeholders. The stakeholder analysis may involve employees, identified publics, suppliers, senior executives, investors etc.

#### **6. Key Messages:**

After ascertaining the issues faced by the organization, both internally and externally, and who you want to talk to, you then have to plan what you want to say. Every PR campaign needs to have a set of messages that form the main thrust of the communication. These messages need to be clear, concise and readily understood. Key messages are important for two reasons. First of all, they are an essential part of the attitude forming process and second, they demonstrate the effectiveness of the communication. Key messages must not cross over or conflict.

#### **7. Strategy:**

The strategy in a PR campaign is often confused with the tactics. However, the strategy is the foundation on which a tactical program is built. It is the theory that will move you where the current situation is now to where you want it to be. The strategy is usually the overlying mechanism of a campaign from which the tactics are deployed to meet the objectives. A good example, albeit a rather gruesome one of the strategy and tactics is noted in Gregory's Planning and Managing Public Relations Campaigns, where she describes the US's plans to move against Iraq following its invasion of Kuwait as

**The Objective:**

To get the Iraqis out of Kuwait.

**The Strategy:**

According to General Colin Powell was to cut them and kill them.

**The Tactics:**

Pincer movement of ground forces to cut the Iraqis off from Iraq, carpet bombing, divisionary tactics, cutting bridges and so on.

**8. Tactics:**

The PR profession has a number of tactics or tools in its armory. The challenge is choosing the right tactics to meet the objectives. Again, depending on what type of campaign you're involved you might use media relations, lobbying, events, interviews, blogger relations, presentations, consultations, newsletters, competitions, stunts, websites, conferences, photography, video news releases, etc. Although, creativity is always paramount, use only the tools that will best help you meet your objective.

**9. Time Scale:**

After finalizing the overall strategy and which tactics you are going to use, you have got to allocate a time to do it. A timescale allows you to co-ordinate your tactics appropriately and helps you be aware of certain deadlines. Not only that, if there are certain future events that relate to your campaign, you can tailor a tactic in your time scale to coincide.

**10. Budget:**

Allocating the budget is an essential part of a campaign as all the expenses of the campaign should be taken into consideration. The primary reason for a budget lets you know what you can or can not do, but it also allows you to allocate money to the specific areas of the campaign such as:

- Operating costs.
- Distribution, administration, travel, production, seminars etc.
- Overheads, expenses, salaries etc.,
- Equipment.
- Telephones, furniture, computers etc.

**11. Crisis Issues and Management:**

Risk is an inevitable part of some PR campaigns. In the event of serious crisis situations going on in the country being thoroughly prepared in case a problem does occur is paramount.

**12. Evaluation:**

The evaluation is an ongoing process particularly in a long-term PR campaign and so it is critical to constantly review all specific elements. Evaluating a campaign should be done by means of two ways i.e. original reviews and end reviews.

**Ongoing Reviews:**

The ongoing review is what will be carried out throughout the campaign. It is not calculated at the end of all the campaign activity, but constantly throughout. If certain elements of the campaign are not working as effectively as thought in the planning stages, it can be refocused or re-jigged to fit.

**End Reviews:**

The end review will take place after all PR activity has finished and where the final results will be compared against the campaign objectives. To do this, the tactics for each objective will be analyzed individually and critically. The evaluation is vital to discover which parts of the campaign were successful and which were not. Not only that, it helps determine what the current situation is after the PR activity has ended. The evaluation process is the 'added value' of PR and is something that can not be neglected.

**21.5 Summary:**

Advertising may be used to generate differences and to communicate product differences to the public. It also helps in brand differentiation is primarily accomplished through characterization in advertising. Creating advertising strategy is directly proportional to the experience and creativity of the advertising company. Key elements like target audience, product specifications and presentation, advertising media, duration of the advertising campaign and projected results are important in effective advertising.

With concrete objectives in mind the elements like target audience, product concept, communication media, and advertising message of the advertising strategy need to be considered seriously. These elements put together are called as the "creative mix." Instead of having a rigid advertising strategy which often leads to a loss of market share the core elements need to be mixed in a way that allows the message to engulf the target consumer and makes him acquaint with the advertising message. Various stages that are involved in campaign planning are research, situation analysis objectives, identifying the publics, identifying the stakeholders, key messages, strategy, tactics, time scale, budget and evaluation.

**21.6 Self Assessment Questions:**

1. What is an advertising strategy? Design a strategy for car manufacturing company.
2. What are the stages of advertising strategy?
3. Explain the stages in campaign planning.

## **Lesson - 22**

# **ADVERTISING COPY**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Copywriting
- Steps in copy writing
- Copy writing style

### **Structure:**

- 22.1 Introduction**
- 22.2 Copywriting**
- 22.3 Steps in Copy Writing**
- 22.4 Copy Writing Style**
- 22.5 Summary**
- 22.6 Self Assessment Questions**
- 22.7 Reference Books**

### **22.1 Introduction:**

Ad copy is a term that refers to the main text of a clickable advertisement, whether it is a contextual advertisement or a pay per click (PPC) advertisement. Advertisement copy (Ad copy) consists of different elements, which are designed in such a manner that they draw the attention, hold it for some time and conveys the message. The copy consists of few sentences or sometimes few words are enough to convey the idea. A broader meaning of the copy includes all the elements of an advertising message. Copy for a newspaper advertisement includes the text, headlines, subheads, picture, and trademarks bordered with illustrations or visual symbols. Copy for a TV commercial includes spoken words, sounds, music, graphics and movements along with camera clues.

When the word copy is referred it refers to the function of the copy writer and the techniques of writing advertisement in proper perspective. When an advertisement is planned it will have a particular strategy that includes a visual idea, explanation in words that are dramatized and supported by illustrations. The copy writer is responsible for every element that appears in the finished messages and its visualizations. Advertising copies are created by copy writer and the art director. Copy writers think in terms of pictures, sounds and movements as well as words. They visualize advertisements in final form according to the script of the copy to ensure effective results.

The ad copy is an excellent way to describe the idea and it makes the advertisement seem as persuasive as possible to any visitor who might be interested. Most advertisers use ad copy not only to describe the advertisement, but to also insert the keywords that the advertisements have been created for. The second and third lines of an advertisement displayed on a search engine. Experts are of the opinion that the best ad copy for pay per click advertising contributes to a high conversion rate after the click through is accomplished. In order to achieve this, many advertisers will test different ad copy to learn if it is more effective than other versions of a particular advertisement.

Advertisement copy (Ad copy) is made up of different elements, all of which generally find expression in two or three powerful lines that advertisers are allowed to use for their purposes. Ad copy is a term that refers to the main text of a clickable advertisement, whether it is a contextual advertisement or a pay per click (PPC) advertisement. The ad copy is an excellent way to describe where the advertisement link leads and it makes the advertisement seem as persuasive as possible. Most advertisers use ad copy not only to describe the advertisement, but to also insert the keywords that the advertisements have been created for. The text of the ad copy is generally the second' and third lines of an advertisement displayed on a search engine. Experts are of the opinion that the best ad copy for pay per click advertising contributes to a high conversion rate after the click through is accomplished. In order to achieve this, many advertisers - will test different ad copy to learn if it is more effective than other versions of a particular advertisement. The best version of the ad copy can be used after the trials. Testing ad copy can also lead to saving money on a particular paid inclusion campaign.

Most advertisers use tools on major search engines such as Google's Ad Words to create several different versions of the ad copy they intend on using, in order to ascertain the conversion rate for each version.. While ad copy is only two or three lines long, it is a very important part of the pay per click advertising package. In the end, it is what catches the visitor's attention and causes them to either click on the URL to learn more or simply move on to a different advertisement or organise result on the search engine results page. A web writer may be a copy writer if they are writing content for a web site. A freelance writer may be a copy writer if they are writing articles or press releases to promote a business.

## **22.2 Copywriting:**

Copywriting is a profession that means different things to different people, but this does not mean that each definition is different. Business firms use copy writing to communicate with their prospective customers and their target audiences. The copywriter is the person who acts as the communicator for the front-line, who will write copy or text which will persuade their audience into purchasing product.

Essentially, effective copy writing involves a process of writing and creating content that is promotional in nature in order to market ideas, products, services, or websites. Every copywriter is different, but the ultimate goal is the same. The goal in copy writing is to persuade consumers to take actions specific to the business or website. This means that the audience is required to read the advertisement material to buy a product, subscribe to the websites mailing list, or become a member of that business or website.



Copywriting is so broad a field that anyone who wants to become a freelance writer can do so if they learn how to market themselves, how to target themselves in their niche, and what kind of copy writer they want to be. As long as the advertiser knows the project or business the company is attempting to sell, and has in mind who the key demographic is, ad copy can be written effectively.

Some of the marketing tactics and parts of advertisements included in writing ad copy are:

**Credibility:**

Offers the visitor believability about the product or brand.

**Attention:**

Something that catches the visitor's attention, such as the keywords or keyword phrases.

**Promise of Benefit:**

The ad copy generally has some promise of benefit for the visitor if he or she clicks on the link.

**Action:**

The goal of ad copy is almost always to get some kind of action or reaction out of the visitor. Whether it is to just visit a landing page, fill out a form, or actual purchase of a product, the goal of most ad copy is the same, and involves some kind of action.

**How Copy Communicates:**

Depending on the hierarchy of effects the progress of communication takes place through six stages

- **Awareness:** Gaining prospects attention to the product and its sales message.
- **Knowledge:** Presents the USP in clear and interesting manner so that prospects will understand and accept it.
- **Liking:** Relates the message to prospects own lifestyles, making it relevant and believable.
- **Preference:** Developing a desire for the specific brand, promising physical or sensual, mental or intellectual, emotional rewards or benefits.
- **Conviction:** Persuades prospects that buying the product is in their own best interest perhaps because it will alleviate a discomfort or fear, a state of drudgery or boredom, or a potential risk or embarrassment.
- **Purchase:** Motivates prospective customer to act in the manner intended by the advertiser physically, in some cases, and mentally or emotionally in others. Because the sale is sometimes acceptance of an idea rather than a product.

Although there will probably never be any specific formula for ideal copy, these six steps constitute a hand guide for the copy writer. They provided a convenient means of orienting a message towards its prospects and of identifying the responses that they should stimulate. Not

all advertisements require a detailed script including all six parts. Some ads and commercials accomplish their objectives with a very simple structure. When composing advertising copy it is crucial to remember that the primary aim is to communicate information about the business and its products and services. The "selling proposal" can act as a blueprint here, ensuring that the advertising fits the overall marketing objectives. Many companies utilize a theme or a slogan as the centerpiece of such efforts, emphasizing major attributes of the business products or services in the process. But as Hiam and Schewe caution, while something is used to animate the theme, care must be taken not to lose the underlying message in the pursuit of memorable advertising.

When writing the copy, direct language (saying exactly what you mean in a positive, rather than negative manner) has been shown to be the most effective. The theory here is that the less the audience has to interpret, or unravel the message the easier the message will be to read, understand, and act upon. The copy content needs to be clearly written, following conventional grammatical guidelines. Of course, effective headings allow the reader to get a sense of the advertisement's central theme without having to read much of the copy. An advertisement that has "50% Off" in bold black letters is not just easy to read, but it is also easy to understand.

The copies are generally written by either a professional content writer or a direct copy writer who specializes in advertisement copy writing. The content writer can write for any given specific piece and can handle on general information. They are good at research writing qualitatively and can develop a good story. The writer in this particular category can take the consumer for a ride and hold on to the emotion though the ad may not force the writer to buy the product but can keep him in close contact. Direct copywriters on the other hand are very talented with 'marketing and sales promotional talents. They will specialize in direct mail, sales copy, and advertising work. Their intent with their writing is to reach an audience and motivate them to buy a product. A direct copywriter typically makes more money than a content copywriter, but their business is designed to make the business money through direct sales that happen immediately upon being exposed to their final product.

### **22.3 Steps in Copy Writing:**

Research is the most important element in the job of a copy writer, because even a best copy writer with the most talent, would fail if he does not know the product or service that he is writing about. Research, therefore, is the most critical phase in any writing job, and if this is done well, it will reflect in the writing. It does not matter whether it is content writing or writing advertising copy one need to conduct effective research either way. The more one knows about the product, service or piece they are writing about, the better his/her writing will be. The writer of the advertising copy should understand the product sold well than the people who will buy it. The writer should know who is going to buy the product and when the customers are known, we know what it takes for them to buy the product. Every word will be written with the intention of making the customers buy. If you are writing content for a magazine or website, you still need to do research on the topic you are writing about fully and completely. If you are a good writer, you will also research the audience of the magazine or website. Who will be reading this content? What are they like? etc.

The biggest objective in copywriting is to create a response from the reader. When a copy is written for an advertisement or marketing, you want your readers to be moved by what you say, and you want to use action words to do so. Sometimes phrases move the customer to act before it is too late. It makes a customer to keep reading the advertisement material. If they read

this article and move on to another magazine or website, it is understood that you have not made the material urgent enough. The content should urge the readers to take action by subscribing to a web site, subscribing to a magazine, or even urge them to look for more work done. This can be done by making the content personal, using emotion in copywriting to create emotion in readers. If the writer is personally moved by own writing, that is a good sign.

## 22.4 Copy Writing Style:

Advertising copy style is different from editorial writing or formal English composition style. Learning to write effective advertising requires more than understanding of the techniques involved. It demands practice and constructive criticism, just as learning to play the violin or piano does. Writing advertisements is a difficult art. Aldous Huxley said it calls for more skill than any other form of creative writing.

### Emphasis:

In an ad copy emphasis has importance. The words, visuals and meaning will have their own importance as far as emphasis is concerned. It will have its own limitation also because, to emphasize everything is to emphasize nothing.

### Specificity:

When advertising recall and values are tested facts are almost always remembered better than generalizations. Vague or overused words do not convey meaning in an effective manner. These are dependable words because they cannot describe the meaning, can not differentiate products, services or stores from one another because no one has clear mind, eye, picture for them.

### Truth and Believability:

Despite careful adherence to discipline of creativity, occasionally a copywriter's claims for a truth are important. Advertising that is accurate to the last detail is of little value if it is not believable. Creative strategy of advertising will have to follow some very clearly laid persuasive tracks; otherwise, consumer's deep rooted skepticism regarding cold remedies may prevent acceptance of the advertising message. Believability is often best served by letting announcer or TV commercial presenter handle the technical aspects of the sales story.

### Readability:

Readable copy is also enthusiastic copy. The late Leo Burnett, chairman of the board of his own agency, once noted that there are no dull subjects, only dull writers. Headache remedy, cold remedy and cold relief messages may seem tedious or boring to some recipients, but if they tell a specific, credible, welcome sales story to those who need the product advertised, they are as successful as we could ask them to be.

### Simplicity and Human Interest:

Reduced to its essence, the readability of copy depends on simplicity and human interest. The extent of each varies according to the audience and product involved, but any writing is more readable when it uses familiar, personal words and short, uncomplicated sentences. Ideally, copy should contain no words that stop the reader's flow of thought. The use of familiar words is particularly

important in connection with technical terms which may be everyday language to product manufacturer, but which would make reading difficult for the public. In short, good style in advertising copy relies on concrete words that correspond to the experiences of the audience it wants to interest and motivate to act. Sometimes humor is appropriate, but only if it relates directly to a product message.

### **Clichés and Superlatives:**

The effectiveness of much advertising copy is greatly reduced by the use of clichés and superlatives because they block communication in much the same way the abstract and general terms do. Sometimes the expressions in the form of clichés and superlatives may sound so outdated and boring that they convey those same impressions of their products. Sometimes the clichés can not be easily removed. Attempts to replace it with fresher words may end in confusion or awkward wordiness. A clear stereotype is better than an obscure image, no matter how fresh the wording of the latter is.

### **Art work and Layout:**

Small business owners also need to consider the visual rhetoric of the advertisement, which simply means that the entire advertisement, including blank space, should have meaning and logic. Most industry experts recommend that advertisers use short paragraphs, lists, and catchy illustrations and graphics to break up and supplement the text and make the document both visually inviting and easy to understand. It should be remembered that an advertisement has to capture the reader's attention quickly.

## **22.5 Summary:**

Advertisement copy consists of different elements which are designed to attract and pass on the message to the consumer. Sometimes the copy consists of sentences and sometimes few words can send the meaning effectively. The contents of the copy differ from newspaper to television channel. Every copy consists of visuals, texts which are again supported by illustrations. In the preparation of the copy copy writer and the art director work with coordination. Advertisement copy is made up of different elements. Sometimes internet is also used to create different versions of the ad copy. Copywriting is a profession that involves a process of writing and creating content that promotes ideas, products, services etc. In communicating the meaning effectively through advertisement copy six stages are identified. They are creating awareness, improving knowledge levels, enhancing interest, developing preference, conviction and ultimately making the prospective buyer purchase the product.

## **22.6 Self Assessment Questions:**

1. What is copywriting? What is its importance?
2. List out the elements of a print media copy
3. Elaborate the steps in copy writing.
4. How important is the copy writing for online content?

5. Explain the copy writing style.
6. Write about the types of media of advertising.

### **22.7 Reference Books:**

Longman, K.A. (1971), Advertising, Harcourt Brace Jovanovich, INC., New York.

Sandage, C.H., Fryburger, V, Rotzoll,k (1998). Advertising theory and practice,  
A.I.T.B.S. Publishers, New Delhi.

Wright, Advertising

Bellur : Reading in Advertising Management.

Mathur : Press Advertising.

## **Lesson - 23**

# **MEDIA ADVERTISING**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Types of media of advertising
- Writing copy for print and electronic media
- Copy writing for online advertising

### **Structure:**

- 23.1 Introduction**
- 23.2 Types of media of advertising**
- 23.3 Writing copy for print and electronic media**
- 23.4 Copy writing for online advertising**
- 23.5 Summary**
- 23.6 Self Assessment Questions**
- 23.7 Reference Books**

### **23.1 Introduction:**

In recent years advertising has become primary source of media revenue. Thus almost every medium in the country today includes advertising department to sell advertising time or space and to plan and create ad messages. For a media buyer there is seemingly endless variety of advertising media ranging from skywriting and banners flown over stadium to television networks and magazines. Important media vehicles for advertisements are newspapers and magazines, radio, television, outdoor, cable tv and yellow pages.

### **23.2 Types of Media of Advertising:**

It is important to note that many other types will be encountered in the advertising world. Each media category consists of many more competing businesses. The money any advertiser allocates for buying media space or time is limited and media sellers work to convince buyers that the media they represent will meet advertiser needs more efficiently and more effectively than any other medium. Among others newspapers claim the large part of ad revenue, they are powerful competitors for local and retail advertising since many are monopolies in their cities of origin. They provide retailers with an effective sales generating medium for daily communication with prospective customers at a relatively low cost. In addition classified advertising is an important source of newspaper income since many advertisers have no significant alternative when asking to sell a used car, find a baby sitter or hire an experienced machinist. Print media also include outdoor advertising formats such as billboards, transit posters, the yellow pages, and direct mail.

Although television is the newest of all more media having arrived on the scene only 40 years ago it now captures major part of advertising turnover. It is surprised to know that direct mail also is competing with radio, print and television media. Expenditure of collateral media such store posters, signs, special weeklies, banners etc has been on rise these days. Each medium has advantages or combination of characteristic features that make it a viable choice for certain advertisers at certain times. Media sales representatives compete with one another for advertisers business on the basis of these characteristics. Conversely media buyers acting on behalf of advertisements evaluate these characteristics when deciding which media would work together best in a media mix designed to help meet advertisers objectives. Some of the most important considerations used to differentiate media are;

1. **Selectivity:** Ability of medium to reach a particular audience based either on the audiences geographic location or a unique trait. These traits may be demographic or psychographic.
2. **Coverage:** The size or nature of the audience a medium can reach. Or, more commonly the degree to which a medium can penetrate a market such as homes in an area or persons within a specific group.
3. **Flexibility:** The speed and ease with which an ad can be placed in a medium changed or deleted.
4. **Cost:** In the absolute sense the charge implored for buying a certain amount of time or space. In the relative sense, what the medium yields in terms of audience quality and quantity and results obtained for the money spent.
5. **Editorial Environment:** The nature of the information or entertainment material that surrounds a buyers advertising and it ability to meet the advertisers' objectives.
6. **Production Quality:** The ability of a medium to reproduce advertising with great fidelity
7. **Permanence:** The ability of medium to keep advertisements before prospects eyes or within their grasp for an extended period.
8. **Trade Acceptability:** The degree of acceptance a medium can generate among an advertisers intermediaries, retailers, wholesalers and other persons working within the advertisers channels of distribution
9. **Merchandising Cooperation:** Services offered by many media boost retailers support or and enthusiasm for national advertising campaigns. Examples include creation of in store displays, a promotional mailers and sales contest among dealers etc.

### Print Media:

Print media is important for advertising because of its wide reach to a large segment of target audience, and the great number of specialized publications enables the advertisements to reach them quickly and effectively. Print media includes newspapers, general magazines, consumer and trade magazines, farm and business publications etc. In print media the distribution, size, and target audience of a particular format are assessed before placing the ad. Both newspapers

and magazines use circulation to determine that rates charged for advertising space and to promote their respective publications to advertiser.

Newspaper advertising costs and deadlines are highly flexible but ads are short lived. The bulk of newspapers advertising revenues come from retail and classified ads but national advertiser also find news papers valuable in meeting certain campaign objectives

Newspaper supplements such as comic sections, sunday magazines and tabloid inserts broaden the flexibility of it and enhance the medium's values to advertisers.

Newspapers advertising space is generally sold to retailers by the columns inch and to national advertisers by the agate line. An agate line is a unit of space 1 columns wide and  $\frac{1}{4}$  inch deep, fourteen of these lines form one column inch. At the retail level, newspaper advertising is usually subjected to attractive bulk or frequency discounts. Under single rate system national advertisers may benefit from similar discounts, but this practice is still relatively rare. Rates may also vary when an advertiser uses color or demands a guaranteed position in the paper.

While a newspaper appeals to all sorts of people within a certain community, a magazine's interest particular people in all kinds of communities. It is this ability to reach homogenous groups that makes magazines so attractive to advertisers. In addition magazines offer excellent reproduction possibilities and extended exposure of messages. Although magazines are usually viewed as a national medium there are also regional magazines, regional editions of national magazines and split run possibilities that give the medium geographical flexibility. Magazines may be classified by page size, frequency of publication and by editorial appeal. There are three major groupings by editorial appeal such as consumer magazines, business publications, and farm publications. Business publications include professional magazines, trade magazines, general business magazines, institutional magazines and industrial publications.

Gross impressions help media planners compare the value of certain magazines or magazines combinations. They represent the size of audiences reached by specific magazines even though there is no wide spread agreement as to the quantity or quality of readership required before a person can be called a magazine reader. Gross impressions for a combination of magazines usually include duplicates audiences that is some of the same readers may read two or more of the magazines involved in the audience measurement activity, Magazine space is generally sold at rates based on pages, partial pages or agate lines. As in the case of newspapers, premiums may be charged for color or special positions. The most important sources to which media buyers turn for information on magazines are the studios.

### **Television and Radio:**

Because radio and television are so pervasive and so personal they are attractive to advertisers at national, regional and local levels. In order to be successful as advertising vehicles radio and T.V stations must have sound engineering and appealing programmes. Networks supply their affiliates with quality news and entertainment programs and advertisers benefit from national or selective coverage. National advertiser may select a network campaign approach or may choose the past broadcasting method. Networked advertising is simpler to achieve and the cost of attaining national coverage is less than what it would be with the non networks strategy. But sports broadcasting is much more flexible and allows advertisers to deliver varying kinds and numbers of messages needed. Here advertisers select markets and stations independently. This approach



is advantageous to an advertiser with spotty distribution or one who wants to concentrate advertising in a particular region because of geographics variations in sales patterns. As program sponsorship has finished in tv advertising participation shown in which various sponsors place commercials when the body of programs have increased. Announcement campaigns on the other hand place commercials between programs or at stations breaks and are sold by local stations to local and non networks advertisers.

Radio stations attract audience by developing particular styles or musical formats that will appeal to certain segments of the total radio audience. Television stations generate little loyalty per se but depend on specific to attract viewers. Most of the programs we see are networked or station produced shows, feature films made for TV movies or syndicated programs made by networks of independent packages. Broadcasting rates describe the numbers and kinds of people who view or listen to particular programs and are used to set the rates charge for commercials time. Three widely used ratings are known as the homes using radio or homes using television rating, the program rating and the share of audience rating. Rating services such as AC Nielsen and Arbirn also describe the composition of each station or program audience usually in demographic terms.

The rates a station charge for commercial time fluctuate according to audience size, quality and the quantity of time purchased and the amount of unsold or available time that station has in its length whereas radios most popular lengths are 30 and 60 seconds. Technological advancements are gradually turning television sets into information terminals from which consumers may study, shop and vote when they do not choose to view on air programs or pre packaged shows and games.

#### **Yellow Pages:**

The main vehicle for directory advertising consists of the yellow pages of telephone directories. The great value of directories is that customers tend to turn to them at a time of product need. The Small Business Administration stated in "Advertising Your Business" that a yellow page advertisement is often used to "complement or extend the effects of advertising placed in other media." Such an advertisement has permanence and' can be used to target a specific geographic area or community. Essentially, a yellow page -advertisement gives the consumer information needed to make a purchase. Therefore the key information to incorporate in such an ad includes:

- Products
- Services
- Location
- Contact number
- Business hours
- Payment terms
- Parking availability

- Discounts
- Delivery policies
- Emergency services

The best way to arrange this information is in a list, so that the consumer will be able to scan the advertisement for the desired information. A major consideration with a yellow page advertisement is where to place it, which primarily depends on the directory (or category) under which businesses choose to locate their advertisements. The advertisement copy should compliment the directory, indicating the main products and services for sale, so that the ad will emerge from the similar looking ads that surround it.

### **Outdoor Advertising:**

Outdoor advertising is also considered as largest advertising medium in existence. No medium relies more heavily on the pictorial method of communication than outdoor advertising. Here is advertising in its simplest and most direct form without news or entertainment of any kind to attract initial attention and interest. Moreover, the audience is moving past the advertisement at a distance and the message must be delivered clearly and completely in five seconds or less. The simplicity that is always desirable in layout becomes a vital principle with outdoor simplicity not only in the number and arrangement of elements but also in terms of the idea itself.

### **The key characteristics of it are:**

1. Easy to identify advertiser or product name and
2. Short, simple, legible copy.
3. Illustrative material that is large, bold and colorful.

The basic types of outdoor advertising are posters, painted bulletin, bill boards, roadside signs, travel directories, information centers, car cards, traveling displays. It also usually comes in the form of transit posters. Like yellow page advertisements, outdoor advertising is usually, used to support advertisements placed in other media. Since the prospective consumer often has only fleeting exposure to billboards and transit posters, the advertising copy written for these media needs to be brief with the ability to communicate ideas at a glance with the help of graphics and headings.

## **23.3 Writing Copy for Print and Electronic Media:**

For a good advertisement the headline and picture are very important. The average headline and picture fail to persuade readers to consider the body of the advertisement nine' out of ten times. The picture and headline must perform two jobs. They should stop the readers and attract them towards the content of the advertisement. Most often, the real message is in the body copy. When they do look at the message, it is better to have something that they like. The best advertisements will have some or all the tips incorporated in the copy.

**Elements of a Print Media Copy:****Headline:**

Perhaps the most important element of content in the head line area is selectivity. The headline must serve to signal or "cue" those who are dieting that a low-calorie dessert message is directed specially to them. That example may seem obvious, but it is not so easy to understand why an ad for a product used by everyone (such as soap or tooth paste) should not strive to attract everyone's attention. In certain instances, a question may make an effective headline. At other times, an invitation is more on target. "Treat yourself to convenience and rich flavor." In addition to select key prospects, the headline idea should make them aware of the promise Samuel Johnson described as "the soul of an advertisement." Sometimes it is in the form of a command. Finally, "news flashes" may be just as important in advertising as they are in a purely journalistic sense. There are no right or wrong words, lengths, or forms for effective headlines. Copywriters must take care, however, to avoid calling attention to their ads per se, instead of to their products and real sales messages. Each headline must relate clearly and specially to the intended audience and to the rest of the advertisement.

**Subhead Lines:**

If a headline clearly suggests a product's value to the consumer, no subhead line, or subordinate backup headline, may be needed. Sometimes, however, subheads (as well as picture captions) may help convert reader interest into product knowledge by expanding or amplifying the main headline idea. Subheads form a kind of transitional bridge between the headline and the body copy and may sales message but merely a teaser line. They may breakup long blocks of body copy and thus ease the reading task.

**Body Copy:**

In stimulating and preference for a given product, body copy must develop the benefit-promise, explain product features and values, and support claims logically and convincingly. Most effective advertisements use a combination of two basic types of writing; the emotional reason why and the rational reason why. The first is mainly subjective and the second mainly objective, but both must provide compelling reasons why the advertised product (brand). In a copy proof of claims, to enhance conviction, may come from (1) descriptions of how a product works or is made, (2) test results, (3) performance case histories, (4) testimonials or quotations from experts, and (5) sales records and guarantees. Or the proof may take the form of sensory appeals and challenges to the reader to "see for your self" or "try it for a week and feel the difference."

**Visualization and Layout:**

The term visualization is an elusive one. Writers' artists and production personnel visualizes when creating an advertisement. But visualization often is confused with layout in the print field. True visualization however, embodies the creation of an idea, whereas layout involves the arrangement of the various elements headlines, illustrations, traders, company names and main text or body copy to deliver the idea. In suggesting the composing or the situation for the key illustration of the ad the artiste is visualized. In raging this illustration with support illustration adverbial elements in the form of the finished ad, the artist is making a layout a blue print for the printer.

Visualization is the step that must precede redesign step of layout and must either precede the actual writing of the words or take place simultaneously.

In visualization of radio the copy writer uses two methods to stimulate the listener to evoke personal images. They are sense setting and word painting. In a sense setting, familiar words or remarks immediately create the case in the listener's mind such as incense setting, familiar sounds or remarks. While radio communicates by sound alone, television primarily is a visual medium. In fact the real test of an effective TV message is whether the video alone can deliver the story, if the full impact through this unique combination of sight, sound and motion is to be realized. However the creation of a television commercial calls for a greater variety of skills that does the creation of any other type of advertisement. TV copy writers must not only visualize pictures but also those in terms of movement. An understanding of both the stage and motion picture studio and the technique of television production is even more important than knowledge of graphic arts processes is to the print computer.

### **The Closing Idea:**

All efforts to establish product awareness, knowledge, liking, preference, and conviction are designed for the sole purpose of persuading readers to act. If they accept an idea, change an attitude, agree with a proposition, visit a store, ask for a brand name, or react in any of a host of other ways, they would have taken a big step toward ultimate purchase of the product advertised.

### **How Broadcast Commercials Communicate:**

Commercial messages on radio-combinations of voices, words, music, and sound effects can develop "mind pictures" bounded only by the extent of listener's imaginations. Radio gives the copywriter complete freedom of time and place, and unlimited forms and amounts of physical activity. Television combines sight, sound, and motion to approximate face-to-face selling better than any other medium. The TV advertiser can, in effect, come into a viewer's home, chat with the viewer personally, display products actively over a musical background, and stimulate sales by demonstrating ease of purchase. On the other hand, both radio and television, as entertainment media present advertising copywriters with the challenge of keeping the urge to entertain under control. It must always be secondary to the application of sound selling principles and to the development of a solid USP.

### **Awareness:**

Broadcast copywriters, therefore, have to work extra hard to gain attention. Unexpected words or actions sometimes prove effective stoppers "when was the last time you dyed..... with bright, color-fast results in clothing or bedspreads?" Or picture an animated soda-pop can that "flips its lid" and begins a furious fizzing action as its contents fill a frosty glass.

### **Knowledge and Linking:**

Simple commercials generally hold interest best. Long lists of items or sets of figures bore radio audiences, and TV scenes whose actions do not exactly parallel copy lines prove confusing.

### **Developing Preference and Conviction:**

Radio commercials assume any of the following six-basic formats in developing the desire for a particular product or service.

**The Straight Sell:**

This is clear, simple presentation of product benefits with emphasis on product differentiation. Usually it is spoken by a single announcer.

**The Educational Appeal:**

More rational than emotional, this format is frequently used for corporate or institutional messages. These commercials sometimes utilize an exchange between an informed person and someone unaware of a product or company.

**The Testimonial:**

Credibility is important here. The endorser may be a celebrity or an unknown person with whom the viewer can easily identify. A case history normally unfolds.

**The Humorous Approach:**

Humor is entertainment, and it holds audiences. It is also both elusive and fragile. However, a humorous commercial contains comic material that helps position and sells a product. It must be delivered by someone who knows how to be funny.

**The Musical Spot:**

This format may include instrumental background music with a spoken message, or it may be a signing commercial.

**The Dramatization:**

A narrative technique is particularly effective in presenting a problem that can be solved by the product. An example might be a type of "stain-in, detergent-applied, stain-out" sequence. These six formats also might be applied to television, but the visual, rather than the aural, character of TV requires different, though somewhat overlapping, classifications. The straight sell, dramatization, and testimonial formats are visual interpretations of the same arrangements in radio. A "personality" format emphasizes the fame and following of a star who presents the product message in a well-known visual and verbal style.

Two additional formats unique to television are the song-and-dance commercial and the demonstration technique. Song-and-dance productions are really visual presentations of radio's musical format, requiring peak professional performances in both visual and aural areas. They are usually feasible only for advertisers with large budgets.

Creative advertising professionals agree that the demonstration format is the one that best utilizes TV's unusual potential. But Charles Wainwright also stresses the importance of simplicity with this warning. Demonstration can, of course, be combined with testimonial, personality, and even song-and-dance formats. If the product lends itself to demonstration, failure to make use of such an opportunity is difficult to justify.

Here are some points to be remembered while writing a copy for print or electronic media.

- The purpose of the advertisement is not to sell the product; it is to sell the message. A good copy evokes interest about the product, explains its characteristic features of it, enlighten and benefit the audience. The advertisement just draws the attention of the audience and brings them to the advertiser whereas the sales people should handle and finalize the deal.
- The body copy should create interest in the product, so that the reader will want to look at the product and make the reader remember the product's name and make them like it. Researchers often find that people will remember an advertisement, but 'will not be able to remember which product or brand of product it advertised! It is true with most of the TV advertisements.
- An advertisement is composed of a series of steps leading towards the goal of selling its message. The purpose of each "step" in the ad is to move the reader to the next level in the persuasion process. In step one, the headline and/or picture stop readers, and in step two they convey a message that entices readers to look at the body copy. In step three the first paragraph of the body copy must lure the reader deeper into the text where the pitch is kept.
- To entice the reader, design the first paragraph more like a headline. The first sentence should promise excitement, interest, amazement, romance, power, wealth, etc. The opening lines of a copy should stimulate the reader's "hot button" motivation, such as love, security, romance, greed, ego, and so on. It should use short, common words and words with emotional associations to help create an emotional reaction. One should not be vague and should not force the reader guess at the situation.
- The ad copy must be interesting and should try to make the reader want to read the next paragraph. If the reader thinks the material might be entertaining educational stimulating, or inspiring, that serves as a value added component of the message making it more likely to be read. The ad copy should be kept short and use active voice only.
- Proven writing technique to capture and hold the readers' attention lies in the three part story structure. First, introduce the character(s) and their problem, which is mostly similar to that of the reader. Make the characters appealing so that the reader will identify with them. Second, explain their trouble and in third step let them take action to rescue themselves by using' your .product.
- Advertisements which promise information about how to do something will get attention and readership. Even if we don't need it now, we'll save the advertisement because we may need to know how to do it later. Most families have an advertisement for a soap powder on their laundry room wall because it shows how to get ten common stains out of clothing.
- People like to read personal letters, especially if they're written to other people and we can "sneak" a glance at them. Take advantage of this quirk inhuman nature by making your advertisement look like a letter, preferably typewritten for clarity.
- Unique value

- While both print media and electronic media endeavor to convey textual content, each of these two types of communication must attend to unique concerns in order to deliver readable content. In writing electronic texts spell-check and auto-suggest functions often assist authors in word processing programs. In addition, online audiences tend to respond more enthusiastically to images than to text. Thus, sentences in electronic media should be simpler than text contained within printed literature. Screen glare, font size and website layout will also considerably influence the readability of internet text. In print aging of paper, wrinkling, torn pages or stains may influence the reader in reading the advertisement.
- Browsing content in print and electronic media requires readers to employ different search strategies. With minimal knowledge and software, computer users can create searchable PDF documents at their work place or at home. They can also search emails, photos and virtual bookmarks with the aid of search tags. Print media can be disassembled and organized into folders such as newspaper sections.
- A level of interactivity is inherent to both tangible, as well as intangible examples of mass communication. While electronic documents can often be modified via copy-and-paste options, print media can be manipulated by hand with scissors and glue, and can be easily annotated.
- Print media is available 24 hours a day, as long as a reader owns a copy of the printed material in question. Compared to it electronic media may only be available to a reader far part off the day, often depending on whether she is able to' access the Internet or not.

### 23.4 Copy Writing for Online Advertising:

There are two kinds of copywriters for the web writer, and those include content writers and writing for search engine optimization. This section will focus on content writing. Content writing for the internet usually involves creating content for a website. Content writing in blogs all over the web, or the material you read when you arrive at a home page is the content of the web. In many cases, a writer is hired to write it to ensure that customer arrives there. If you are a business owner about to go on the Internet, a good content writer can make all the difference in the success of a website. The catch phrase today is 'content is king'. In other words; the best websites are the ones with the best content.

When you are a web writer writing content pieces, you need to fashion your work to the reader, and this works on several ways. Content pieces on the internet need to be easy to read. It need not be written in paragraph form, but can be in one or two sentences a piece. This does not mean you have to compromise the integrity of flow, but just make the piece easier to read. Internet readers have been researched to show they are more scanners than readers. The more broken up your piece is, the likelier they will read it in its entirety and the message that you want will- get across. The advertisement pieces will also be a little shorter for the same reason. Internet readers do not spend a lot of time on websites if they don't have to, so as a web writer, you need to grab their attention fast. How you do this is through short pieces that are easily read.

### 23.5 Summary:

Newspapers, magazines, radio, television, outdoor, cable tv and yellow pages have become important media vehicles for advertisements. They are mutually beneficial as media can get revenue and the promoter can market his product of service. Compared to others newspapers claim large part of ad revenue and have become powerful competitors for local and retail advertising. However, television has captured major part of advertising turnover. Media buyers study the characteristics of various media and conclude as to which would suit the advertisement. In all print media has wide reach where as radio and television are so pervasive and so personal. In direct advertising the main vehicle consists of the yellow pages of telephone directories. The yellow page -advertisement gives the consumer information needed to make a purchase. To produce an effective advertisement the headline and picture are very important. Subhead lines, body copy, visualization and layout bring out qualitative changes in advertisements. Copy writing for online advertising involves creating content for a website for a writer is hired to write it to ensure that customer arrives there.

### 23.6 Self Assessment Questions:

1. What is copywriting? What is its importance?
2. List out the elements of a print media copy
3. Elaborate the steps in copy writing.
4. How important is the copy writing for online content.
5. Explain the copy writing style.
6. Write about the types of media of advertising.

### 23.7 Reference Books:

Longman, K.A. (1971), Advertising, Harcourt Brace Jovanovich, INC., New York.

Sandage, C.H., Fryburger, V, Rotzoll,k (1998). Advertising theory and practice, A.I.T.B.S. Publishers, New Delhi.

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## **Lesson - 24**

# **MARKET RESEARCH**

### **Objective:**

On completion of this lesson, you should be able to understand:

- Concept of market
- Types of markets
- Marketing process
- Steps in research
- Uses of Market research
- Types of Market research
- Use of demographic studies in market research
- Steps for successful market research

### **Structure:**

- 24.1 Introduction**
- 24.2 Types of markets**
- 24.3 Marketing process**
- 24.4 Steps in research**
- 24.5 Uses of Market Research**
- 24.6 Types of Market Research**
- 24.7 Use of demographic studies in market research**
- 24.8 For successful market research**
- 24.9 Summary**
- 24.10 Self Assessment Questions**
- 24.11 Reference Books**

### **24.1 Introduction:**

Marketing is the way a product is designed, tested, produced, branded, packaged, priced, distributed and promoted. The American marketing Association (AMA) defines it as an organizational function and a set of processes for certain, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its

stake holders. The marketing concept, concepts of exchange, branding and added value have important implications for advertising and for advertising's role in marketing. The success of marketing depends on whether a business can create a competitive advantage that results in an exchange and advertising showcases those advantages.

The four key concepts in marketing related to advertising are:

1. Marketing concept which focuses first on the needs of the consumer in designing product of design rather than the goals and needs of the company
2. Exchange refers to the way a company makes and offers something and what a consumer gives in turn to obtain that product ( good, service or idea). Advertising offers an information exchange in support of the marketing exchange.
3. Branding uses advertising to create a special meaning for a product that makes it distinctive in the market place.
4. Added value means marketing or advertising effort makes the product more valuable, useful or appealing to a consumer.

## 24.2 Types of Markets:

When marketing strategist speak of markets they generally refer to groups of people or organisation. The four main types of markets are consumer, business to business (industrial), institutional and reseller. Consumer markets consist of people who buy products and services for personal or household use. Right from match boxes to computers multitude of products that consumers buy are important. Business to business (industrial) markets consists of companies that buy products or services to use in their own business or in making other products. Ads in this category usually are heavier on factual content than on emotional appeals. Institutional markets include a wide variety of profit and non profit organizations such as hospitals, government agencies and schools that provide goods and services for the benefit of society. Reseller type of channel market is made-up of members of the distribution chain which is what we call resellers or intermediaries.

## 24.3 Marketing Process:

Marketing is a process for doing business. The process begins with marketing research leads markets to make a set of key strategic and tactical decisions that guide the deployment of the marketing mix. These steps listed below are:

### Step1:

Research the consumer market as well as the competitive market place and develop a situation analysis.

### Step 2:

Set objectives for the marketing effort.

### Step3:

Isseus consumer needs and wants relative to the product , segment the market into gropus that are likely to respond, and target specific markets.

**Step4:**

Differentiate and position the product relative to the competition.

**Step5:**

Develop the marketing mix strategy : select product design and performance criteria, pricing, distribution and marketing communication.

**Step6:**

Evaluate the effectiveness of the strategy.

**24.4 Marketing Research:**

The American marketing association defines market research as "the systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services". Such research is carried on to guide managers in their analysis, planning implementation and control of programs to satisfy customer and organization goals. Many larger business firms maintain a market research department as an integral part of the company's marketing organization. The research department assists the ad manager through the gathering of market data and helps in sifting through and classifying the material which is then fed to the advertising agency to use when discharging its functions of planning, creating and placing advertisements. Information already existing within the company's internal data such as sales figures and customer lists are tapped first. External data can be added to this store of information necessary for thorough planning of secondary data. The results of other researcher's efforts should be brought together, assessed and added to the company's investors of marketing information. Market research probes into all components of the marketing mix. When it is directed towards the advertising decision making process it is usually called advertising research. Advertising research is a subsystem of market research which gathers information to be used by the advertiser and the advertising agency when engaged in campaign planning.

**Steps in Research:**

Most marketing and advertising research authorities agree that a full scale investigation includes these five steps.

1. Defining problem.
2. Collecting secondary or available data.
3. Collecting primary or original data.
4. Compiling and ordering data.
5. Interpreting the findings.

Additional considerations market research specialist with an eye perhaps to the practical application of research projects often add two other steps to the five just discussed

6. Presenting the results and
7. Applying the conclusions or follow-up

**Fundamentals of primary data gathering quantitative research:**

Most original information secured during market and advertising research is obtained. The information gathering phase is highly critical to the research process and the methods that could be employed are through

- Questionnaires mailed to individuals.
- Telephone interview.
- By face to face interviews with consumers
- Personal interview.
- Ordinary questionnaire design.
- Qualitative research and its intensive techniques are
- Depth interviews.
- Focus group discussions.
- Projective techniques.

The marketing process begins with research into markets, consumers, and the competitive situation. The objective for planners is to know as much as they can about the marketplace so that they can make informed and insightful strategic decisions. Part of marketing research is focused on gathering information from already existing and published secondary research and from primary research which has original research undertaken to answer specific questions. But the second part of research is situation analysis which identifies the brands strengths and weakness as well as corporate and market opportunist and threats interpreting marketing information in terms of strengths, weakness, opportunities and threat (SWOT) help managers turn data into insights. The goal of marketing research is both information and insight. Marketing planners use research to develop strategies for approaching their markets. These strategies in turn give direction to the planning of advertising. There are three key strategic decisions.

**Objectives:**

The marketer's first step after the research is to set objectives for the marketing effort. Usually these objectives are business measures such as increased sales levels or share of market.

**Segmenting and Targeting:**

The next step is to assess whether there are identifiable groups within the market whose needs and wants intersect with the product and its features this is called segmentation. The planners assess the needs of these groups as well as their propensity to respond and decide which groups to target which means they become the focus of the marketing communication efforts.

**Differentiation and Positioning:**

Planners also assess the competition and decide where their products point of differentiation lies and then make some decisions about how to present or position the product

within this competitive environment relative to consumer needs. Positioning refers to how consumers view and compare competitive brands or types of products and how they see a brand relative to the other brands in the category.

## 24.5 Uses of Market Research:

Market research allows pinpointing a host of key business factors about the market. It can help in identifying:

- Progress in a particular business.
- Potential of target market.
- Best location for your business.
- How best it can take on the competition.
- Factors that influence buying decisions.
- Demand for the product, idea or service.
- Alternative patterns of marketing.

It also can reveal key information about customers in aspects such as

- The demographic profile.
- Their requirements such as types of features or special services they want.
- Their expectation.
- Likes and dislikes.
- How a particular product is utilized.
- How often they replace it with another one etc.

Once the results of market research are analyzed the agency will be in a better position to create a focused business plan, develop a targeted advertising campaign, set competitive prices, select a new business location, or take other steps to grow.

## 24.6 Types of Market Research:

Market research methods fall into two basic categories i.e primary and secondary research. Depending upon the objectives one or both may be used to conduct research. Success depends on a lot of things, but when you have information about a particular market segment, a geographic area, or customer preferences, you will be better prepared to make the decisions that can make or break your business. Many companies use market research as a guide. Whether you want to expand the business into a new area or introduce a new product, primary and secondary market research can provide valuable insights and help in shaping the business and prevent costly missteps.

**Primary Research:**

Primary research involves collecting original data about the preferences, buying habits, opinions, and attitudes of current or prospective customers. This data can be gathered by means of focus groups, surveys, and field tests. Simply put, primary research is research that is tailored to a company's particular needs. By executing focus group studies, surveys, field tests, interviews or observation one can understand the target market effectively.

**Secondary Research:**

Secondary research is based on existing data published in reference books, magazines and newspapers, industry publications, chambers of commerce, government agencies, or trade associations. It gives information about industry sales, trends, growth rates, demographic profiles, and regional business statistics. There would be people whose expansion ideas depend on the data obtained through secondary research. This type of research is based on information gathered from previous studies of the related field taken up by government agencies, chambers of commerce, trade associations, and other organizations. This type of information could be found in libraries, in the Web, books, business publications, magazines, newspapers etc..

Although secondary research is less expensive than primary research it is not as accurate, or as useful as specific and customized research. For instance, secondary research will tell as to how much money was spent by teenagers last year on basketball shoes, but not how much they're willing to pay for the shoe of the other company that he has in mind. While there are many ways to perform market research; most businesses use one or more basic methods. They include surveys, focus group discussions, personal interviews, observation, and field experiments etc. The type of data you need and how much money you are willing to spend will determine which techniques you choose for your business.

**Survey Method:**

In survey method also most original information secured during market and advertising research is obtained through

1. Questioners mailed to the individual.
2. By telephoning.
3. By face to face interview.

The information gathering phase is highly critical to the research process. Determining which data collection method suits most is also based on consideration of relative costs, sample size, type of respondent, nature of the information sought, time available and desired accuracy. The advantages and disadvantages of these methods are discussed.

- With concise and straightforward questionnaires, one can analyze a sample group that represents the target market. The larger the sample, the more reliable the results will be.
- Personal surveys are one-on-one interviews typically conducted in high-traffic locations such as shopping malls; They allow you to present people with samples

of products, packaging, or advertising and gather immediate feedback. In-person surveys can generate response rates of more than 90 percent, but they are costly.

- Telephone surveys are less expensive than in-person surveys, but costlier than mail. However, due to consumer resistance to relentless telemarketing, convincing people to participate in phone surveys has grown increasingly difficult. Telephone surveys generally yield response rates of 50 to 60 percent.
- Mail surveys are a relatively inexpensive way to reach a broad audience. They're much cheaper than in-person and phone surveys, but they only generate response rates of 3 percent to 15 percent. Despite the low return, mail surveys remain a cost-effective choice for small businesses.

#### **Focus Groups:**

- In focus groups, a moderator uses a scripted series of questions or topics to lead a discussion among a group of people. These sessions take place at neutral locations, usually, at facilities with videotaping equipment and an observation room with one-way mirrors. A focus group usually lasts one to two hours, and it takes at least three groups to get balanced results.
- Personal interviews
- Like focus groups, personal interviews include unstructured, open-ended questions. They usually last for about an hour and are typically recorded. Focus Groups and personal interviews provide more subjective data than surveys. The results are not statistically reliable which means that they usually don't represent a large enough segment of the population. Nevertheless, focus groups and interviews yield valuable insights into customer attitudes and are excellent ways to uncover issues related to new products or service development.

#### **Observation:**

Individual responses to surveys and focus groups are sometimes at odds with people's actual behavior. When you observe consumers in action by videotaping them in stores, at work, or at home, you can observe how they buy or use a product. This gives you a more accurate picture of customers' usage habits and shopping patterns.

#### **Field Trials:**

Placing a new product in selected stores to test customer response under real-life selling conditions can help you make product modifications, adjust prices or improve packaging. Small business owners should try to establish rapport with local store owners and web sites that can help them test their products.

### **24.5 Use of Demographic Studies in Market Research:**

No business can be all things to all people. Instead, you must reach specific customers and satisfy their particular needs. As an entrepreneur, one must identify those customers and understand as precisely as possible what they want. The process of finding and studying potential customers for your venture does not have to be complex or expensive, but it is extremely important

in a nutshell, it requires you to find out everything you can about the customers whom you intend to pursue. Once you have that information, you'll have a much better chance of capturing those customers for your business.

**Demographics:**

Begin your research by checking the demographics of the region that you plan to target. You'll want to know the population's makeup in terms of age, gender, income level, occupation, education, and family circumstances: married with children, singles, or retired. To find that information, you'll need to spend some time online. Do a Google search to find the most recent edition of the Country and City Data Book, published by the U.S. Department of Commerce. This research will give the most recent census data on the area you wish to target.

**Geographic and Lifestyle Factors:**

Give some thought to where and how the target customers live. Are they urbanites who walk everywhere (foot traffic will bring them into a store) or suburban mothers who spend most of their time in the car (do you need to provide a lot of parking space)? What is the weather like? Are people more likely to spend a lot of time outdoors, or are indoor activities more popular? Are these people conservative with their money, or are they spenders? The answers will help determine what you can sell to them, how you should sell it, and at what price.

**Customer Needs:**

Consider all of the reasons why people might purchase your product or service. For example, if you're opening a health club, what are the priorities of your clients? Do they want to take exercise classes, work out with a trainer, or play racquet sports with friends? Will you need to be open early in the morning to accommodate commuters who need to leave for work? Are there a lot of stay-at-home or work-from home parent~ who need child care services in order to attend classes? Find out by talking to people in the local fitness industry and by quizzing friends or acquaintances who go to health, clubs. Then you can design and market your club accordingly.

Thinking about opening a coffee shop? Stake out the area where you think you'd like to start the business. Notice the traffic, car and foot, at various times throughout the day to see how many people might frequent your shop. Do people dash in and out of shops, or would they linger? This might help you determine whether you should also sell small pastry items or full meals as well as coffee.

Once you have considered the key demographic factors, you can begin to assemble a customer profile, a more focused statement that describes your target market in detail. Consult that profile when you make decisions about issues such as .what products and services to offer or advertise, how much to charge for various products, and expansion plans.

**24.6 For Successful Market Research:**

Whether your goal is to expand into new markets, introduce a new product or service, or gauge customer reactions, even the smallest businesses can benefit from a simple but well planned study. Market research helps to understand the market, customers, competitors, and larger industry trends. High-quality research will reveal details about the current customers and will help to target new customers. For example, before opening an organic produce market, it



would be advisable to find out if there is a demand for food grown without pesticides and whether customers will pay more for it. In addition to the insight that you will gain into customer needs, market-research studies can help. You avoid costly mistakes, such as introducing an unpopular new line of goods or developing a service that no one really wants. Coca-Cola's introduction of New Coke in the 1980s demonstrates what happens when decisions are not supported by solid research. Coke revised the formula of its traditional brand of soft drink and lost millions of rupees in sales. By performing a study and determining what people thought of the new formula, the company could have avoided public-relations headaches.

### **Basic Guidelines:**

When a market-research study is made for the business, certain basic guidelines need to be followed. Use the right sample. The research sample which constitute study's group of participants has to be of the right size. Too large a sample is not "cost" effective, and too small a sample offers inaccurate results. You also need to have the right samples from overall population. Even a sample as small as one percent of a market or group will work, as long as the sample truly reflects the overall-geographic area or population that you want to query

### **Mirror The Market:**

Your surveys must reflect all of characteristics of the market from which it is drawn, such as geographical area or population group. A.C.Nielsen TV ratings are based on very small samplings of the overall audience, but they're accurate to a few percentage points. For example, if half of your target market is aged 65 and older and half is 30 and younger, make sure that the sample size accurately reflects this demographic. If one-third of your market lives in one town and two-thirds lives from other, your survey must reflect the geographic split in. order to give you accurate and useful information.

### **Get Quantifiable Results:**

Successful studies follow proven approaches based on statistics and sampling. Most results can be tabulated with simple arithmetic and broken down into percentages that anyone can understand. If one follows these guidelines and collects information that can contribute to the success of the enterprise, it can not only save money and time, but also from business disaster.

## **24.7 Summary:**

Marketing is the process in which a product is designed, tested, produced, branded, packaged, priced, distributed and promoted. It is an organizational function where a set of processes for communicating and delivering value to customers is taken up. The concept of exchange, branding and added value have important role in marketing. The success of marketing depends on whether a business can create a competitive advantage that results in an exchange and advertising showcases those advantages. During expansion of markets and in other occasions research helps to understand the market, customers, competitors, and larger industry trends will help in promoting the current customers and adopt new customers also. Certain basic guidelines need to be followed for market-research study. Usage of the right sample in right size, cost effectiveness will help in getting good results. The survey must reflect all characteristics of the market from the perspective of geographical area and population group. Successful studies, well tabulated and analysed results with simple arithmetic will help in arriving at conclusions easily. Well planned exercise can save money, time and protect the firm from business losses.

**24.8 Self Assessment Questions:**

1. What are the types of markets?
2. Explain the marketing process.
3. List out the steps in research.
4. What are the uses of market research?
5. Elaborate the types of Market Research.

**24.9 Reference Books:**

Longman, K.A. (1971), Advertising, Harcourt Brace Jovanovich, INC., New York.

Sandage, C.H., Fryburger, V, Rotzoll,k (1998). Advertising theory and practice, A.I.T.B.S. Publishers, New Delhi.

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